

**Document No.:- SW894-250321**

**Subject:** Campus Recruitment Drive (Animal App).

From

Director Students' Welfare-cum-EO,  
LUVAS, Hisar

To

All Deans/Directors/HODs

LUVAS, Hisar

No. DSW/2021/1033-68

Dated : 25.03.2021

**Subject: Campus Recruitment Drive (Animal App).**

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You are requested to circulate among UG & PG students of the departments through Advisors and Notice Board, please.

Greetings from Placement and Counseling Cell.

Please find below the placement opportunity with Animall, which is a discovery platform connecting dairy farmers for buying and selling of cattle.

Applications have been invited for the following posts

Rural marketing manager AND

Regional Sales manager

Essential qualification B.V.Sc. & A.H.

Compensation for Rural marketing manager - upto INR 40k/month

Compensation for Regional Sales manager - upto INR 40k/month

For more details go through the pdf attached.

All the students who are desirous of participating in this campus placement drive need to contact and submit their resume to **Dr. Jyotsana Madan**, Placement and Counseling Cell, DSW, LUVAS.

Resume can be sent to [placement.cell@luvas.edu.in](mailto:placement.cell@luvas.edu.in).

**The last date of submission is 2nd April, 2021.**

**DSW-cum-E.O.**

CC:

1. Dr. Jyotsana Madan, Assoc. Prof., VPB for information.
  2. Dr. Neelesh Sindhu, Asstt. Prof., VCC to upload on Website, please.
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## **ABOUT ANIMALL**

In India, there are 75mn dairy farms (60% of rural households). Dairy farming contributes 5% to the national GDP. Indian livestock industry is the world's biggest with 26 BN USD/yr and India also has the world's highest number of cattle. Some key parts of dairy farming have not changed in the last 100 years. We recognize this gap and plan to revolutionize this century old industry. Our goal is to build efficiencies in the dairy ecosystem in India using technology, data science, and design.

At present, [Animall](#) is a discovery platform connecting dairy farmers for buying and selling of cattle. Eventually, we plan to become an end to end service/product provider for all the needs of the dairy farming industry. Our vision is to create a meaningful impact on dairy farmer's life.

We have a strong core team of alumni from IIT's and IIM's, with several years of industry experience in companies like Pratilipi, Cisco, Nomura, and Penguin India. We have also partnered with top tier VC funds - Sequoia, Omnivore, Beenext etc. Read more about us in news - [Entrackr](#) | [Inc42](#) | [VCcircle](#)

## **ROLES & RESPONSIBILITIES**

- Will be responsible for creating business opportunities in North India (Hry, Raj, UP)
- Develop and track sales projections, Can manage region-wise P&Ls
- Liaisoning between Operations, Sales and Marketing
- Setup and scale sales team (including field sales team)
- Set up process for seller identification, onboarding, account management and sales fulfillment

## **WHO WE ARE LOOKING FOR**

- Regional level leadership work experience of 2-3 years
- Strong background in offline sales and field team management
- Strong interpersonal and team management skills
- Can translate business requirements into sales targets, strategize and execute plans
- Professional work ethics

## **WHY ANIMALL**

- Fast-paced growth (of company, your team and yourself)
- Opportunity to lead early in career, setup your own team
- Very high autonomy; freedom to take risks, to experiment, and to fail.
- Meaningful high impact work. Check out the [reviews](#) for our app
- 95%ile of market salary.

The work you will do at Animall will impact real lives and bring a lasting positive change for millions of dairy farmers in Bharat. We promise a meaningful journey with smart people, with opportunities to learn, grow, and leave a legacy.

To know more about our culture - [Sneak Peek at our Culture](#)

## **ABOUT US**

In India, there are 75mn dairy farms (60% of rural households). Dairy farming contributes 5% to the national GDP. Indian livestock industry is the world's biggest with 26 BN USD/yr and India also has the world's highest number of cattle. An important part of agriculture yet dairy farming has not changed in the last 100 years. We at Animall, recognize this gap and plan to revolutionize this centuries old industry. Our vision is to build efficiencies in the dairy ecosystem in India using technology, data science, and design.

At present, [Animall](#) is a discovery platform connecting dairy farmers for buying and selling of cattle. Eventually, we plan to become an end to end service/product provider for all the needs of the dairy farming industry. Our vision is to create a meaningful impact on dairy farmer's life.

We have a strong core team consisting of alumni from IIT's and IIM's, having several years of industry experience in companies like Pratilipi, Cisco, Citi, Nomura, and Penguin India. We have also partnered with top tier VC funds - Sequoia, Omnivore, Beenext, WEH and more.

## **ROLES & RESPONSIBILITIES**

- Planning & execution of Below The Line(BTL)/ Above The Line (ATL) promotional activities in Rural Markets
- Develop roadmap of rural marketing initiatives and ensure effective utilization of the rural marketing budget
- Understand Animall users, develop insights and ideate rural marketing campaigns.
- Ensuring planning and execution of marketing projects, campaigns, and events
- Define and tracks KPIs for marketing campaigns, and understand reasonings for success metrics of all campaigns.
- This is. High growth path, in due time – hire for various rural marketing positions.

## **WHO WE ARE LOOKING FOR**

- **Has a strong bias for action and data oriented approach**
- Has analytical thinking, problem solving capabilities.
- Understands rural users and persona. Hindi is a necessary skill (it's a position for North India).
- Can translate it into actionable insights.
- Has the ability to break down big problems into smaller manageable tasks.
- Shown early signs of leadership
- Ability to connect with grass root level employees to facilitate data gathering.

## **OUR WORKING STYLE**

- A fast-paced environment to learn and grow.
- Very high autonomy; freedom to take risks, to experiment, and to fail.
- An opportunity to work on something that really matters. Check out the [reviews](#) for our app.
- Very high transparency in decision making.
- Fair market salary.
- If you wish to start your own thing in few years, it will be a good and relevant learning experience

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