

**Students' Counselling and Placement Cell
Bidhan Chandra Krishi Viswavidyalaya
Mohanpur-741252, Nadia, west Bengal**

No. SCPC/CM/BCKV/08

Date: 03.05.2024

Notice

Indorama India Private Limited invites applications from B. Sc. (Ag/Hort) students, preferably passing out in 2024 and interested in pursuing a career in sales & marketing. Interested students of BCKV are advised to send their CVs to the Chairman, Students' Counselling & Placement Cell, BCKV at mitra.surajit@bckv.edu.in within 06.05.2024.

Core Responsibilities:

- To achieve individual sales targets in the assigned region
- To execute all operational responsibilities of sales and distribution (sales, logistics, warehouse operations, marketing operations & depot management), as per approved sales plan
- To provide market information to identify growth opportunities in various regions/ territories and align sales strategy accordingly
- To generate and provide inputs for development of sales strategy based on understanding of overall organization strategy, market conditions, sales forecasts (dealers, retailers etc.)
- To build and maintain a superior customer relationship through proactively understanding expectations, identifying areas of improvement
- To create demand for the products through brand promotion (crop and product demonstrations), conducting training programs for farmers and holding information sessions.
- To execute initiatives to optimize sales & marketing cost
- To monitor and understand the external business environment to pre-empt any implications on the business due to changes in domestic/international scenarios
- Foster a culture of development for self and promote a high-performance working environment embracing the values of Indorama India Private Limited

CTC : 4.8 Lacs per annum during training period (one year). On successful confirmation of training period 5.1 Lacs per annum.


Surajit Mitra)

Chairman, Students' Counseling &
Placement Cell, BCKV