



<https://knadvisors.pro/careers/sales-executive/>

Sales Executive

Description

Product: Bamboo-Based Panels (Flat & Corrugated)

Coverage: Pan-India

About Company: Aaroghya Distribution

Aaroghya Distribution is the National Distributor for Ocean's bamboo-based panel products —positioned as a sustainable, high-performance alternative to plywood, MDF, cement sheets, and metal panels.

Our focus is demand creation first. Channel expansion (dealers and distributors) follows once consistent market demand is established.

Role Overview

We are hiring a National Sales Executive whose primary responsibility is direct sales development and demand generation for bamboo panels across India.

The role is sales-led, not channel-led. The incumbent will first create traction with builders, contractors, architects, fabricators, and bulk buyers.

Dealer and distributor appointments will be driven only after sales volumes and repeat demand are proven in a region.

Job Locations

Pan – India (All over India)

Responsibilities

Primary Responsibilities (Sales First)

1. Direct Sales & Demand Creation (Core Responsibility)

Generate direct B2B sales for bamboo panels across construction, interiors, prefab, and industrial segments

Pitch products directly to builders, developers, contractors, architects, and institutional buyers

Conduct product presentations, site visits, and technical discussions

Close bulk and repeat orders and achieve monthly & quarterly sales targets

2. Market Development

Identify high-potential applications and regions for bamboo panels

Develop city-wise demand clusters before channel rollout

Gather customer feedback to refine pricing, SKUs, and positioning

Build early reference projects and case studies

Secondary Responsibilities (Post-Sales Traction)

1. Dealer & Distributor Appointment (After Sales Validation)

Appoint dealers and distributors only in territories with proven sales demand

Onboard channel partners to fulfill and scale existing sales pipelines

Support dealers in converting ongoing leads and repeat orders

2. Channel Enablement

Train dealers on product usage, pricing, and target customer segments

Support secondary sales through joint visits and demos when required

Hiring organization

Aaroghya Distribution

Experience

- 0 – 1 years (3 Positions)

Preferable Locations: Hyderabad, Bangalore, Vijayawada, Maharashtra.

- 2 – 6 years (10 Positions)

Employment Type

Full-time

Working Hours

9:30 AM – 6:30 PM

Date posted

February 24, 2026

Coordination & Reporting

Coordinate with Aaroghya operations and Ocean manufacturing for order execution
Track pipeline, closures, and territory-wise sales performance
Share structured market intelligence and demand forecasts

Qualifications

Experience in B2B sales (building materials, boards, panels, construction products, industrial materials)

Strong capability in direct selling and deal closure
Comfortable selling a new product category and educating customers
Excellent communication, negotiation, and objection-handling skills
Willingness to travel extensively for sales and site visits
Entrepreneurial mindset with a strong execution bias

Preferred (Nice to Have)

Experience selling to builders, architects, or industrial buyers
Background in launching or scaling new materials or brands
Existing network in construction or interiors ecosystem