



No	Field Name
1	Position Request Ref No
2	Date
3	JD Prepared By
4	Position Name
5	Grade / Designation
6	No. of Openings (Only numeric values)
7	Function / Domain
8	Qualifications
9	Desired Experience Level (in years)
10	Age
11	Reporting To
12	Job dimensions / Span of Control
13	Place of Posting (Name of City Only)
14	Additional Information
15	Role Objectives (50 words max)
16	<p>Key Responsibility Areas (KRAs)</p> <p>Financial:</p> <p>Customer:</p> <p>Process:</p> <p>People:</p>

17	Key Performance Indicators (KPIs)
18	Preferred Sources (Preferred Industry Background)
19	Preferred Sources (Preferred companies)

Job Description Form

Field Content
10/17/2024
Hrithik Singh
Assistant Manager BD sales n Mkt
Assistant Manager
1
BD, Sales & Mkt
B. TECH (ANY) and MBA in marketing
0-3
24-28
Hrithik Singh
NOIDA
Taking care of Business Development, Sales & Marketing activities.
To assist in developing and implementing a strategic business plan that expands company's customer base and ensures strong presence across the region.
To assist in market analysis and research on competition towards developing pricing approach and Business case for new products. Understanding market trend & market potential through primary and secondary market research for development of new products & advancement in existing products.
To assist prospective customers in drafting technical specification of RFP as technical guide to ensure that we are in position participate with the viable products and solutions within VISTA's Scope.
Assist in capturing customer requirements, evaluate / study the technical requirements and draft complete solution in consultation with R&D team.
Timely tracking of RFPs/RFIs from portals and follow-ups to ensure opportunities are not missed.
Assist in preparation of techno-commercial proposals & work on Cost sheets. Submit response to Tenders, RFI, RFPs and EOI. Follow up of submitted responses, attending various Pre-bid meetings, TEC etc.
To assist in creating sales forecast data, analysis reports and business plan for the current and next Financial Year.
Handling all communication and relation building activities, preparation of presentations, marketing events, Client relationship building & retaining.
Design & execute market penetration strategy, End to End Customer Communication, Promotional activities to ensure larger reach to existing & new customers prospects.

Assist in drafting and reviewing contractual documents like MoUs, NDA, Partnership Agreements, Contracts, Purchase Orders etc.

Target Achievement

Cost Effectiveness

Person only from Defence and Aerospace

L&T Defence, TASL, Adani Defence, Mahandra Defence, Data Patterns, Trident Infosol, Alpha Design, Thrikasa Futura Automation, Paras Defence & Space Technologies Ltd., Dynalog, Astra microwave, Any Defence manufacturing company into console, displays and inertial navigation systems, Drones sale etc.