



- Designation:- Assistant Manager – New Food Product Development
- Reporting to:- Sudarsan Metla
- No. Years of Experience:- 1 – 3 years of experience
- CTC:- upto 6 LPA
- Location:- Bengaluru
- No of Opening:- 1
- Job Description / Responsibilities:-

Place of Origin's new premium, ethnic packaged food products needs a steady and exciting range of new and delicious food products to be developed for its pipeline of private label foods.

The candidate will look into the end-to-end product development life cycle that includes:

Responsibilities

1. Delivering monthly targets to create fresh and innovative food products
2. Analyze data to identify products that will work for the brand within the framework set

Pricing

1. Negotiate with potential vendors to be able to source product at competitive prices
2. Price products such that company retains meaningful gross margins

Relationship Building

1. Build and grow relationship with vendors to capture maximum value from vendor's manufacturing setup
2. Own and build relationships for sales from online marketplaces/alternate channels

Product Development & Marketing Strategy

1. Visualize and develop packaging solution to suit the product
2. Ensure FSSAI regulations and other compliances are addressed to ensure product is ready to launch
3. Strategize and create go-to-market plan
4. Liaise with teams to ensure smooth launch of products in market
5. Strategize and implement marketing to ensure product off-take is maximized

- **Qualification:-**

1. Graduation from a Tier-1 or 2 tech and/or business institute
2. Min 1 year of experience in FMCG company; 2 year experience in unrelated industry
3. You should love food and be eager to be part of a fast-paced journey

About Dharmya Business Ventures

www.PlaceofOrigin.in is India's 1st curated and managed marketplace for iconic and legendary regional food brands from across India. We connect such traditional and new-age iconic food producers with new customers and markets all across India. Over the subsequent years, we grew the marketplace to become India's largest speciality food portal with 400+ brands and 3500+ unique speciality food SKUs while also working on unit economics to ensure that we are contribution positive as a business.

Over the last 6 months, with our learnings on products from the marketplace business, we've ventured into the offline market as an FMCG brand with our own branded range of regional Indian specialities. We see a huge opportunity in the chosen sector of focus, which is Indian namkeen snacks - currently a 12000 cr market growing at 20% cagr but with stagnant brands and products. With our 8 SKUs, we have got 15% share of namkeen category in select modern trade outlets within 1 month of launch.