



DESIGNATION

STATE HEAD

UTTARAKHAND & WESTERN UTTAR PRADESH

**PREFERRED
LOCATION**

Saharanpur / Moradabad / Muzzafarnagar / Bulandshehar / Meerut / Aligarh / Bareilly / Bazzpur / Kashipur / Rudrapur / Mathura / Agra / Kosi Kalan

DEPARTMENT

Sales & Marketing

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

Variable: Incentive for dealer appointment & retail sale of tractor