KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD.

No. KCMMF/CMD/002/2026 August 21, 2026

NOTIFICATION

The **Kerala Co-operative Milk Marketing Federation Ltd. (KCMMF)**, popularly known as MILMA, engaged in the procurement, processing and marketing of Milk & Milk Products. On behalf of KCMMF Ltd., the Centre for Management Development (CMD) invites applications from qualified and competent candidates for appointment to the position of **Sales Officer** on **contract basis**. The initial tenure of appointment will be for **One year,** which will be extended for 2 years based on performance of the candidate.

Interested candidates may apply **ONLINE** through the website of Centre for Management Development (CMD), Thiruvananthapuram **(www.cmd.kerala.gov.in)** by satisfying themselves with the terms and conditions of this recruitment.

Schedule of Events:

Start date for submitting online application	**August 21, 2026 (10:00 A.M.)**
Last date for submitting online application	**September 04, 2026 (05:00 P.M.)**

The details of the post, vacancy, eligibility criteria and remuneration are given below:

Post	Vacancy	Qualification & Experience*	Upper Age Limit*	Monthly Remuneration
Sales Officer	***TRCMPU LTD.*** *Trivandrum -01* *Pathanamthitta -01* ***ERCMPU LTD.*** *Ernakulam -01* ***MRCMPU LTD.*** *Palakkad -01* *Kozhikkode -01* *Kannur -01*	MBA in Marketing or Postgraduate degree in Agri-Business Management or Postgraduate degree in Food Science and Technology. One-year experience in dairy sector in supervisory position preferred.	40 years	**Rs. 47,000.00/-** (Consolidated pay Rs. 35,000.00/- Max TA- Rs.5,000.00/- and Max Incentive Rs.7,000.00/-)

****The cut-off date for upper age limit and experience is 01.08.2026***

Note:-

Candidates are requested to indicate their Regional Milk Union of choice at the time of submitting the application.

Instructions for Scanning of Photograph & Signature

- Scan the latest photograph of the candidate and upload the same in the space provided in the online application [scanned image shall be less than 200 kB in *.JPG format only].
- Candidate shall make his/her signature on a white paper, scan the same and upload it in the space provided in the online application [scanned image shall be less than 50 kB in *.JPG format only].
- The candidate has to scan his/her full signature, since the signature is proof of identity, it must be genuine and in full: initials are not sufficient. Signature in CAPITAL LETTERS is not permitted. The signature must be signed only by the candidate and may not by any other person.

General Instructions

- Applicant must be citizens of India.
- The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- **KCMMF Ltd./CMD shall not be responsible for any discrepancy in submitting the online application.**
- Applicants must compulsorily fill-up all relevant fields of the online application.
- Incomplete/incorrect application form will be summarily rejected. KCMMF Ltd./CMD under any circumstances will not entertain the information, if any, furnished by the candidate subsequently. Applicants should be careful in filling-up the application form at the time of submission. If any lapse is detected during the scrutiny, the candidature will be rejected even though he/she comes through the final stage of recruitment process or even at a later stage.
- The applicant should not furnish any false, tampered, fabricated information or suppress any material information while filling up the application form. If the particulars furnished in the online application form do not tally with the Original documents produced by the Candidate, his/her candidature will be rejected.
- **The qualification stipulated for the post must be from a recognized University/ Institute. Those applicants having qualification equivalent to any of the prescribed qualification should submit equivalency certificate issued by the competent authority and without such certificate, their applications shall not be considered.**
- **Candidates who possess qualifications acquired from foreign universities shall submit an equivalency certificate from a competent authority/Association of India University proving that the qualification is acceptable/considered in India.**
- In the event of any information provided by the candidates being found false or incorrect at any stage, their candidature/appointment is liable to be cancelled/terminated without any notice.
- **CMD reserves the right to call for any additional documentary evidence from candidates in support of educational qualifications/experience/ other notified eligibility requirements.**
- **Candidates must upload either the original certificate or the provisional certificate issued by a competent authority when submitting their educational qualification certificates. Uploading mark sheets, consolidated mark sheets, or statements instead of certificates will not be accepted, and such applications will be rejected.**

- Applicants should have a valid personal email ID and mobile no., which should be kept active till the completion of this Recruitment Process. CMD may send intimation to download call letters for written test/proficiency assessment/interview through the registered e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new e-mail ID and mobile no. before applying online and must maintain that email account and mobile number.
- The copy of the Appointment letters, Salary Certificates, pay slip etc. will not be accepted in lieu of work experience certificate. In the case of latest experience, applicants may upload an **AFFIDAVIT with details of employer, designation, period, nature of job, tasks and responsibilities. Affidavit is applicable only for latest experience. Experience certificates submitted without specific information like date of joining, relieving, duties and responsibilities, signature and seal of authorised person will not be considered.**
- **CMD reserves the right to determine the selection process based on requirements. The selection process may include application screening, criteria-based screening, a written test, group discussion, skill test/proficiency test, an interview, or any combination of these methods.**
- Please note that only shortlisted candidates will receive intimations via email, SMS, or phone call regarding the selection process.
- Enable email notifications to stay informed about updates and communications. Also, regularly check your spam or junk email folder for important messages.
- Applications with blurred/ illegible Photograph/ Signature/ ambiguous experience certificates will be rejected.
- CMD/KCMMF Ltd. reserves the right to modify, cancel the notification or revise the number of posts at any time without assigning any reason or to stop the recruitment process altogether.
- **Rights for the rules for the cut off marks/shortlisting in all stages of recruitment are reserved by CMD/KCMMF Ltd.**
- The CMD/KCMMF Ltd. reserves the right to debar any candidate for any malpractice, including for a fraudulent claim of any kind of benefit / relaxation / concession, misconduct.

Sd/-
Authorized Signatory

ANNEXURE

Sales Officer Roles and Responsibilities

1. **Sales team Coordination:** Managing, training and providing overall guidance to the sales team of an assigned territory and acts as the supervising officer for Territory Sales In-Charges (TSIs).
2. **Target Setting:** Setting reasonable sales targets to be achieved by the sales team, monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
3. **Business Forecasting:** Establish sales objectives by forecasting and developing annual sales quotas for regions and territories projecting expected sales volume and profit for existing and new products.
4. **Market study:** Maintain sales volume, product mix by keeping current with supply and demand, changing trends, economic indicators and competitors.
5. **Mentoring:** Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target and KPI targets are met.
6. **SW analysis:** Assess the strengths and weaknesses of the sales team and manage the sales program accordingly.
7. **Relationship Building:** Developing and sustaining long-term relationships with Modern Trade and Key Accounts.
8. **Designing sales management process:** Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects.
9. **Asset mapping:** Conducts freezer asset mapping and ensures optimal placement.
10. **Market Intelligence:** Gathers and reports market intelligence to support strategic decisions.
11. **Sales Development:** Drives the development of the General Trade segment (both wholesale and retail) and sales to institutional clients and the HoReCa (Hotels, Restaurants, and Catering) segment.
12. **Promotional activities and brand building:** Travelling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness.