



KOCHI METRO RAIL LIMITED

## KOCHI METRO RAIL LIMITED

(A 50 :50 Joint Venture of Government of India & Government of Kerala)  
4<sup>th</sup> Floor, JLN Metro Station, Kaloor, Kochi-682 017

Advt. No: KMRL/HR/2025-26/04,

22.04.2025

Kochi Metro Rail Limited (KMRL), a 50:50 Joint Venture of Government of India and Government of Kerala incorporated for the implementation of the Kochi Metro Rail project and for its Operation & Maintenance. KMRL has been sanctioned with Phase II (JLN to Info Park) by Government of India covering approx. 11 km and having 11 stations.

KMRL intends to appoint a marketing professional on regular or on deputation or on Re-employment basis equivalent to E7 grade, primarily for looking after the entire Marketing, Alternate Revenue & Contract Management functions of KMRL. Accordingly, applications are invited from experienced, dynamic and motivated persons for the post.

<b>Name of the Post on Regular/Deputation</b>	<b>Addl. General Manager (Marketing &amp; Commercial)</b>
<b>Name of the post – On Re-employment</b>	<b>Chief Manager (Marketing &amp; Commercial)</b>
<b>Total No. of post</b>	One (Either on Regular/Deputation or on Re-employment)
<b>Grade/Pay Scale</b>	For Regular : Rs.100000-260000(IDA)- E7-Pay Scale  For Deputation : As per deputation terms & conditions of the parent organization.  For Re-employment: The candidate selected on re-employment shall be given a consolidated pay of Rs.1,46,000/- per month.
<b>Type of Recruitment</b>	a) On Regular basis. Or b) On Deputation basis for a period of three years extendable for two years, as per the Deputation rules/policy. Or c) On Re-employment basis: for an initial period of TWO Years – to be further extendable for additional terms/ periods,— or up to attaining the age of 65 years or maximum of 5 years from initial appointment, whichever is earlier, subject to consistent good performance, conduct and requirement of Project/ discretion of Management
<b>Qualification</b>	Two Year Regular MBA with marketing as one of the specialization or its Equivalent from a recognized university/Institute.

<b>Experience</b>	<p>Minimum 17 Years of experience in the area of marketing including formulation and implementation of Marketing strategy, Market planning, identification of alternate revenue, property development, client handling, space selling, Institutional marketing, PPP projects structuring, market research studies, marketing campaigns, promotional events and related works etc.</p> <p>Candidates working in PSU/ Govt. Organization should be working in the equivalent scale or should have minimum two years' experience in immediate lower grade/its equivalent scale.</p> <p>Subject to fulfilling the other requirements, Candidates currently working in <b>Private Sector Companies</b> will be considered subject to their present/last CTC being at least <b>Rs.1.80 lakh per month.</b></p> <p>For on Deputation/Re-employment : Candidates can be serving/retired officers of Govt/PSU's/JV's atleast in the pay scale of of Rs.37400-67000(GP8900) or - in the pay scale of Rs.37400-67000(GP8700)- (CDA pattern) or in the pay scale of Rs.100000-260000/- (IDA pattern) or its equivalent pre-revised scales or above under similar roles as mentioned above.</p>
<b>Minimum &amp; Maximum age limit (as on 1<sup>st</sup> April 2025)</b>	<p>For Deputation &amp; on regular basis : Maximum 48 years</p> <p>For Re-employment : Minimum 56 Years &amp; Maximum 62 Years as on 01/04/2025</p>
<b>Job Description (Indicative &amp; Not Exhaustive)</b>	<ol style="list-style-type: none"> <li>1. Overall planning and property development (Non fare box revenue) related activities for KMRL.</li> <li>2. Identifying new revenue avenues for Kochi Metro and submitting proposals to the Management.</li> <li>3. Preparation of Tender Documents for various contracts (Land/Office space/Advertisement etc), Awarding the contracts, preparation of agreements etc.</li> <li>4. Monitoring and contract management of all Property Development (PD) related activities such as small and large scale developments (including land parcel development, kiosk/office/commercial spaces), advertisement, telecom business and other alternate revenue contracts.</li> <li>5. Coordination with other departments for the smooth running of contracts.</li> <li>6. Conduct of commuter engagement activities.</li> <li>7. Revenue collection.</li> <li>8. Any other duties as assigned by the management.</li> </ol>

