



LET'S CREATE THE FUTURE
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IRM Energy Ltd.



JOB DESCRIPTION

Position Level: Head – Commercial & Marketing	Department: Commercial & Marketing
Location: Head Office, Ahmedabad	

COMPANY OVERVIEW

IRM Energy Ltd, formerly known as IRM Energy Pvt Ltd (a Group Company of Cadila Pharmaceuticals Ltd) is an integrated value driven energy enterprise developing Natural Gas distribution projects (CNG: Compressed Natural Gas & PNG: Piped Natural Gas) across districts in the country for customers in industrial, commercial, domestic and transport sector. The company is committed towards contributing to the energy need of its consumers.



Job Summary

The Head of Commercial & Marketing will be responsible for driving Marketing strategies, business growth, efficient gas sourcing and customer engagement strategies for the City Gas Distribution (CGD) business. This role requires a strategic leader with deep industry knowledge, strong business acumen, and proven expertise in creating and implementing marketing strategies that align with organizational goals. The position demands innovation, thought leadership, and the ability to influence stakeholders at the highest levels.



Key Responsibilities

- Develop and execute the overall gas sourcing strategy
- Lead negotiations for long-term and short-term contracts ensuring commercial viability and supply security
- Execution of various Gas Sales Agreements (GSA), Gas Transmission Agreements (GTA), and LNG supply arrangements
- Monitor and guide gas sourcing team for various daily activities like gas nominations, allocations, and daily offtake to ensure uninterrupted supply
- Develop the business plan for each financial year and achieve the registrations and sales volume targets.
- Develop and lead the overall sales & marketing strategy to position the company as a leader in the CGD sector.
- Continuously appraise the top management of the ongoing opportunities, risks and mitigation strategy in the sourcing and sales of natural gas.
- Drive business growth by identifying and capitalizing on market opportunities in CNG and PNG segments for achieving organization's sales targets.
- Ensure compliance with PNGRB guidelines, MoPNG directives, and statutory norms.
- Lead strategic planning for customer acquisition, retention, and engagement initiatives.
- Lead sales and business development teams to support demand generation, revenue growth and achieving business targets.
- Develop and implement initiatives to improve customer satisfaction, loyalty and retention
- Drive advocacy, stakeholder management, and policy-related communications within the energy and utilities ecosystem.



Required Qualifications

- MBA/PGDM in Sales & Marketing, or a related field. Engineering degree is preferred.
- 20+ years of experience in marketing leadership roles, with significant exposure to the CGD / Oil & Gas / Energy sector.
- Proven track record of driving marketing excellence and business impact at an executive level.



Skills & Competencies

- Strong leadership and strategic thinking abilities.
- In-depth knowledge of the City Gas Distribution industry and energy markets.
- Expertise in brand management, digital marketing, and customer engagement.
- Excellent stakeholder management and communication skills.
- Ability to translate insights into actionable marketing strategies.
- High degree of business acumen with an analytical mindset.
- Experience in handling large-scale campaigns and budgets.