



**बीईएमएललिमिटेड BEML LIMITED**  
(भारत सरकार का उपक्रम) (A Govt of India Undertaking)

CIN: L35202KA1964GOI001530

BEML Soudha, 23/1, 4th Main, Sampangirama Nagar, Bangalore-560 027, INDIA

### **ENGAGEMENT OF HEAD (CORPORATE COMMUNICATION) - ON FIXED TERM BASIS**

BEML Limited, a diversified Central Public Sector Company, known for its innovation, Inclusion and Integration across the various Business Verticals as a pathway of success. BEML has attained the requisite competitive edge by developing its in-house capabilities in Product-design, Manufacturing & servicing as a part of the Business Ecosystem & has become the Flag-bearer of India's Engineering Sector. It supplies global standard products to multi-Sectors such as Defence & Aerospace, Mining & Construction, Rail & Metro across India and overseas.

BEML is looking for result-oriented, self-driven, outstanding Learners with entrepreneurial mindsets. The applicants must have strong Values, integrity, conviction to achieve and Communication skills. They must demonstrate professional excellence, Technology orientation in their respective domain, Business acumen and new perspective.

<b>Sl. No</b>	<b>Position</b>	<b>Grade</b>	<b>Qualification</b>	<b>Post Qualification Experience Required</b>	<b>Annual CTC (in Rs.)</b>	<b>Upper Age Limit</b>
2	<b>Head - Corporate Communications (On Fixed Term Basis)</b>	In the level equivalent to Dy.GM (VII).	Any Graduate with Master of Public Relations, MA (Master of Arts) in Journalism, MA in Corporate Communications, MA in Mass Communication, MBA in Communication, MBA in Public Relations, MBA in Mass Communication, Post Graduate Diploma in Public Relations, Post Graduate Diploma in Advertising & Public Relations, Post Graduate Diploma in Public Relations & Corporate Communication.  Masters/ MBA/ PG Diploma obtained through Distance Education Program also to be considered.	15 Years	18 – 24 Lakh.	52 Years.

**NB:** The Tenure of engagement will be on a Fixed Tenure Basis not exceeding 4 years.

CTC mentioned is indicative, and will be fixed based on the experience profile of the selected candidate.

**Job Description for the incumbent would inter-alia include the following :**

The incumbent will be responsible for Internal & external communication activities, Management of Print and Electronic Media along with the Social Media presence, Corporate Branding, supporting Products/Employer branding, Vendor management etc.



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He/ She must have demonstrated ability to strategize & execute Corporate Branding Road map to support Business growth, increase Company's visibility & presence in digital and business world, coordinate and develop strong creative media partners & agencies, understanding & applications of technology, networking with Trade Associations, Rating agencies, Govt authorities and other Stakeholders, Co-ordination of all public relation activities including organizing events & management of senior stake holders.

#### **GENERAL CONDITIONS**

- i. Only Indian Nationals may apply.
- ii. Age, Qualification & Experience stipulated above should be as on **01.05.2023**.
- iii. **SC/ST candidates** are required to submit SC/ST Caste Certificate in the format as applicable for appointment to posts under Government of India.
- iv. **OBC candidates\*\*** are required to submit Other Backward Class Certificate (**'Non-Creamy Layer'**) (Certificate should be in the format as applicable for appointment to posts under Government of India). OBC candidates are also required to furnish a self-undertaking that they belong to OBC (Non-Creamy Layer) by filling and signing the self-undertaking in the format provided along with the application format.

