

ASSOCIATE GENERAL MANAGER – CONSUMER GOODS

Reference Code : HLL/HR/066/2026

Job Title : Associate General Manager – Consumer Goods

Start Date : 18.08.2026

End Date : 02.09.2026

Contract Type : Fixed Term Contract (FTC)

Company

HLL Lifecare Limited (HLL), India's leading manufacturers and marketers of contraceptive, Health Care and Pharma products is a Mini Ratna Central Public Sector Enterprise under the Ministry of Health and Family Welfare. HLL is a global leader in the area of contraceptives, hospital products and healthcare services. With 8 manufacturing units, 3 subsidiary / joint venture companies, 21 regional offices. HLL exports products to over 85 countries. Besides this, HLL is engaged in providing healthcare and diagnostic services, consultancy and contract services for healthcare infrastructure projects and consultancy services for procurement of medical equipment and devices in healthcare sector. Thus, HLL is positioned as a total healthcare solution provider catering to the well-being of society at large.

Department: Consumer Goods & FMCG

Tasks :

- Lead the Consumer Goods business, driving overall business strategy, revenue growth, profitability and market expansion.
- Develop and implement brand and marketing strategies to strengthen the positioning and market presence of Moods, Velvet and other consumer healthcare products.
- Drive channel development and distribution expansion, improving market penetration, sales effectiveness and geographic reach.
- Lead new product development, portfolio expansion and market opportunities based on consumer insights and emerging market trends.
- Strengthen commercial excellence through pricing, sales planning, demand management and performance monitoring across channels.
- Build sustainable growth through strategic partnerships, customer engagement, innovation and effective management of business performance.

Requirements

Maximum Age: 50 years as on 01.08.2026

Basic pay range: Rs. 70000 – 95000/-

Gross Salary: Rs.148890 (Metro) (approx.) at the minimum of the scale.

Annual CTC: ₹20.69 lakh (Metro) (approx.) at the minimum of the scale

Qualification:

Essential: MBA – Marketing / Post Graduate Diploma in Marketing

Post Qualification Experience:

Essential: Minimum 18 years of post-qualification experience in FMCG, consumer healthcare, OTC or personal healthcare products, covering brand management, sales strategy, channel development, distribution management, market penetration and consumer-business growth.

Desirable: Experience in P&L ownership, new-product launches, digital and omnichannel marketing, moment marketing, consumer insights, trade marketing, modern retail or e-commerce and leadership of national or multi-regional sales teams.

No. of Positions : 1

Posting Location : New Delhi

Instructions for Applying Through the Google Form:

1. Access the Google Form using the following link: [Click here to Apply](#).
2. Download the prescribed job application form from the link provided in the form or from the HLL website.
3. Fill in the application form digitally and save it as a PDF or Word file. Handwritten applications will not be accepted.
4. Upload the completed application form using the file upload option in the Google Form.
 - Maximum upload size: **10 MB per file**.
5. Attach additional supporting documents **in PDF or Word format** if required (CV, educational/experience certificates, latest salary slip), ensuring each file is under 10 MB.
6. Select the correct post applied for in the form to ensure proper processing.
7. Submit the form on or before the deadline. Late submissions will not be considered.

General Conditions:

1. Before applying, candidates should ensure that they fulfil all the eligibility criteria mentioned in the advertisement.
2. Applications not in the prescribed format **will not be considered** for selection process and no further communication will be sent separately.
3. Application Format can be downloaded from the website.
4. Job title and Reference code should be clearly mentioned in the Application form
5. All information submitted in the application will be verified with original documents at the time of the interview. If any information provided by the candidate is found to be false or incorrect or not in conformity with the eligibility criteria, then his/her candidature is liable to be rejected/cancelled at any stage of the recruitment process.
6. Only Indian Nationals are eligible to apply.
7. SC/ST/OBC/PwD candidates will be eligible for relaxation as per Government of India directives.
8. SC/ST candidates are required to submit SC/ST Caste Certificate in the format as applicable for appointment to posts under Government of India.
9. OBC candidates are required to submit Other Backward Class Certificate ('Non-Creamy Layer') (Certificate should be in the format as applicable for appointment to posts under Government of India).

10. The crucial date for determining the age limit shall be same as the cut of date for calculating Qualification & Post Qualification Experience of the candidates.
11. HLL reserves the right to cancel, restrict, or modify the selection process, or to not fill any or all of the posts notified, at its discretion. The number of vacancies may also be increased or decreased based on organizational requirements.
12. Candidates working in Government, Semi-Government Organizations, Public Sector Undertakings, or Autonomous Bodies must provide a No Objection Certificate (NOC) at the time of the interview.
13. The decision of Management regarding selection will be final.
14. Canvassing in any form will be a disqualification