महर्षि महेश योगी
रामायण विश्वविद्यालय

Ref No. MMYRV/MRCRC/2026-27/07

Date: 19th October 2026

Name of the Company: SLMG Beverages

About Company: SLMG Beverages Private Limited is one of the largest anchor bottling partners for The Coca-Cola Company in India.

JOB ROLE: To represent Coca-Cola in the assigned market, develop and service outlets as per the journey plan, ensure product availability and execution standards, achieve brand/pack-wise sales targets, maintain strong retailer relationships, and provide timely market and sales information to the reporting manager.

Company Website: https://slmgbeverages.com/

Designation: Market Developer

Location/Place of Posting: Previous Assignment (job area to be specified., if applicable): Function/Vertical: Sales Department: Sales

The initial stipend will be ₹12,000 per month, along with TA/DA, for the first three months. After this period, an assessment will be conducted. Upon successful assessment, the candidates will be placed on Starshine's rolls and will receive ₹12,000 take-home salary along with additional benefits, including PF, ESIC, and incentives.

Essential job Responsibilities (Broad areas)

Market Visits

- Visit and develop the assigned set of outlets regularly as per the pre-defined sequence and journey plan (30 outlets/day).
- Convert and develop new outlets and dry outlets in the assigned area and add them to the regular visit sequence.
- Follow the approved PJP / market route and maintain planned outlet coverage.

Sales & Availability

- Ensure availability of relevant SKUs in outlets as per standards.

• Coordinate with Route Salesman / Distributor Salesman to ensure the right SKU range and mix.
• Collect pre-sell orders from outlets and support 100% target completion brand & pack wise within timelines.
• Keep track of short SKUs and update seniors for primary sales planning.

Cooler Merchandising
• Ensure the cooler (fridge) is placed in a prime position at the outlet.
• Merchandise the cooler and maintain brand order as per standards.
• Ensure the cooler is pure, clean and in working condition.
• Ensure product rotation and follow FEFO.

Warm Display & Activation
• Display products on shelves, cooler tops and equipment as per standards.
• Place display equipment in prime positions and merchandise it as per standards.
• Display products in a way that attracts consumers and shoppers.
• Ensure proper activation and effective use of activation / marketing elements.
• Execute national / unit-level promotions and initiatives at the outlet.

Customer Relationship
• Build strong business relationships with retailers by adding value to their business.
• Understand shopkeepers' needs and provide appropriate solutions within timelines.
• Provide timely information about schemes, rates and relevant updates.

Reporting & Market Intelligence
• Submit standard reports as per the specified frequency.
• Update daily working reports to the department and reporting manager.
• Collect and share market information as and when required.
• Observe competitor brands, packs, pricing and schemes and share relevant inputs with the reporting manager.

Distribution Operations
• Ensure the right SKUs and quantity are available on the route vehicle before market operations.
• Check stocks on weekends and update concerned stakeholders.
• Ensure timely dispatch / movement of near-BBD (Best Before Date) products in the market.

Safety & Discipline
• Follow all company safety requirements during market travel and outlet visits.
• Use helmet / seat belt as applicable and carry valid vehicle documents and driving license.
• Maintain professional conduct and comply with company policies and field working protocols.