



**DESIGNATION**

**STATE HEAD**

**MADHYA PRADESH & CHHATTISGARH**

**PREFERRED  
LOCATION**

Lucknow / Varanasi / Allahabad / Gorakhpur / Kanpur / Rai Bareilly /  
Azamgarh / Robertganj / Gazipur

**DEPARTMENT**

Bhopal / Sagar / Bina / Ganjbasodha / Vidishi / Sehore / Shahajapur / Guna /  
Pachore / Dewas / Ujjain / Ratlam / Badnagar / Indore / Khargone / Khandwa  
/ Hoshangabad / Harda / Betul / Raipur

**JOB PURPOSE**

Create & sustain market for AGRI KING Products as independent profit centre

**JOB DESCRIPTION**

- Create & supervise team incl. area sales mgr, mechanic & demonstrator
- Appoint new dealerships and set up sales network
- Take responsibility for dealer sustainability & profitability
- Formulate & implement brand building efforts to create awareness
- Forecast & achieve retail sales targets i.e. sales to end customer
- Create & maintain relationships with banking institutions incl. NBFCs

**REQUIREMENTS**

**Min Qualification**

Dip./Degree in Mech Engg. Preferred.

**Min Experience**

3-5 years in Tractor/Rural Marketing/Retail Finance Industry

**Others**

Ability to travel extensively (20 days in a month) in rural areas

**PREFERRED  
CANDIDATE**

- Entrepreneurial personality to run his area of operation as a business unit
- Ability to function without supervision, since area of operation would result in minimal management oversight
- Rural contacts for dealership creation and customer acquisition
- Candidate who is a retired & experienced individual from a top 5 tractor manufacturer & able to travel extensively is a preferable candidate

**SALARY**

**Fixed:** Rs. 30,000-50,000 depending on experience & profile

**INSTRUCTIONS**

In order to apply for this position, please email your updated resume to [HR@agrikingtractors.com](mailto:HR@agrikingtractors.com).  
In your resume indicated your mobile number. If we chose to consider your candidature for this position, we shall contact you.