



Sahakar Taxi Cooperative Limited

सहकार टैक्सी कॉपरेटिव लिमिटेड



Website: www.bharattaxiapp.com

1st Floor, 4-Siri Institutional Area,
Hauz Khas, New Delhi-110016 India

Dt 12th October 2026

To
AMUL, NCD, IFFCO, KRIBHCO
NDDDB, NABARD, NAFED, NCEL

**Sub- Circulation of Recruitment Notice in your official website & Notice board-
Reg**

Dear Sir/ Madam

We are enclosing herewith job description & other details for the following positions required for posting at Delhi NCR.

Chief Manager Marketing (Ride hailing)- 1 Post

You are requested to kindly circulate the vacancies in your website & notice board, so that eligible & interested candidates can apply.

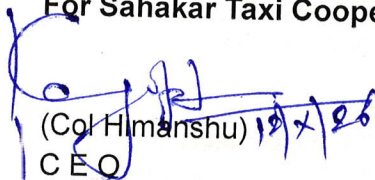
Candidate can see details about qualification, experience, age, mode of applying etc in our website www.bharattaxiapp.com

Last date of receiving applications from eligible candidates is 31th October 2026.

Your cooperation in this regard will be highly appreciated.

With Regards

For Sahakar Taxi Cooperative Limited.


(Col Himanshu)
CEO

Encl- As Above.

Role / Position: Chief Manager (Marketing)

Location: Delhi

Positions: One

Engagement Type: Full-time Employee

Qualification- Full-Time 2-year MBA/PGDM (Mktg) course from an institute of repute.

Experience- Minimum 12 years.

Maximum age 45 years as on 30th Sep 2026

(Relaxation may be given for exceptionally deserving candidate)

Pay Package- Negotiable

About the Role

Bharat Taxi is looking for an experienced and result-oriented Marketing Manager to lead marketing planning, execution, and growth initiatives across cities. The candidate will be responsible for driving customer acquisition, brand visibility, city-level marketing, performance marketing, BTL activities, communication campaigns, and marketing operations.

The ideal candidate should have strong experience in mobility, taxi, e-commerce, consumer internet or other high-growth businesses, with the ability to manage both strategic planning and on-ground execution.

Key Job Responsibilities**1. Marketing Strategy & Planning**

- ☐ Develop and execute monthly, quarterly, and annual marketing plans aligned with business objectives.
- ☐ Prepare city-wise marketing strategies and activity plans based on business requirements.
- ☐ Plan customer acquisition, retention, engagement, and brand-building initiatives.
- ☐ Identify new marketing opportunities to improve customer and driver growth.
- ☐ Track market trends, competitor activities, and customer behavior.

2. Performance Marketing

- ☐ Plan and manage digital/performance marketing campaigns across relevant platforms.
- ☐ Drive customer acquisition through paid campaigns while maintaining efficient CAC/ROI.
- ☐ Monitor campaign performance, budgets, leads, conversions, rides, and other key KPIs.
- ☐ Work closely with performance agencies and internal teams for campaign optimization.
- ☐ Prepare regular performance reports and recommend corrective actions.

3. City Marketing & Growth

- ☐ Develop and execute city-specific marketing plans for existing and new Bharat Taxi markets.
- ☐ Support new-city launches with complete marketing planning and execution.
- ☐ Plan local customer acquisition and driver acquisition activities.
- ☐ Ensure marketing activities are aligned with city-level business targets.

4. BTL & On-Ground Marketing

- ☑ Manage on-ground agencies, vendors, promoters, and activation teams.
- ☑ Ensure proper execution, visibility, and documentation of all activities.

5. Budget Management

- ☑ Prepare monthly and quarterly marketing budgets.
- ☑ Manage city-wise allocation across Performance Marketing, BTL, Communication, Cashback, and other marketing activities.
- ☑ Track planned vs. actual marketing expenses.
- ☑ Ensure activities are executed within approved budgets.
- ☑ Prepare budget utilization and variance reports for management.
- ☑ Identify opportunities to improve marketing efficiency and reduce unnecessary spends.

6. Vendor & Agency Management

- ☑ Identify, evaluate, and coordinate with marketing agencies and vendors.
- ☑ Obtain and compare quotations as per company SOP.
- ☑ Negotiate commercial terms and ensure cost-effective execution.
- ☑ Coordinate with Finance, Procurement, and Operations for PO, invoices, payments, and closures.
- ☑ Ensure previous activities/POs are properly closed before initiating new requirements.

