

»Maybe tomorrow AI will be driving innovation.«

Cristina

Innovation Technology



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Category Manager - Cooling/Ref

BSH Household Appliances Manufacturing Private Limited | Full time | Category Manager - Cooling/Ref
Mumbai - HO

YOUR RESPONSIBILITIES

Drive growth targets for Refrigerator category, based on product roadmaps and market potential

- / Drive market plans with sales; deliver share, value & volume growth.
- / Analyze category performance; derive insights to meet targets.
- / Manage schemes, pricing & GTM execution aligned to strategy.
- / Lead forecasting, inventory & PAN India product availability.
- / Support campaigns, training, market intelligence & portfolio.

YOUR BENEFITS

- / GTLI
- / GMC

YOUR PROFILE

- / Postgraduate in Marketing
- / Experience of 8-12 years in Product/ Category marketing

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

[Apply online now](#)

BSH IS AN EQUAL OPPORTUNITY EMPLOYER

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone's uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:

