



SARAL DESIGN SOLUTIONS PRIVATE LIMITED

CIN: U79400MH2015PTC265489

Registered Address: EL-107, Electronic Zone, MIDC Mahape, Navi Mumbai - 400710
+91-9029330401 | www.saraldesigns.in | contactus@saraldesigns.in

Marketing Manager | Full time

Location: Navi Mumbai

Saral Designs, is a Mumbai based social enterprise, working on increasing access to high quality affordable sanitary napkins using a smart distributed manufacturing technology, “Swachh” developed in-house. Founded in 2015, Saral aims to create a better future in menstrual hygiene and sanitation using product design, machine technology and innovative delivery mechanisms.

The Marketing Manager will strategically develop and communicate Saral’s vision to existing and potential customers, enhance its brand awareness and guide the development of business. The Marketing Manager will also supports all internal communication initiatives and events to ensure clear communications regarding a variety of matters.

Roles & Responsibilities:

Marketing:

- SEO Optimization and Online Marketing for sales of the products.
- Design/coordinate with designers to prepare creative content via pamphlets, posters, brochures for various sales channels.
- Design and coordinate regular electronic mailout initiatives.
- Develop and maximise internet presence, improving search rankings & visibility.
- Write marketing literature to augment the company’s presence in the market.
- Assist in user-training, awareness sessions for the community, manage events in collaboration with NGOs.

Social Media:

- Creating and managing content for Social Media (Facebook, Instagram, Twitter, YouTube, LinkedIn, Blog)
- Keep coming up with fresh ideas to increase engagement on social media.
- Regularly review social media impact and engagement through analytics.

Public Relations:

- Writing business articles, blogs and press releases.
- Monitor and record printed and online press coverage.
- Research suitable media outlets, editors and present as required (e.g. printed and online press, social media, trade press, TV and radio).
- Ensure press and media contacts are kept updated with promotional info.
- Manage online media page / creating content for newsroom.
- Attend press/ media /public relations events to represent the company.



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Internal Communications:

- Update and manage website using the Content Management System.
- Proofreading marketing materials and printed literature.
- Monitor website analytics and report back as required.
- Supporting senior management with administrative duties.
- Prepare materials for meetings, take minutes as required.
- Maintaining brand standards throughout internal communication.

Requirements for the role:

- Start-up attitude is a must: quick execution, self-drive and willingness to work hard.
- Master's Degree and two years experience in sales, marketing, and/or business development, creative writing.
- Good command over written and verbal communication skills in English.
- Ability to deliver clear, concise information to partners, clients and team through ppt, brochure, pamphlet, etc.
- An effective writing style that is fresh, consistent and customer friendly.
- Empathy towards the low-income consumer and understanding of menstrual hygiene management.
- A customer centric, creative and analytical problem-solving mindset.
- Enthusiastic about visiting the field for ground activities, willingness to travel.

SARAL'S GROWTH STORY

Founded in 2015, Saral Designs is creating a better future in menstrual hygiene and sanitation using product design, machine technology and innovative delivery mechanisms.

Swachh is our fully automatic patented machine technology that produces affordable, ultra thin sanitary napkins at a decentralised set-up.

Saral at a glance

18 production units in 8 States of India, Namibia, Bangladesh, Rwanda, South Africa & Bhutan

8000 girls reached through Menstrual Hygiene Programs

6 million pads produced using Swachh machines

AWARDS WON BY SARAL

- Outlook Innovation India Award 2019
- Government of Maharashtra Innovative Startup Award 2019
- Winner, Maharashtra Startup Week 2018
- Winner, Wharton India Startup Challenge 2018
- Winner, Women Entrepreneur Quest, Anita Borg Institute 2017
- UBS Venture Labs 2017
- Winner, Acumen Global Emerging Leaders Award 2017
- Winner, National Entrepreneurship Awards 2016 by Ministry of Skill Development & Entrepreneurship
- Winner, Empower 2016 Top women entrepreneurs & winners of Nasscom's 10,000 start-up





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GRANTS WON BY SARAL

- Grand Challenges Canada (Transition to Scale) 2018
- Millennium Alliance Round 5 Winner (Global Health Sector) 2018
- Yes Foundation-Yes! I am the Change Challenge 2018
- Investments by Acumen Angels and Powai Lake Ventures 2018
- ASME Top Hardware Startup (Social Good) 2017

MEDIA COVERAGE

FORBES
BBC WORLD NEWS
TECH IN ASIA
FIRSTPOST
BUSINESS STANDARD
CNBC AWAAZ
THE ECONOMIC TIMES
DNA
TIMES OF INDIA
THE BETTER INDIA
YOURSTORY

About The Founders:



Suhani Mohan

SUHANI MOHAN IS THE CO-FOUNDER AND CEO OF SARAL DESIGNS, A MUMBAI-BASED START-UP PROVIDING ACCESS TO QUALITY AFFORDABLE MENSTRUAL HYGIENE PRODUCTS TO LOW-INCOME WOMEN IN INDIA USING DECENTRALIZED MACHINE TECHNOLOGY DEVELOPED IN-HOUSE.

SUHANI IS AN ACUMEN INDIA FELLOW, RECOGNIZED AS 2018'S TOP 25 TRAILBLAZING INDIAN WOMEN BY FORBES AND WINNER OF THE NATIONAL ENTREPRENEURSHIP AWARD 2016 BY MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP.

AN EX-INVESTMENT BANKER, SUHANI HOLDS A BACHELOR'S DEGREE IN METALLURGICAL ENGINEERING AND MATERIALS SCIENCE FROM IIT BOMBAY.



Kartik Mehta

KARTIK MEHTA IS THE IS THE CTO & DIRECTOR OF SARAL DESIGNS. HE IS A GRADUATE FROM DEPARTMENT OF ENGINEERING DESIGN, IIT MADRAS. HE HAS WORKED AT GENERAL MOTORS INDIA FOR A YEAR AND THEN STARTED WORKING AS A MACHINE DESIGNER. HE HAS DESIGNED AND SOLD SEVERAL SPECIAL PURPOSE MACHINES IN PACKAGING INDUSTRY.

HE HAS FILED PATENTS FOR TWO DEVICES AND HAS SHOWCASED HIS PRODUCTS IN BRUNEL DESIGN SHOW, LONDON. HE HAS BEEN SELECTED AS ONE OF THE DELEGATES APPROVED BY DR. SHASHI THAROOR TO REPRESENT INDIAN CONTINGENT AT KAIROS GLOBAL SOCIETY, NEW YORK.

HE HAS ALSO BEEN SELECTED TO BE A PART OF INTERNATIONAL DEVELOPMENT AND DESIGN SUMMIT (IDDS), 2015-16.



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Further Details:

For further details, please write to us at careers@saraldesigns.in

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