7. Campaign & Project Management

- ☑ Take ownership of marketing campaigns from planning to execution and reporting.
- ☑ Prepare campaign briefs, timelines, budgets, and execution plans.
- ☑ Coordinate with Creative, Performance, CRM, City Operations, Finance, Procurement, and external agencies.
- ☑ Ensure timely execution of campaigns as per approved plans.
- ☑ Conduct post-campaign analysis and document learnings.

8. Brand & Creative Management

- ☑ Ensure consistent Bharat Taxi brand communication across all channels.
- ☑ Work with creative teams/agencies for campaign creatives, videos, outdoor branding, social media, and promotional materials.
- ☑ Review creative concepts and ensure they are aligned with campaign objectives and brand guidelines.

9. Reporting & Analytics

- ☑ Prepare weekly and monthly marketing performance reports.
- ☑ Track key metrics including:
 - o Customer acquisition
 - o new users
 - o Rides
 - o CAC
 - o Conversion rate
 - o Campaign ROI
 - o Marketing spend
 - o City-wise performance
 - o Communication performance
 - o BTL activity performance
- ☑ Use data and insights to improve future marketing plans.

Key Skills Required

- ☑ Strong understanding of digital marketing and performance marketing.
- ☑ Experience in city-level/local marketing and BTL execution.
- ☑ Strong budgeting and commercial management skills.
- ☑ Good understanding of customer acquisition and retention.
- ☑ Strong vendor and agency management experience.
- ☑ Excellent project management and coordination skills.
- ☑ Strong analytical and reporting skills.
- ☑ Ability to manage multiple cities and campaigns simultaneously.
- ☑ Strong communication and presentation skills.
- ☑ Ability to work in a fast-paced startup environment.
- ☑ Strong Excel/Google Sheets and presentation skills.

Key Performance Indicators (KPIs)

The candidate will be evaluated on:

- ☑ Customer acquisition and growth
- ☑ City-wise business growth
- ☑ Marketing ROI and CAC efficiency
- ☑ Performance marketing efficiency
- ☑ BTL effectiveness
- ☑ Campaign execution TAT
- ☑ Budget utilization and control
- ☑ Customer communication performance
- ☑ New-city launch effectiveness
- ☑ Vendor cost optimization
- ☑ Overall marketing contribution to business growth

SAHAKAR TAXI COOPERATIVE LIMITED

Application Proforma

Application for the post of ----- Preferred place of posting -----

1. Name of the Applicant: _____

2. Gender: _____

3. Mother's/Father's Name: _____

4. (i) Date of Birth (dd / mm / yyyy) : _____

(ii) Age as on 30th June 2026: _____

Latest Self
Attested
Photo

5. Present residential Address:

6. Native Place : _____

7. Marital Status: _____

8. Religion: _____

9. (i) Qualification - _____

(ii) Experience in Details _____

(iii) Current Salary (Submit Salary slips): _____

10. Address for communication

11. Phone Number & E-mail Id:

12. Any other relevant information (use a separate sheet, if necessary)

13. Knowledge of Language: Hindi/English/Gujarati-----

14. A short note on your suitability for the post:

15. Whether any Criminal case is pending against you? if yes, Please give details: Yes/No

16. Whether you were convicted by any court at any time in your life? if yes, Yes/No Please give details:

17. Whether any financial liabilities/ any other obligations are pending with Yes/No present employer?
if yes, please give details:

Whether you have any conflict of interest with or pecuniary interest that you Yes/No could derive by working in this assignment with the Government of India? if yes,

Please furnish the details:

UNDERTAKING

- (i) I have gone through the "vacancy circular/advertisement" and agree to the terms and conditions given there.
- (ii) I undertake to submit the original documentary proof in respect of my educational qualifications, work experience, date of birth, address and all other documents submitted by me as and when asked.
- (iii) I understand that I fulfil the eligibility criteria viz. age, education qualification and required experience as per the advertisement. In case of non-eligibility my candidature is liable to be rejected without informing me.
- (iv) I have carefully gone through the vacancy circular/advertisement, and I am well aware that the information furnished in Application form duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the post.
- (v) If detained, convicted, debarred etc., after the completion and submission of the form, the details will be communicated immediately to STCL, failing which it will be deemed to be suppression of information.
- (vi) The information/ details provided by me are correct and true to the best of my knowledge and no material fact having bearing on my selection has been suppressed/withheld. I understand and agree that in the event of any information being found false or incorrect/incomplete or ineligibility being detected at any time before or after selection /interview, my candidature is liable to be rejected.

Date:

Place:

Signature of the Candidate.