

No. : 7/7/2023-PESB

**भारत सरकार**  
**Government of India**  
**कार्मिक एवं प्रशिक्षण विभाग**  
**Department of Personnel & Training**  
**(लोक उद्यम चयन बोर्ड)**  
**(Public Enterprises Selection Board)**

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ब्लॉक संख्या 14, सी.जी.ओ. कॉम्प्लेक्स, लोदी रोड  
 Block No.14, C.G.O. Complex, Lodhi Road  
 नई दिल्ली / New Delhi- 110003  
 Dated : 03/08/2023

सी. पी. एस. ई. का नाम NAME OF THE CPSE	HLL Lifecare Limited
पद का नाम NAME OF THE POST	Director (Marketing)
रिक्ति की तारीख DATE OF VACANCY	01.04.2023
सी. पी. एस. ई. की अनुसूची SCHEDULE OF THE CPSE	Schedule B
पद का वेतनमान SCALE OF THE POST	Rs. 160000 – 290000 (IDA)

## I. COMPANY PROFILE

HLL Lifecare Limited(formerly Hindustan Latex Limited). (HLL) was established in the year 1966 as a Public Sector Enterprise under the Companies Act, 1956. It is one of the largest Contraceptive manufacturers and health care and consumer products marketing organization reaching out to the urban centres as well as rural centres. HLL is a Schedule 'B' Miniratna CPSE in the Consumer Goods sector with the administrative jurisdiction of Ministry of Health and Family Welfare.

Its Registered and Corporate Office are at Thiruvananthapuram in Kerala.

The company employed 1290 regular employees (Executives: 397 & Non-Executive: 893) as on 31.03.2023.

The authorized and paid up capital of the Corporation is Rs. 300 crores and Rs. 15.53 crores respectively as on 31.03.2023.

The shareholding of the Government of India in the company is 100%.

## II. JOB DESCRIPTION AND RESPONSIBILITIES

*Director (Marketing) is a member of the Board of Directors and reports to the Chairman and Managing Director. He heads the Marketing Division which include verticals such as:*

*Consumer Business Division*

*Womens Health Division*

Vending Business Division  
 HiCare Division  
 International Business Division  
 Medical Counseling Cell  
 Retail Business Division  
 Health Care Services Division

He/ She is responsible for formulating and implementing Marketing policies and strategies for all products of HLL keeping in view the domestic & International market trends and fast changing technological and economic development. He/ She is responsible for conceiving and executing marketing strategies and ensuring market development activity in India and abroad keeping in view Company's profitability and growth objectives.

**III. ELIGIBILITY**

**1. AGE :** On the date of occurrence of vacancy (DOV)

<b>Age of superannuation 60 years</b>			
<b>Internal</b>		<b>Others</b>	
<b>Minimum</b>	<b>Maximum</b>	<b>Minimum</b>	<b>Maximum</b>
40	2 years residual service as on the date of vacancy w.r.t. the date of superannuation.	40	3 years residual service as on the date of vacancy w.r.t. the date of superannuation.

**2. EMPLOYMENT STATUS:**

The applicant must, on the date of application, as well as on the date of interview, be employed in a regular capacity – and **not** in a contractual/ad-hoc capacity – in one of the followings:-

- (a) Central Public Sector Enterprise (CPSE) (including a full-time functional Director in the Board of a CPSE);
  - (b) Central Government Group 'A' officers including the Armed Forces of the Union and All India Services and officers from Public Sector Banks/ Financial Institutions/ Autonomous Bodies etc;
  - (c) State Public Sector Enterprise (SPSE) where the annual turnover is **\*Rs.1,000 crore or more;**
  - (d) Private Sector in company where the annual turnover is **\*Rs.1,000 crore or more.**
- Preference would be given to candidates from listed Companies.**

(\* The average audited annual turnover of three financial years preceding the calendar year in which the post is advertised shall be considered for applying the approved limits.)

**3. QUALIFICATION:**

The applicant should be Engineering Graduate/MBA/PGDM in Marketing or related subject with good academic record from a recognized University/Institution.

**4. EXPERIENCE:**

The applicant should possess cumulative experience/exposure of at least 5 years during the last 10 years in Marketing/Sales/Business Development/Forecasting & Planning.

Applicants having experience in marketing of industrial, consumer goods and health care will have added advantage.

## **5. PAY SCALE:**

### **(a) Central Public Sector Enterprises-**

#### **Eligible Scale of Pay**

- (i) Rs. 6250-7475 (IDA) Pre 01/01/1992
- (ii) Rs. 8520-10050 (IDA) Post 01/01/1992
- (iii) Rs. 18500-23900 (IDA) Post 01/01/1997
- (iv) Rs. 43200-66000 (IDA) Post 01/01/2007
- (v) Rs. 100000-260000 (IDA) Post 01.01.2017
- (vi) Rs. 14300-18300 (CDA) Pre-Revised
- (vii) Rs. 37400-67000 + GP 8700 (CDA)
- (viii) Rs. 123100-215900 (Level 13) CDA

The minimum length of service required in the eligible scale will be one year for internal candidates, and two years for others as on the date of vacancy.

