



Sahakar Taxi Cooperative Limited

सहकार टैक्सी कॉर्पोरेटिव लिमिटेड

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Sahakar Taxi Cooperative Limited is under the process of commencing mobility services in Delhi NCR, Gujarat, UP & Maharashtra. For smooth functioning and its operations, it invites applications for the following positions from experienced and professional manpower to run the business in effective and efficient way.

Post- Assistant Manager (Operation) – 3 Post (Mumbai, Pune & Nagpur)

Assistant Manager (Marketing) – 1 Post (New Delhi)

The selected candidates will be on probation, for initial period of one year, after satisfactory completion of probation period, the candidates will be absorbed as Assistant Manager (Operation)/ Assistant Manager (Marketing) on Basic pay Rs 75,000/- with applicable HRA (As per place of Posting city) & Rs 6500/- as Conveyance & Mobile Expenses.

Executive (Operation)- 3 Post (Ahmedabad, Surat & Rajkot).

The selected candidates will be on probation, for initial period of one year, after satisfactory completion of probation period, the candidates will be absorbed as Executive (Operation) on Basic pay Rs 45,000/- with applicable HRA (As per place of Posting city) & Rs 5000/- as Conveyance & Mobile Expenses.

Age- Maximum 40 years as on 31 December 2025 for all post (Relaxation may be given to highly deserving candidates).

1. Assistant Manager (Operation). – 3 Post (Mumbai, Pune & Nagpur)

The Initial posting will be at Gujarat & New Delhi and as per requirement candidates can be posted anywhere in India.

Education and Experience Requirements:

- MBA/PGDM (Operation) from an institution of repute.

Experience- Minimum 5 years relevant experience. Experience in ride hailing organisation will be given preference.

Roles and Responsibilities:

Deep knowledge of mobility industry in India with a proven track record.

Ability to build consensus, Network and Influence.

Confidence and communication skills required to interact with the senior most levels In the Government, the Regulator and industry leaders.

Manage a large-scale fleet of owned and leased vehicles, with a strong focus on uptime, reliability, and cost efficiency.

- Oversee day-to-day operations including driver management, customer service, city operations, supply chain repairs maintenance, and charging infrastructure.

- Redesign and implement SOPs to improve turnaround times, reduce downtime, and streamline processes.
- Demonstrated success in scaling EV and non-EV fleets, launching operations across cities, and leading multi-million-dollar business units.
- Compliance and Safety:
 - Safety Compliance: Enforcing safety rules and regulations, conducting safety audits, and promoting safe work practices.
 - Regulatory Compliance: Ensuring compliance with all relevant transportation regulations and guidelines.
- Performance Monitoring and Improvement:
 - Data Analysis: Analysing operational data to identify areas for improvement and cost reduction.
 - Performance Management: Monitoring key performance indicators (KPIs) and implementing strategies to improve operational efficiency.
 - Cost Management: Identifying opportunities to reduce transportation costs and improve profitability.
- Strategic Planning:
 - Contributing to Strategy: Participating in the development of transportation strategies and goals.
 - Implementing Changes: Implementing changes to improve transportation operations and efficiency.

2. **Assistant Manager (Marketing)**. – 1 Post (New Delhi) and as per requirement candidates can be posted anywhere in India

- MBA/PGDM (Marketing) from an institution of repute
- Age- Maximum 40 years as on 31 December 2025 (Relaxation may be given to highly deserving candidates).
- Experience- Minimum 5 years relevant experience in. Experience in ride hailing organisation will be given preference.

Roles and Responsibilities:

Performance & Growth Marketing

Plan and execute paid campaigns on Google Ads, Meta (Facebook & Instagram), YouTube, and app install platforms

Optimize campaigns for CAC, CPI, ROAS, and conversions

Manage budgets, bidding strategies, and A/B testing

App & Platform Marketing

Drive app installs, activations, and retention

Work on ASO (App Store Optimization) for Google Play Store and Apple App Store

Coordinate with product/tech teams for landing pages and tracking

Social media & Content

Manage social media presence across Instagram, Facebook, LinkedIn, X

Plan content calendars, campaign creatives, and engagement strategies
Coordinate with designers and content writers
SEO & Website Marketing
Improve website traffic through SEO, blogs, and landing pages
Monitor keywords, rankings, and organic growth
Analytics & Reporting
Track performance using Google Analytics, Meta Business Manager,
Prepare weekly/monthly reports with insights and recommendations
Monitor funnels, cohorts, and customer journeys
Partnerships & Local Marketing (Preferred)
Support digital campaigns for city launches and hyperlocal marketing
Collaborate with offline/field marketing teams for integrated campaigns
Collaborate with AD Agencies to develop creatives posts/ads
Required Skills & Qualifications
Bachelor's degree in Marketing, Business, or related field
Strong hands-on experience with Google Ads, Meta Ads, and Analytics
Understanding of app marketing and growth funnels
Also proficient in AI Tools for designing creatives/posts/ads/carousels etc
Knowledge of SEO, social media marketing, and content strategy
Data-driven mindset with strong analytical skills
Excellent communication and coordination skills.

3. Executive (Operation)- 3 Post (Ahmedabad, Surat & Rajkot).

Qualification- MBA/PGDM (Marketing) from an institution of repute.

Age- Maximum 40 years as on 31 December 2025 (Relaxation may be given to highly deserving candidates).

Experience- Minimum 2 years relevant experience in. Experience in ride hailing organisation will be given preference.

Job Profile/Responsibilities

Oversee day-to-day fleet and ride operations across cities or zones.
Organize onboarding, training, and welfare programs for drivers.
He/she should be familiar with infrastructure development at state level.
Oversee customer service delivery via app, call centre, email, and social media.
Collaborate with Quality assurance and product teams for recurring issue resolution.
Forge partnerships with NGOs, Cooperatives, and local organizations to expand reach.

Resolve driver grievances related to payments, app usage, or customer disputes.

Monitor drivers' satisfaction and retention rates.

He/she should focus on the efficiency and effectiveness of an organization's day-to-day functions. It involves planning, coordinating, and overseeing business activities to ensure smooth operations, and optimal resource utilization. He/she should be able to coordinate with various government departments for ensuring smooth operations.

Any other work assigned by Management.

Interested & eligibles candidates may kindly send your CV in the enclosed format with full details about qualification & Experience with copy of certificates to our e mail hr@bharattaxiapp.com

Last date of sending application is 25th January 2026

SAHAKAR TAXI COOPERATIVE LIMITED

Application Proforma

Application for the post of _____

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 closing date of application: _____
5. Permanent Address: _____
6. Domicile (Name of State): _____
7. Marital Status: _____
8. Religion: _____
9. (i) Qualification -

- (ii) Experience in Details

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:

Latest
Self
Attested
Photo

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

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

16. 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:

17.

18. 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.