



# AGRI KING TRACTORS

2nd April, 2022

## DESIGNATION

**STATE HEAD (Sales & Marketing)**

## PREFERRED LOCATION

Separate positions are available for State Head in:  
*U.P., Bihar, M.P., Chhattisgarh, Maharashtra & Uttarakhand*

## DEPARTMENT

Sales & Marketing

## JOB PURPOSE

Create & sustain mkt for AKT products as independent profit centre

## JOB DESCRIPTION

- Conceive and execute a vision for brand "AGRI KING"
- Scout & appoint new dealerships & build a sales network for AKT
- Create a sustainable business in a state with accountability for expenses
- Generate awareness in state about the AGRI KING brand
- Build a sales, service & marketing team from ground up for the state
- Set retail sale targets for dealerships and assist in their achievement
- Maintain relationships with state level financiers, banks & NBFCs
- Reporting directly to Mr. R.K. Sharma, AVP marketing

## REQUIREMENTS

**Min Qualification**

Dip./Degree in Mech Engg/MBA(Marketing)

**Min Experience**

Minimum 5 years in Tractor/Rural Marketing/Retail Finance Industry

## PREFERRED CANDIDATE

- Entrepreneurial personality to run 100% operations as a state head
- Must be a Self Starter willing to take high degree of responsibility
- Rural contacts for dealership creation and customer acquisition
- Experience from a top 5 tractor manufacturer
- Willing to travel extensively (20 days in a month) in rural areas

## SALARY

Negotiable (subject to qualification & experience)

## INSTRUCTIONS

In order to apply for this position, please email your updated resume to [HR@agrikingtractors.com](mailto:HR@agrikingtractors.com) & [agrikingmktg@gmail.com](mailto:agrikingmktg@gmail.com)  
**Contact +91-8427684603 Mr. R. K. Sharma**

In your resume indicated your mobile number. If we chose to consider your candidature for this position, we shall contact you.