

[www.ultratechcement.com](http://www.ultratechcement.com) | [www.birlawhite.com](http://www.birlawhite.com)

**About UltraTech Cement Limited:**

UltraTech Cement Limited is the cement flagship company of the US \$48.3 billion Aditya Birla Group. A \$ 5.9 billion building solutions powerhouse, UltraTech is the largest manufacturer of grey cement, ready mix concrete (RMC) and white cement in India. It is the third largest cement producer in the world, excluding China. UltraTech is the only cement company globally (outside of China) to have 100+ MTPA of cement manufacturing capacity in a single country. The Company's business operations span UAE, Bahrain, Sri Lanka and India.

UltraTech has a consolidated capacity of 119.95 Million Tonnes Per Annum (MTPA) of grey cement. UltraTech has 22 integrated manufacturing units, 27 grinding units, one Clinkerisation unit and 7 Bulk Packaging Terminals. UltraTech has a network of over one lakh channel partners across the country and has a market reach of more than 80% across India. In the white cement segment, UltraTech goes to market under the brand name of Birla White. It has one White Cement unit and one Wall Care putty unit, with a current capacity of 1.5 MTPA. With 130 Ready Mix Concrete (RMC) plants in 50 cities, UltraTech is the largest manufacturer of concrete in India. It also has a slew of speciality concretes that meet specific needs of discerning customers. Our Building Products business is an innovation hub that offers an array of scientifically engineered products to cater to new-age constructions.



**About Birla White:**

Birla White, a unit of UltraTech Cement Limited, is a construction materials' company with a specialization in white cement products. In the year 1988, Birla White commenced its production of white cement in India, and since its inception, Birla White has cemented its place as a market leader in the entire cement category. Birla White brand boasts an impressive portfolio of white cement-based surface finishing products, that not only enable exquisite interior design, but also protects surfaces from weathering. The brand has constantly reinvented itself, by creating products that fulfil the needs of the ever-changing consumer attitude, and thus effectively becoming a huge part of the construction evolution in India.

**Position: Territory Sales Executive - Retail (Trainee)**

**Candidates should be energetic and keen to make a career in techno-sales domain.**

**Employment Type:** Full Time  
**Payroll:** Company Payroll

**Job profile & responsibilities:**

**Key Result Areas:** Market Intelligence

**Supporting Actions:**

- Stay updated with market trends and competitor activities
- Gather market feedback and consumer insights and provide inputs to Area Sales Manager on a regular basis.

**Key Result Areas:** Media and Advertisement Execution

**Supporting Actions:**

- Effectively co-ordinate with agency for frontline implementation of zonal marketing plan, including VAP marketing plan, in respective areas.

- Ensure that all advertisement material (POP material, posters, danglers) are properly displayed with higher visibility
- Implement promotional schemes for channel partners & submit the firsthand report of the scheme's effectiveness to the Area Sales Head.

**Key Result Areas:** Channel Sale

**Supporting Actions:**

- Coordinate with CASC personnel for imparting training to retailers on new products & technical aspects of products.
- Execute sales visits to stockists/retailers as per the defined plan and daily update to Area Sales Manager pertaining to sales activities
- Manage Lead end to end and ensure conversion of leads.

**Key Result Areas:** Customer Experience and Relationship Management

**Supporting Actions:**

- Respond to customer complaints in a timely manner. If required, visit site to get the actual feel of complaint and ensure prompt resolution of complaints
- Timely highlight any constraints or dependency on other teams to the Area Sales Manager to take necessary action.
- Action and close issues identified through client centricity initiatives
- Ensure timely refund / replacements of damaged goods.

**Key Result Areas:** Commercial Management and Process Efficiency

**Supporting Actions:**

- Co-ordinate with Commercial team to raise sales invoice
- Follow up with the customers for timely payment as per credit terms
- Ensure adherence to sales process & system requirements

**Number of vacancies:** Limited. Please note that hiring will strictly depend on the quality of the candidates fulfilling our recruitment parameters.

**Job location:** Pan India

**Tentative duration of training/probation period:** 1 Year

**Compensation:** INR 5.50 LPA on joining and INR 6.10 LPA on confirmation after 1 yr.

**Educational Qualification:** MBA (Marketing)

**Batch:** 2023 passing out batch.

**Cut Off Criteria:** 60% through-out (10th, 12th, Graduation and Post-Graduation) without any active backlog.

**Skills/Expectations:** Good communication and must be fluent in Hindi and English along with the local language

**Gender:** Male and Female

**Bond or security details or service agreement:** 1 year service agreement.

**Joining:** The selected candidates have to join from June/July 2023 (Post completion of the final semester examination).

Please note that any candidate applying or selected are not supposed to pay any amount/fees (in any form) to the company or our recruitment partners or any parties concerned at any stage (before, during or after) the recruitment process or joining.

**Recruitment event organized & coordinated by NextGen Ventures**