

Position	Business Development Manager
Company	VST Tillers Tractors Limited
Location	Bangalore
Reporting Relationship	Chief Growth officer
Website	https://www.vsttractors.com/
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VST Tillers Tractors Ltd (VTTL) - A Leading Force in Indian Agriculture

VST Tillers Tractors Ltd (VTTL) is a household name in Indian agriculture, a legacy brand established in 1967 and part of the well-respected VST Group, founded in 1911. As a publicly traded company, VTTL is committed to transparency and accountability.

Market Leadership and Innovation:

VTTL holds a dominant position in the power tiller segment and enjoys a strong presence in the 4WD compact tractor market, boasting a 75% market share for power tillers in India. Driven by a passion for innovation, VTTL consistently develops and manufactures high-quality agricultural equipment designed for Indian farms. Their machines, built with robust materials and advanced engineering, ensure reliability, minimal maintenance, and consistent performance across diverse agricultural landscapes.

Extensive Product Portfolio:

VTTL offers a comprehensive range of agricultural equipment catering to the needs of small and medium-scale farmers. Their product line includes tractors, power tillers, diesel engines, and other essential farm implements. Their offerings cover a power range of 2 HP to 50 HP, catering to various farming applications. Notably, VTTL is a pioneer in the 4WD compact tractor segment, offering manoeuvrability and power for demanding tasks.

Strong Nationwide Presence:

VTTL has a robust national presence with three manufacturing units strategically located across India. They have established a vast network of over 1,200+ dealers, 6,200+ retailers, and 85 spare parts distributors to ensure easy access to their products and services for farmers throughout the country.

Global Recognition:

VTTL's success extends beyond Indian borders. They have established a strong international presence, exporting their equipment to over 40 countries across Europe (EU - 17 countries, brand name VST FieldTrac), Africa (19 countries), Latin America (4 countries), and Asia (3 countries). This global reach signifies the trust and value their products hold in the international agricultural market.

Core Values:

VTTL operates with a set of core values that guide their business practices and interactions:

- **Customer Centricity:** Making every interaction with farmers valuable and meaningful.
- **Integrity:** Upholding ethical conduct in all business dealings.
- **Synergy:** Building a collaborative environment for collective success.
- **Speed:** Embracing agility and responsiveness to market demands.
- **Stretch:** Continuously striving for improvement and exceeding expectations.
- **Go Green:** Promoting sustainable practices and environmental responsibility within the agricultural sector.

VTTL's commitment to quality, innovation, and farmer-centricity has solidified their position as a leading force in Indian agriculture. Their dedication to ethical practices and environmental responsibility further strengthens their reputation as a responsible and sustainable company.

Job Description

Position: Business Development Manager – Aggregate Business

Department: Business Development / Engine & Aggregate Sales

Location: Bangalore

Reporting to: Chief Growth Officer

Role Purpose

To drive growth of the **Engine & Aggregate business** by acquiring new OEM customers, expanding market presence across Tractor, Genset, Industrial, and Marine segments, and supporting long-term revenue and profitability goals of VST Tillers Tractors Ltd. (VTTL).

Key Responsibilities

Business Development & Customer Acquisition

- Identify and onboard **new OEM customers** across Tractor, Genset, Industrial, and Marine segments.
- Develop and present **value propositions** tailored to customer requirements for engines and aggregates.
- Build and manage a strong **lead and enquiry pipeline** through market research, customer visits, and trade fairs.

Sales & Commercial Execution

- Prepare and execute **techno-commercial proposals** in line with company policies.
- Lead **price negotiations** and finalize commercial terms to secure profitable business.
- Establish and manage **commercial contracts** from prototype development through regular production supply.

Order Management & Coordination

- Achieve **Annual Operating Plan (AOP)** targets for volume, revenue, and margin.
- Support customers end-to-end by coordinating internally with **R&D, Production, Quality, SCM, and Service teams**.

- Release **monthly production plans** based on customer requirements and ensure timely dispatch of engines/aggregates.

Market Intelligence & Product Strategy

- Monitor **industry trends, competitor activity, and customer expectations**.
- Identify **product gaps** and contribute inputs to product development and long-range growth plans.
- Work with internal stakeholders to develop **new offerings** with premium positioning in the market.

Brand Building & Marketing

- Enhance **brand visibility** through participation in trade fairs, B2B marketing initiatives, and customer engagement programs.
- Represent VTTL in industry forums, exhibitions, and technical discussions.

Key Skills & Competencies

- Strong understanding of **engine & aggregate business**, OEM sales, and industrial markets
- Techno-commercial negotiation skills
- Market analysis and strategic thinking
- Cross-functional coordination and customer relationship management
- Strong communication and presentation skills

Qualifications & Experience

- Engineering graduate (Mechanical preferred); MBA (Marketing/Strategy) is an added advantage
- **10–15 years** of experience in **OEM sales / business development**, preferably in engines, aggregates, or allied industries