**[Note:**

- a. **\*\*OBC Candidates:** Candidates belonging to those Communities which are recognized as a backward class by the Government of India for the purpose of reservation in services as per orders contained in Department of Personnel and Training Office Memorandum No.36012/22/93-Estt.(SCT) dated 08.09.1993.
- b. **\*Non- Creamy Layer :** The gross annual income of parents of the candidate should not be more than Rs.8 lakhs in last three consecutive years in line with DOPT OM No.36033/1/2013-Estt.(Res) dated 13.09.2017.]
- v. **PWD candidates** are required to submit PWD Certificate in the format as applicable for appointment to posts under Government of India.
- vi. **EWS candidates** are required to submit EWS Certificate in the format as applicable for appointments to the posts under Government of India
- vii. Candidates employed in Government / Quasi-Government / PSU, should send their online application through proper channel or compulsorily produce NOC at the time of test as the case may be, as and when called.
- viii. The candidates should ensure that he/she fulfills the eligibility criteria and other norms mentioned in the advertisement as on the specified dates and that the particulars furnished are correct in all respect. In case, it is detected at any stage of the recruitment process that a candidate doesn't fulfill the eligibility norms and/ or that he/ she has furnished any incorrect/ false information or has suppressed any material/ fact(s), his/ her candidature shall stand automatically cancelled. If any of the above shortcoming(s) is/ are detected even after appointment, his/ her services are liable to be terminated without notice.
- ix. Mere meeting the conditions of the advertisement by the candidate(s) will not automatically entail them to be called for Test / Selection & Appointment.
- x. Management reserves the right to restrict the number of candidates and increase the Qualifying percentage based on number of applications received.
- xi. Management reserves the right to increase / decrease the vacancies based on Business requirements.
- xii. Management also reserves the right to cancel the advertisement and / or the selection process at its discretion



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- xiii. Intimation regarding assessments for selection etc., will be sent only through e-mail. Also the list of shortlisted/selected candidates for final selection, will be uploaded in Company's website.
- xiv. Out-station candidates called for interview shall be entitled for reimbursement of travel expenses from the communication address as mentioned in the application to the venue of Interview, by the shortest route as per Company rules.
- xv. Eligible and interested candidates applying for the above positions (not applicable for SC/ST/PWDs) need to pay a non-refundable fee of **Rs.500/-** by clicking the **"Pay Application Fee Online"** at the end of the application form.

**HOW TO APPLY**

- i. The candidates are required to apply ON-LINE only (which is mandatory), by clicking the **"Apply ON-LINE"** Link and after going through the prescribed guidelines and ensuring correctness of the data entered in the portal / form.
- ii. The candidates can access the on-line application form in our career page at **www.bemlindia.in**, from 14.04.2023 and the on-line registration link would be active/ available till **18.00 Hrs on 01.05.2023**.
- iii. The 'Application/ Registration number' generated may be noted for all future correspondences.
- iv. Along with the Online application, the candidates are required to upload the following without which their applications will be incomplete and rejected.
  - a. X-th Marks card
  - b. XII-th Marks card
  - c. Professional/ Degree Marks cards along with Certificate (as applicable)  
*(In case of CGPA or credits system of assessments, candidates are required to indicate the formula for conversion of CGPA/ Credits to percentage in accordance with the respective University norms.)*
  - d. Employment/ Experience letters in proof of the declared years of Experience clearly indicating the Start & End Date of each employment.**
  - e. Identity card issued by Government of India (for eg. Aadhar, Passport, Driving License, PAN Card, etc.)
  - f. Detailed Resume.
  - g. SC/ST/OBC/PWD/EWS certificate (as applicable)
- v. Only candidates meeting all eligibility criteria mentioned herein viz., Qualification, experience, age, caste (as applicable) need to apply.
- vi. For any queries on the matter, candidates may contact Manager (HR), Recruitment Cell on e-mail Id: [recruitment@beml.co.in](mailto:recruitment@beml.co.in).

**KINDLY NOTE : CHECK LIST BEFORE APPLYING ON-LINE**

You are required to prepare the SCANNED COPY of the following:

Sl.No	Documents	Size of Document
1.	Recent photograph	100kb
2.	Your Signature (on clear white background in black ink)	50kb
3.	Caste/ Category Certificate	100kb
4.	PwD Certificate (as applicable)	100kb



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5.	SBI Payment Challan (for General, OBC & EWS candidates)	100kb
6.	10 <sup>th</sup> Standard marks card– self attested	200kb
7.	12 <sup>th</sup> Standard marks card– self attested	200kb
8.	Professional/ Degree Certificate (as applicable) – self attested	200kb
9.	All semester/ year marks card (CS/Degree/ Masters) along with CGPA Conversion formula (as applicable) – self attested	1Mb
10.	<b>Employment/ Experience letters in proof of the declared years of Experience clearly indicating the Start &amp; End Date of each employment.</b>	1 Mb
11.	Identity card issued by Government of India (for eg. Aadhar, Passport, Driving License, PAN Card, etc.)	200kb
12.	Detailed resume.	500kb

**Date: 11.04.2023**

**(Advt. No.KP/S/03/2023)**

Corrigendum/ Addendum, if any will be hosted in BEML Website only.

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