JOB DESCRIPTION · AH-0249

AgriHires

Regional Sales Head (North-2 East)

THE ROLE

Post	Regional Sales Head (North-2 East)
Company	Tulasi Seeds Pvt Ltd
Location	Bihar (e.g. Patna), final location to be decided; territory: Uttar Pradesh, Bihar, Assam and West Bengal
Experience	12–16 years in seed / agri-input sales, including at least 4–5 years heading a region or zone
Salary	Not disclosed

ABOUT THE JOB

Tulasi Seeds Pvt Ltd (est. 1994), headquartered in Guntur, Andhra Pradesh, researches, produces and markets hybrid seeds of cotton, maize, chilli, paddy and bhendi through a multi-state distributor and dealer network. It is entering the North-2 East zone (Uttar Pradesh, Bihar, Assam and West Bengal) and needs a Regional Sales Head to build the distributor network, field team and product preference for maize, paddy and vegetable seeds. The role is a P1 immediate hire with 60–70% travel across the zone.

WHAT THE JOB INVOLVES

- Prepare a 3-year entry and growth plan for Uttar Pradesh, Bihar, Assam and West Bengal covering districts, crops, products, channel and team.
- Set season-wise targets by state and product, review them weekly and course-correct.
- Study the market, including crop calendars, competitors, price points and farmer needs.
- Appoint financially sound distributors in each priority district and set credit terms with MCD & Finance.
- Ensure state dealer/marketing licences and product registrations are in place before the season.
- Plan stock positioning, depots/C&F agents and in-season logistics for timely availability.
- Work with R&D to select and test suitable products and place multi-location trials and demos.
- Run farmer meetings, field days and campaigns to create demand at village and farmer level.
- Recommend pricing, schemes and packaging suited to the zone.
- Recruit and lead state heads, area managers and sales officers, set beat plans and ensure genuine reporting through the company field app.
- Train the team and do joint field work to build capability.
- Achieve collection targets, minimise overdue and season-end returns, and control regional budgets.
- Report weekly sales, stock, collection and competitor intelligence to management.

WHAT THEY WANT

- B.Sc. (Agriculture) or M.Sc. (Agriculture); MBA / PGDM (Agri-Business Management) desirable.
- 12–16 years in seed / agri-input sales, with at least 4–5 years heading a region or zone.
- Deep market knowledge and a personal network of distributors in Uttar Pradesh, Bihar, Assam and West Bengal.
- Experience selling maize, paddy and vegetable (bhendi, chilli) hybrids; launching a brand or entering

new territory is a strong plus.
- Skills in new-territory development, channel finance and credit control, product positioning for hybrids, and sales MIS and planning.
- Fluent Hindi and English; Bengali or Assamese is an advantage.
- Must be based in Bihar (e.g. Patna, final location to be decided) and willing to travel extensively across the zone.
- Immediate joining (P1 priority).

HOW TO APPLY

Apply on AgriHires: https://www.agrihires.com/jobs/regional-sales-head-north-2-east-bihar-patna · Or reply to our mail or WhatsApp. AgriHires never asks candidates for money.