

Marconix Sales Solutions Private Limited

<https://marconix.in/job/business-development-manager-bdm/>

Business Development Manager (BDM)

Description

About VBlue & The Opportunity

VBlue manufactures and supplies eco-friendly Diesel Exhaust Fluid (DEF / AdBlue), built around sustainable, pre-filled packaging that improves vehicle SCR performance and reduces plastic waste. This is a ground-floor opportunity to join a fast-growing, feet-on-street launch team with clear KRAs, monthly incentives, and a defined growth roadmap.

The Territory Sales Manager will own Bangalore's key B2B accounts and distributor growth for VBlue's DEF range, while coaching a team of on-ground Business Development Managers (BDMs).

Key Responsibilities

- Manage, coach and drive daily productivity of assigned Business Development Managers (BDMs) across Chennai & Chennai Outskirts
- Own key B2B account acquisition – fleet owners, transporters, logistics parks, industrial SCR users and highway truck hubs
- Lead distributor identification, qualification, onboarding and credit-terms alignment across Bangalore's Tier 1, 2 and 3 markets
- Run weekly territory reviews covering market intelligence, competitor price tracking and pipeline health
- Conduct monthly distributor business reviews focused on secondary sales, not just billing
- Coordinate with the team to ensure CRM is kept current and leads from retail/petrol-pump touchpoints are converted
- Support on-site product demonstrations of VBlue's anti-crystallization DEF formula for fleet and industrial clients

Who You Will Sell To / Work With

- **B2B: Fleet owners, transporters, logistics companies, industrial SCR/genset users, bus operators, OEM/dealer workshops**
- **B2C: BS6 diesel car/SUV owners, retail walk-in customers via petrol pumps, genset owners**
- **Channel: Bangalore-based distributors/stockists, petrol pump & auto-parts store networks, mechanic cooperatives**

Requirements

- 5-8 years in B2B/channel field sales, preferably in automotive lubricants, industrial chemicals, auto-ancillary or FMCG
- Demonstrated experience managing a field sales team (BDM/TSE) and building distributor networks
- Strong negotiation, key-account management and local market knowledge of Bangalore City & outskirts
- Comfortable with CRM/reporting tools and KRA/KPI-driven performance tracking
- Graduate in any discipline; MBA in Sales/Marketing is a plus

Hiring organization

Marconix Sales Solution Private Limited

Employment Type

Full-time

Job Location

Chennai, Chennai, Tamil Nadu, India

Base Salary

₹ 30,000 - ₹ 35,000

Date posted

September 21, 2026

Compensation & Benefits

Fixed Monthly Salary

Performance Incentive

Allowances

Pay: ₹30,000.00 – ₹35,000.00 per month

Benefits:

- Flexible schedule
- Paid sick time

Work Location: In person