



**SABARMATI RIVERFRONT DEVELOPMENT CORPORATION LTD.
(SRFDCL)**

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Between Gandhi & Nehru Bridge, Riverfront Road (West), Navranpura,
Ahmedabad - 380009

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Advertisement for the post of Dy. General Manager (Marketing)

SRFDCL, an SPV of Ahmedabad Municipal Corporation, is formed for implementation of Sabarmati River Front Project. The Company requires a full-time Deputy General Manager (Marketing) on a contract Basis for 03 years Contract + further extendable subject to company's requirement and performance.

The candidate must be MBA (Marketing) and graduate in any stream from UGC/AICTE or any Govt. approved university.

- The candidate shall possess a minimum of five (5) years of post-qualification experience in marketing, business development, land leasing, land monetization, real estate marketing, or allied fields. Out of the total experience, the candidate shall have at least two (2) years of experience specifically in land leasing and/or land monetization activities
- The candidate must have comprehensive knowledge of land monetization in a public limited company, in-depth understanding of the real estate market, and thorough knowledge of applicable rules, regulations, standards and other corporate laws relevant to the organization.
- Candidates working in the private sector can also apply.
- Candidates presently serving in Government Organizations / Public Sector Enterprises / PSUs / Semi-Government Organizations / Government Land Monetization Agencies are required to produce a 'No Objection Certificate' (NOC) from their present employer at the time of interview, failing which they shall not be permitted to appear for the interview.
- Age limit for the candidate as on the submission date shall not be greater than 45 years.
- Remuneration is Rs.175,000/- Consolidated pay per month (negotiable) subject to statutory deduction.
- Management reserves the right to select or reject any or all the applications without assigning any reason thereof.
- Management will not be responsible for delayed receipt/non-receipt of applications.
- Application along with all supporting documents (self-attested) should be send by post/courier/by hand on or before 14-09-2026 up to 6.00PM in a cover super scribed "Application for the post of "Deputy General Manager (Marketing)". **Only hard copies of the applications received by the company on or before a due date will be considered for further evaluation. Please do not submit your application by email. Application form is mandatory.**
- For application form & more information, please visit the recruitment section of our website www.sabarmatiriverfront.com

Executive Director - SRFDCL

This form should be filled in computerized format and submit along with your supporting documents

Name of the Post:

Name			
Address			
Mobile No.			
Email			
Date of Birth			
Age as of closing date of application	Year	Month	Days

Educational Qualification (Descending order)

Degree	University / Board	Year of Passing	Percentage (%)

Experience Details (Descending order)

Sr. No.	Company Name	Period		Total Exp.		
		From	To	Year	Month	Days

Total Length of Experience (As on closing date i.e. _____):-
(Years)_____ (Month),____Days)_____

Attached all the above-mentioned documents (self-assessed). It is mandatory requirement, if any document is not attached

Declaration: I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief. In case any of the above information is found to be false or untrue or misleading or misrepresenting, I am aware that I shall be held liable for it.

Place:

Date:

Candidate Signature

**RECRUITMENT NOTIFICATION FOR APPOINTMENT OF DEPUTY GENERAL
MANAGER(MARKETING) ON CONTRACTUAL BASIS**

SRFDCL invites applications from qualified and experienced candidates for the following post on “Contract” on basis.

PARTICULARS	DESIGNATION – DY. GENERAL MANAGER (MARKETING)
No. of post	01
Pay Scale	Rs. 1,75,000/- (Consolidated) CTC per month (negotiable) subject to statutory deductions.
Tenure of Appointment	The appointment will be on Contractual basis, for a period of 3 years, extendable, subject to the company’s requirement and the performance of the candidate.
Required Education Qualification	Educational requirement: - MBA (Marketing) from a recognized university by UGC/ AICTE.
Relevant Work Experience	Experience: - The candidate shall possess a minimum of five (5) years of post-qualification experience in marketing, business development, land leasing, land monetization, real estate marketing, or allied fields. Out of the total experience, the candidate shall have at least two (2) years of experience specifically in land leasing and/or land monetization activities. The candidate must have comprehensive knowledge of land monetization in a large-scale public limited company, in-depth understanding of the real estate market, and thorough knowledge of applicable rules, regulations, standards and other corporate laws relevant to the organization. ➤ Desired skills set from the candidate: • Drive project revenue and achieve sales targets. • Develop marketing strategies. • Generate leads through marketing initiatives and channel partners. • Identify new business opportunities, market trends, preferences. • Manage campaigns and promotional activities. • Land Monetization Knowledge. • Sale / lease of industrial land, commercial land, large land parcels, plotted development. • Conducting market research, competitor analysis, and

	demand assessment for land. • He must carry out any other work assigned by the higher authorities of the company from time to time. • Interpersonal skills and the ability to work well with people at all levels • Good verbal and written business communication skills in English as well as local vernacular language. • Attention to detail and a well-organized approach to work • Ability to work under pressure and tight timelines. • An effective team player • The ability to work with numerical information, plus analytical and problem-solving skills. • Impeccable Integrity when handling confidential information • A sound grasp of corporate governance matters. • The candidate should be familiar with working in a computerized environment. Practical experience with relevant computer applications related to the job is desirable.
Max. Age	45 years (as on closing date to apply)

1. GENERAL CONDITIONS

- i. Candidate working in PSU/Boards/Organizations of Government should submit NOC of present organization with application form.
- ii. Age limit shall be considered as on last date of the advertisement.
- iii. Prescribed qualifications are the minimum requirements and mere possession of the same does not entitle candidates to be called for interview.
- iv. The experience is post qualification and the minimum required. Mere possession of minimum experience does not confirm any right for interview / selection.
- v. Any canvassing by or on behalf of the candidates or to bring political or other outside influence regard to selection/appointment shall be a disqualification.
- vi. Maximum age Limit and experience will be considered till the last date of submitting the application for the post.
- vii. Incomplete applications shall be rejected.
- viii. SRFDCL management reserves the right to cancel or amend this advertisement.
- ix. The selected candidate shall have to indicate his/her acceptance to the offer within **three working days** from the receipt of offer, if not; next candidate in order of merit will be offered the appointment on similar lines. However, the Competent Authority may grant such extension of time depending upon the exigencies, if so requested.
- x. **Original Documents in support of qualification and relevant experience shall be shown along with the photo ID and photocopies of the same to be submitted along with the Resume at the time of interview.**
- xi. **Please note that application form is mandatory, and applications submitted without the form shall be rejected.**

2. SELECTION PROCESS

- i. Based on eligibility, candidates meeting the criteria will be called for interview via phone or E-mail. **Please provide two (02) contact numbers.**
- ii. Management reserves the right to select or reject any or all the applications without assigning any reason thereof.
- iii. The Venue, Date and Time of Interview will be informed in advance.
- iv. There shall be no request for a change in date or venue, it shall not be entertained.
- v. The document verification of candidates shall be done before the Interview. The candidates are required to carry their original certificates to facilitate the document verification, failing which the candidate shall not be allowed to attend the Interview. All the marksheets, degree, experience letters, ID proofs and any other relevant documents. In case of missing documents, SRFDCL may call for the documents. In such case, the decision of SRFDCL shall be deemed final.

**Executive Director
SRFDCL**