

JOB DESCRIPTION

Designation:

VP Sales (Southern India)

Company profile:

Fast-growing nutrition company creating cutting-edge brands in the FMHG space.

Venture was conceived by a group of highly experienced nutrition and health care professionals in April, 2013. The founder is a serial entrepreneur in the health care, pharmaceutical and nutrition research and development space. She holds a master's degree in biomedical engineering (with a super specialisation in medical robotics) from New Jersey, USA and a bachelor's degree in biomedical engineering from Manipal Institute of Technology, India.

The company is well capitalised with INR5cr of initial investment through which proof of concept and proof of market were established. It is now rearing to get on a high growth trajectory by transforming into a listed entity with a fresh capital infusion of over 9 crores.

The company has well established packaging partners & vendors.

The company also has a strong and unique R&D team and has a multiple number of products in its pipeline

Type of product:

India's first low-calorie functional beverage that are extremely tasty to the palette. It provides a true alternative hydration option to boring plain water, sugary aerated drinks, fruit juice and energy drinks with excessive caffeine.

The product was initially sold on a selective basis in Bangalore, Goa, Surat, Ahmedabad & South Mumbai. The customer validation in a short time of 9 months has been highly encouraging, leading to fresh capital infusion from seasoned investors with over 30 years of investment exposure.

The product is in a new category of functional beverages which is the fastest growing segment in the non-alcoholic beverage category. It competes with Ocean, Wild Vitamin water and oral rehydration drinks. Overall sales in this category is still less than Rs.200 Crores, leaving huge scope for market expansion. Distribution touch points include general trade, modern trade, HORECA, schools, colleges, hospitals and company cafeterias.

Place of work:

Bangalore

Sales Region:

Southern India - Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Kerala.

Candidate profile:

- Seasoned sales professional with the ability to create and run sales and distribution for a young brand in a new product category
- Ability to take complete responsibility for the SBU's P&L
- Ability to adapt and work across multiple sales channels
- Ability to think out of the box to come up with innovative sales and distribution strategies
- Hire and drive a sales team to ensure seamless sales
- Ensure collection & reporting hygiene
- Synchronise with product development and marketing teams for new products, brand extensions & brand improvement
- Possess strong negotiating skills
- Access to good network of super stockists, C&F and distributors in Ka, TN, AP, TL, KL

Experience:

- A minimum of 12 years of hard core sales exposure in FMCG
- Should have led a team of sales personnel including sales executives, area sales managers and regional sales managers
- Experience working with general trade and modern trade a must; HORECA is desirable
- Exposure to beverage sales would be an added plus

Pay & Perks:

- The pay will consist of fixed and performance based incentive components and will match industry standards; Candidate may additionally be eligible to participate in ESOPs & numerous other allowances as per company's HR policy