



Engagement of Consultant (Marketing)

(Notification No: HAL/HR/46(2)/2024/01 dated 19.08.2024)

1. Company Profile:

Hindustan Aeronautics Limited (HAL) is a Premier Aeronautical Complex in Asia, propelling the 'Make in India' dream of the Country by undertaking Design, Production, Repair, Overhaul and Upgrade of Aircraft, Helicopters, Aero-engines, Accessories, Avionics and Systems. HAL has 20 Production Divisions, 9 R&D Centres and one Facilities Management Division, spread across seven States and nine geographical locations in India.

HAL has grown progressively into an integrated Aerospace & Defence Organization, which has designed and developed 17 types of Aircraft / Helicopters, the recent being Hindustan Turbo Trainer (HTT) - 40 Basic Trainer Aircraft and Light Utility Helicopter (LUH) over the last eight decades. The other major ongoing indigenous platforms are Multi Role Light Combat Aircraft (LCA - Tejas), Light Combat Helicopter (LCH), Advanced Light Helicopter variants ALH Dhruv, ALH Rudra, etc. In addition to Design and Development of Aircraft, HAL has also developed expertise in Aircraft Upgrades, Weapon Integration, etc. HAL is currently working on the Design and Development of 25 kN Turbofan Engine (HTFE - 25) suitable for Business Jets, Trainers etc. and the 1200 kW Turbo Shaft Engine (HTSE - 1200) for Helicopters. The futuristic programs of the Company include Indian Multi Role Helicopter (IMRH), Advanced Multirole Combat Aircraft (AMCA), LCA Mk II, Combat Air Teaming System (CATS) UAV, etc. through in-house and also as collaborative efforts with leading National and International Partners.

2. Details of the Post & Eligibility Criteria:

HAL invites Applications for the position of Consultant (Marketing) for its Liaison Office, New Delhi from candidates who are recently retired Officers from Armed Forces in the Rank of 'Air Vice Marshal' or equivalent to engage on contract basis with the following requirements;

Name of the Post	No of Posts	Age Limit	Educational Qualification & Eligibility Criteria
Consultant (Marketing) Liaison Office, New Delhi	01	60 Years	<p><u>Educational Qualification:</u></p> <p>Post-Graduate in the field related to Science, Technology or Defence Studies.</p> <p>Applicants possessing an MBA or equivalent qualification related to the Aviation & Defence will have preference.</p> <p><u>Eligibility</u></p> <p>Recently Superannuated Officers from the Armed Forces in the rank of "Air Vice Marshal" or equivalent.</p>

3. Experience:

The candidate must possess the following relevant experience to apply for the post;

- i. Served in the Indian Armed Forces for a minimum period of 30 years in multiple job profiles;
- ii. Flying experience of Aircrafts, Helicopters as a Pilot and exposure to HAL products & services;
- iii. Dealt with Defence Acquisition, Strategic Planning, MRO, Supply Chain Management, Aircraft Induction and Policy Formulation;
- iv. Well-versed with the current fleet of Indian Military Aircrafts and future induction plans;
- v. Understanding of the Maintenance philosophy and practices related to Aircraft and Helicopters;
- vi. Knowledge about global military procurement strategies, practices and key differentiators that can facilitate export market penetration.

4. Job Responsibilities:

- Build professional relationships with end customers, influencers, diplomats, Defence Attaches and key stakeholders in the Industry and Academia.
- Develop Market Intelligence and provide updates to HAL Top Management periodically.
- Scout for new business opportunities in the target countries and advise HAL's Marketing Team on appropriate penetration strategy.
- To coordinate meetings with customers and monitor critical issues and flag at appropriate level for resolution.
- Study the Defence Procurement Policies of target countries and to provide inputs to HAL Marketing Team.
- Devise appropriate product-specific communication strategy for marketing to various countries.
- Understanding marketing analytics, defining the measurement framework including key KPIs and funnel metrics that provide actionable insights to the management team.
- Render advice on creating streamlined marketing processes and implementing best practices to support HAL's global marketing organization.

5. Contract Tenure: Initially for a period of one year which is extendable based on the requirement and performance as assessed by HAL.

6. Remuneration: Selected candidates would be paid a lump sum Consolidated Remuneration per month, as per Rules. The same would be decided after mutual discussion.

7. General Conditions:

- This advertisement shall not be interpreted in any manner to mean that an offer of engagement as a Consultant will be made by HAL subsequent to receipt of applications.
- The selection will be made through an Interview by a duly constituted Committee.
- Age and Post Professional Qualification Experience will be reckoned as on **05/09/2024**.
- The position as a Consultant will not confer on the selectee any right to claim any status, facilities or financial benefits which are applicable to any regular employee of HAL.
- Decision of HAL as to the selection of the Consultant will be at the absolute discretion of HAL and HAL shall not be obligated to offer any explanation, justification for its decision.

How to Apply:

Interested candidates who meet the qualification, eligibility, experience and other criteria specified in this advertisement may send their applications in the enclosed Format along with copies of all credentials related to Age, Qualification, Experience, etc. by **Courier / Registered Post** so as to reach the following address **on or before 05/09/2024**.

Chief Manager (HR)
Recruitment Section
Hindustan Aeronautics Limited
Corporate Office, 15/1, Cubbon Road
Bengaluru – 560 001

For any query or clarification related to this advertisement, either of the following modes can be used to contact us;

Telephone: +91-80-2232 0367
e-mail: recruitment@hal-india.co.in

Hindustan Aeronautics Limited
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