### **General Conditions: -**

- Age, Qualification & Experience will be reckoned as on 01.04.2025.
- Selection process will consist of interview and/or written/online test, which will be decided by KMRL based on the number of candidates being short listed for the post.
- Only shortlisted candidates will be notified for interview and/or written/online test, which will be communicated through email id registered with KMRL by the applicants. No other mode of communication will be attempted.
- KMRL reserves the right to shortlist the applicants for written/online test and/or interview.
- Any corrigendum/ addendum to this advertisement will be displayed only in the website ([kochimetro.org](http://kochimetro.org)). Applicants are requested to visit the website from time to time for all updates.
- Applicants employed in Govt. /Quasi Govt. / PSUs shall produce a “No Objection Certificate” from their employer at the time of written/online test and/or interview.
- Experienced Candidates from PSU/Govt. Organizations should be presently working in the equivalent grade/its equivalent scale or in the immediate lower grade/its equivalent scale and proof thereof shall be submitted along with application or at the time of written/online test and/or interview.
- Acceptance or rejection of application of the candidates will be at the sole discretion of the Management. Incomplete applications are liable to be rejected.
- KMRL management reserves the right to cancel or amend this advertisement.
- Applications of candidates attempting to influence or interfere with the selection process will be rejected summarily and he/she will be declared disqualified for future vacancies in KMRL.
- No TA/DA will be paid by KMRL to candidates for attending the selection process.
- KMRL reserves the right to cancel the selection process or not to fill the position/ select any candidate, without assigning any reason.
- Candidature of a candidate is liable to be rejected at any stage of the recruitment process or after recruitment or joining, if any information provided by the candidate is found to be false or not in conformity with the eligibility criteria mentioned in the advertisement.
- Merely fulfilling the minimum qualifications and experience will not confer on any candidates the right to be shortlisted /called for written/online test and/or interview or to be selected.
- KMRL reserves the right to offer a grade lower than that which was applied for by the candidates.
- KMRL reserves the right to maintain a list of waitlisted candidates after selection process for filling future vacancies, if any as per the Recruitment Rules.
- As per KMRL Recruitment Rules, Regular employees of KMRL, shall be eligible for relaxation of upper age limit up to a maximum of 5 years when they apply for selection to a higher post under Direct recruitment.

- As per KMRL Recruitment Rules, Applicants who have worked on contract basis in KMRL are eligible for relaxation of upper age limit upto a maximum of 3 years when they apply for selection to a regular post (in the same grade or feeder category) under Direct recruitment, provided their performance during the contract service being Graded as 'Very Good' for the years of contract service in KMRL.
- No correspondence, whatsoever, will be entertained from candidates regarding conduct and result of written/online test and/or interview and reasons for not being called for selection.
- For contract posts, the candidate selected will be extended with all the benefits as per the policy of contract employment of KMRL as amended from time to time.
- The re-employed personnel will be eligible for the reimbursements as applicable to their equivalent grade, as per the re-employed guidelines/rules of KMRL as amended from time to time.
- For experienced candidates applying for the post on deputation or on re-employment, relaxed mode of educational qualification i.e. part time/distance also will be considered , provided i) they possess regular graduation degree with MBA/PG Diploma in Marketing through distance/part time mode ii) 17 years of experience in the field of marketing in a Govt./PSU iii) should have atleast worked in the pay scales as mentioned in this notification.
- The following documents should be attached by the applicants along with the application for substantiating their Age, Qualification, Experience, CTC:

Proof of Age	: SSLC/Birth Certificate issued by the Competent Authority
Educational Qualifications	: All Year/Semester Mark Sheets & Certificates.
Experience	: a) Past Employments- Service certificate (It Should have Date of Joining, date of Relieving, Pay Scale etc.) b) Current Experience : Appointment Letter, Proof of date of joining, Latest Payslip etc.

#### **How to apply:-**

- Applicants should read the instructions in the website ([kochimetro.org/careers](http://kochimetro.org/careers)) thoroughly before applying.
- Application form may be filled online by selecting the link in KMRL website. The scanned copy of the supporting original documents should be uploaded, failing which the application will be treated as incomplete. All the supporting documents shall be uploaded.
- Applications forwarded through any other means including fax or e-mail will not be entertained.
- The last date of submission of on-line application is 07<sup>th</sup> May 2025.

**General Manager (HR, Admin & Trg.)**