



## **GURU NANAK INSTITUTE OF PHARMACEUTICAL SCIENCE & TECHNOLOGY**

157/F, Nilgunj Road, Sodepur, Panihati Kolkata-700114

**Ref No. GNIPST/NOTICE (Placement)/313/135/2025/C/027**

**Date: 25.03.2025**

### **NOTICE**

Training and Placement Cell of GNIPST would like to inform you that **M/s Cadila Pharmaceuticals Ltd. is looking forward to conducting a Campus Interview Drive** for the under mentioned position for **B.Sc (Graduation year 2025)**.

#### **Position Details:**

- **Position** : Field Officer (Medical Representative)
- **Education Qualification** : B.Sc (Batch 2025 pass out)
- **Experience** : Fresher
- **Compensation** : INR 2,40,000/- Per Year + Daily Allowances  
Daily Allowances : INR 290 per working day in Metro Cities & INR 265 per working day in other cities.  
Travel Allowances : Distance-wise per KM reimbursement.
- **Date of Interview** : Will be notified soon

#### **Job Specifications:**

- Educational Background: Science graduate preferred.
- Skills Required: Good interpersonal skills, teamwork, analytical ability.
- Other Requirements: Strong communication skills, attention to detail, execution abilities.

#### **Key Responsibilities:**

##### **1) Achievement of Budgeted Sales Targets:**

- Achieve overall Monthly and Annual Sales Targets.
- Ensure Brand-wise Sales Targets, particularly for Thrust Brands.
- Maximize productivity in assigned territories.
- Reduce sales returns and expiries.
- Forecast sales effectively for smooth product availability.
- Coordinate with business partners and distribution networks.
- Meet collection targets.

##### **2) Customer Development/ KOL (Key Opinion Leader) Development:**

- Develop brand-specific core customers and enhance their business contributions.
- Ensure Field Officers maintain a Doctor Call Average of 12 and at least 95% MCR coverage.
- Support strategic alliance programs to maximize ROI from KOLs.
- Build and sustain strong relationships with KOLs.

##### **3) Product Development:**

- Identify and develop core customers for each product.
- Track and improve the performance of assigned products.

##### **4) Implementation of Marketing Programs:**

- Effectively execute marketing programs such as CMEs, symposiums, and camps.
- Monitor implementation and address any gaps.
- Prepare action plans during cycle meetings to enhance effectiveness.
- Track Field Officer efforts through FRAMES and ensure compliance.

### 5) Reporting & Administration:

- Timely PHYZII reporting for self and ensuring Field Officers comply.
- Maintain records for primary and secondary sales.
- Update MCR, chemist, and institution lists periodically.
- Ensure discipline through tools like STP, TP, and other monitoring mechanisms.
- Submit expense statements on time.

**Apply within: 26<sup>th</sup> March, 2025. (3:30 pm)**

**Application links** - (All of you must apply through both the links)

**Link 1:** <https://forms.gle/8f7hv827DNPgPNXFA>

**Link 2:** <https://forms.gle/UAotzMGuzs1Jeqj17>

For any queries students may contact the undersigned.

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