

VACANCY

Senior Manager – Dealer Development (SFM)

VST Tillers Tractors Limited · Bangalore · PAN India responsibility

Company	VST Tillers Tractors Limited (VST Group)
Department	Sales & Marketing – SFM (small farm machinery: power tillers, reapers, weeders and other small farm equipment)
Location	Bangalore, Karnataka · responsibility across India
Reports to	Business Head – SFM
Experience	10–13 years in dealer development, appointment and performance management in farm equipment, tractors or agri-machinery
CTC	₹12–18 lakh per annum
Education	Graduate in Engineering, Agriculture or Business Management; MBA preferred

Strictly for dealer development professionals. Your experience must be in dealer development: finding markets, appointing and onboarding dealers, and managing their performance. Applicants whose background is regular sales (territory, retail or field sales targets) will not be considered.

About the company

VST Tillers Tractors Limited, established in 1967 and part of the VST Group (founded 1911), is a listed company and a household name in Indian agriculture. It leads the power tiller segment in India with about 75% market share and has a strong position in 4WD compact tractors. Its range spans 2 HP to 50 HP: tractors, power tillers, diesel engines and farm implements for small and medium farmers. It has three manufacturing units, more than 1,200 dealers, 6,200 retailers and 85 spare-parts distributors in India, and exports to over 40 countries across Europe, Africa, Latin America and Asia.

Purpose of the role

Expand and strengthen the dealer network for the SFM (small farm machinery) business: identify markets, appoint capable dealers, and make sure every dealer performs in line with the company's growth plans.

Key responsibilities

1. Dealer development and appointment

- Identify potential markets and territories for SFM products.
- Evaluate, recommend and appoint new dealers against business potential and company norms.
- Carry out due diligence, financial assessment and infrastructure checks before appointment.
- Ensure timely onboarding, training and compliance with dealership agreements.

2. Dealer performance management

- Monitor dealer sales, market share and profitability.
- Review dealer performance, run improvement plans for under-performing dealers, and hold periodic business reviews.

3. Dealer capability building

- Develop dealer manpower through product, sales and service training.
- Maintain dealer infrastructure, branding and customer-experience standards.

4. Business development and support

- Work with sales, marketing and service teams to grow retail through dealers.
- Support regional campaigns, demonstrations and local marketing.
- Ensure product availability, retail finance options and after-sales support across the network.

5. Reporting and market intelligence

- Track market coverage, competitor network strength and dealer performance trends.
- Maintain MIS on dealer appointments, cancellations and performance; recommend network changes.

Skills

- Proven dealer development, appointment and performance management.
- Deep understanding of the agri-machinery, farm equipment or tractor industry.
- Strong communication, negotiation and relationship management.
- Analytical, structured approach to network planning; MS Office, CRM and reporting tools.

How to apply: apply with your CV at agrihires.com/jobs (ref AH-0148). AgriHires screens all applications for this role. Candidates never pay AgriHires.