(b)

**(i) Group 'A' officers of the Central Government including All India Services (AIS) and Autonomous Bodies, etc.** should be holding a post of the level of Director in Govt. of India or carrying equivalent scale of pay on substantive basis on the date of application.

**(ii) Applicants from Public Sector Banks/ Financial Institutions** should be holding at Board level or at least a post of the level immediately below the Board level for one year on the date of application.

**(iii) Applicants from the Armed forces of the Union** should be holding a post of the level of Brigadier in the Army or equivalent rank in Navy/Air Force on the date of application.

**(c) Applicants from State Public Sector Enterprises/ Private Sector** should be working at Board level position or at least a post of the level immediately below the Board level on the date of application.

## **6. CONDITION OF IMMEDIATE ABSORPTION FOR CENTRAL GOVERNMENT OFFICERS**

Central Government Officers, including those of the Armed Forces of the Union and the All India Services and officers from Public Sector Banks/ Financial Institutions/ Autonomous Bodies etc., will be eligible for consideration only on immediate absorption basis.

## **IV. DURATION OF APPOINTMENT**

The appointment shall be for a period of five years from the date of joining or upto the date of superannuation or until further orders, whichever is earlier.

## **V. SUBMISSION OF APPLICATIONS**

**Applicants should submit their applications on-line only as per the format.**

1. The applicants should submit their applications through proper channel as follows:

(a) Group 'A' Central Government Officers, including those of the Armed Forces of the Union and All India Services; through Cadre Controlling authority.

- (b) Officers from Public Sector Banks/ Financial Institutions/ Autonomous Bodies, etc: through their Administrative Ministry/ Department of the Govt. of India.
- (c) CMDs/MDs/Functional Directors in CPSE: through the concerned Administrative Ministry;
- (d) Below Board level in CPSE: through the concerned CPSE;
- (e) CMDs/MDs/Functional Directors in State PSE: through the concerned Administrative Secretary and Cadre Controlling Authority, if any, of the State Government;
- (f) Below Board level in SPSE: through the concerned SPSE.
- (g) Private Sector: directly to the PESB.

2. Applicants from Private Sector must submit the following documents along with the application form:

- (a) Annual Reports of the Company in which currently working for the 3 financial years preceding the calendar year in which the post is advertised (**please provide URL or attach/enclose copies**);
- (b) Whether the company is listed or not; if yes, the documentary proof (**please provide URL or attach/enclose copies**);
- (c) Evidence of working at Board level or at least a post of the level immediately below the Board level;
- (d) Self-attested copies of documents in support of age and qualifications;
- (e) Relevant Jobs handled in the past with details.

## **VI. UNDERTAKING BY THE APPLICANT**

An applicant has to give an undertaking as a part of the application that he/she will join the post, if selected. If an applicant does not give such undertaking, the application would be rejected.

### **1. For Candidates from Central Government including the Armed Forces of the Union and All India Services and officers from Public Sector Banks/ Financial Institutions/ Autonomous Bodies etc:**

- (a) The appointment is on immediate absorption basis.
- (b) If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE.
- (c) Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE.

### **2. For candidates from CPSE**

- a. If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE other than the one to which the candidate belongs.
- b. Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE other than the one to which the candidate belongs.

### **3. For candidates from SPSE/ Private Sector**

- a. If a candidate conveys his/her unwillingness to join after the interview is held, he/she would be

debarred for a period of two years from the date of interview, for being considered for a Board level post in any CPSE.

b. Further, if a candidate conveys his/her unwillingness to join after the issue of offer of appointment, he/she would be debarred for a period of two years from the date of offer of appointment for being considered for a Board level post in any CPSE.

4. In the above cases, no request for relaxation or otherwise would be entertained.

## **VII. THE APPLICANTS CAN EITHER**

**(a)** fill up the **Application Form online only** against this Job Description on the website of PESB - <https://pesb.gov.in/> and thereafter **forward it online**, as specified in para V(1);

**Or**

**(b)** fill up the **Application Form online only** against this Job Description on the website of PESB - <https://pesb.gov.in/>, take a printout and send it offline, as specified in para V(1).

**Total timeline for receipt of applications in PESB is 30 days from the date of publication of advertisement in leading National Dailies. Last date for submission of applications by the applicants is 30.08.2023. Last date for nodal officers to forward applications to PESB is 08.09.2023 . No application shall be entertained under any circumstances after the stipulated date. Incomplete applications and applications received after the stipulated date shall be REJECTED.**

**Board reserves the right to shortlist applicants for interview.**

Applications are to be addressed to

Secretary,

Public Enterprises Selection Board, Public Enterprises Bhawan,  
BlockNo. 14, CGO Complex, Lodhi Road, New Delhi-110003.

**ALL CORRESPONDENCE WITH THE PUBLIC ENTERPRISES SELECTION BOARD SHOULD BE ADDRESSED TO SECRETARY, PUBLIC ENTERPRISES SELECTION BOARD ONLY.**