JOB DESCRIPTION · AH-0251

AgriHires

State Head – Gujarat (Hari Hara)

THE ROLE

Post	State Head – Gujarat (Hari Hara)
Company	Tulasi Seeds Pvt Ltd (Hari Hara)
Location	Gujarat (base location to be decided, e.g. Ahmedabad / Rajkot / Bhavnagar)
Experience	8–12 years in field sales of seeds or agri-inputs, including at least 3 years managing a team or region
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. The State Head for the Hari Hara brand will grow sales and market share in Gujarat for cotton, maize and vegetable seeds. The role is full-time and permanent, with 60–70% travel within the state and reporting to the Sales Head – Hari Hara (Hyderabad). Hiring priority is immediate.

WHAT THE JOB INVOLVES

- Prepare the season-wise (Kharif / Rabi) sales plan for Gujarat by district, crop and product with the Sales Head.
- Achieve volume, value and product-mix targets and drive liquidation at dealer level during the sowing window.
- Track competitor products, pricing and schemes in key belts such as Saurashtra and North & Central Gujarat cotton belts.
- Appoint and develop distributors and dealers in priority districts and ensure licences and documentation are in order.
- Plan pre-season bookings, stock placement and in-season replenishment with the MCD and dispatch teams.
- Ensure distributor collections are made as per credit terms and minimise season-end returns.
- Run demo plots, field days, farmer meetings and jeep campaigns in hybrid-adoption areas.
- Work with R&D to place trials and gather feedback, and handle field complaints quickly and fairly.
- Build relationships with progressive farmers, influencers and state agriculture officials.
- Recruit, train and lead territory managers and sales officers, setting daily beat plans and monthly goals.
- Monitor field activity through the company app (GPS attendance, photos, reports) and ensure genuine reporting.
- Ensure compliance with seed marketing regulations in Gujarat and submit timely sales, stock and competitor reports.
- Control TA/DA and promotional spend within budget.

WHAT THEY WANT

- B.Sc. (Agriculture) or M.Sc. (Agriculture); MBA / PGDM in Agri-Business Management is desirable.

- 8–12 years in field sales of seeds or agri-inputs, including at least 3 years managing a team or region.
- Proven sales growth in cotton, maize and vegetable seeds in Gujarat, with an existing distributor and dealer network.
- Experience in hybrid seed sales and seasonal liquidation is essential.
- Knowledge of the Gujarat seed market, channel and credit management, crop agronomy, and sales planning and MIS (Excel / sales app).
- Fluent Gujarati and Hindi; working English.
- Must live in or relocate to the state base location.
- Own two-wheeler or four-wheeler with a valid driving licence.

HOW TO APPLY

Apply on AgriHires: https://www.agrihires.com/jobs/state-head-gujarat-hari-hara-gujarat · Or reply to our mail or WhatsApp. AgriHires never asks candidates for money.