

»Maybe tomorrow housework becomes a game.«

**Christina**

Supply Chain Qualification



## Tomorrow is our home.

Start swiftly and grow fast at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we move things forward to make people's lives easier. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, there is a world of opportunities for you to discover. We encourage people to develop their potential and never stop learning. After all, we believe that great work is the result of doing what you love. Join us now and give your career a home.

## Senior Manager - Consumer Products (Cat Mktg)

BSH Household Appliances Manufacturing Private Limited | Full time | Senior Manager - Consumer Products (Cat Mktg)  
Head Office

### YOUR RESPONSIBILITIES

Product management; Brand management; Market segmentation; Pricing strategy; Channel strategy; Project management. Deliver on category targets (Turnover, sales volume, market share, Margins, EBIT).

- / P & L Management and Business Planning
- / Product Life cycle Management
- / Consumer/ Market / Product insights
- / Go- to Market Planning and execution
- / Sales target planning and deployment and Pricing Strategy

### YOUR BENEFITS

- / Group Medclaim Insurance Policy
- / Group Term Life Insurance Policy
- / Group Gratuity @ 4.81% of Basic Salary as per Gratuity Act

### YOUR PROFILE

- / Educational Qualification: Master's degree/diploma in business administration (Specialization in Marketing)
- / Experience: 12-15 years in Category management preferably with some experience in brand marketing

### FURTHER INFORMATION

Please visit [bsh-group.com/career](https://bsh-group.com/career). We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

Home appliances under the brands:

