



GRAMPOWER

Gram Power (India) Pvt. Ltd.

Ph: +91-141-2358178

Email: info@grampower.com

Website: www.grampower.com

Job Title	Business Development Manager – Energy Management
Department	Business Development
Location	Jaipur
Experience Desired	2+ Years
Education Background	<ul style="list-style-type: none">- Bachelors/Masters in Engineering (Preferably Electrical/Computer Science)- MBA – Marketing
About Gram Power	<p>Founded in California in 2010, Gram Power is an energy technology company that has developed and patented the industry's lowest cost and most advanced smart electricity meter. The company is venture funded by investors in the US and Switzerland, and with a 100+ person team is the fastest growing smart metering company in the country.</p> <p>With our technology and business solution, we have eliminated power theft and radically reduced losses for various Utilities in India. Within the next decade, we are digitizing the power distribution infrastructure in India to make energy affordable, accessible and intelligent!</p>
Why is this a great position to work for	<ul style="list-style-type: none">- You will be part of the business development team that is launching a whole new product line for the company in a new market- You will get a diverse set of experiences in marketing, distribution, and product management- You will build various models for distribution, and create value propositions for a diverse set of clients- You will closely work with the senior management at Gram Power
Why is Gram Power a great place to work in	<ul style="list-style-type: none">- You will be given a lot of freedom to innovate and experiment with different strategies in the market- You will get the opportunity to be a core contributor in designing and executing the company's marketing strategies both for online and offline sales- You will have a great deal of autonomy and rapid career growth- You'll have the opportunity to learn best practices from top business leaders from Silicon Valley and across the world through our strong network and founding team

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What are the core skills needed to succeed in this role	<ul style="list-style-type: none">- Prior experience of selling a technology product or service- Strong documentation and corporate communication skills- Ability to develop in depth understanding of technology products- Demonstrable experience in building partnerships or distributors- Willingness to travel extensively pan India- Ability to prepare and deliver emphatic presentations
What activities are under the purview of this position	<ul style="list-style-type: none">- Identify and evaluate off-beat distribution channels for our energy management solutions- Build partnerships with other organizations for distribution and marketing- On-board distributors in our target markets- Work closely with clients to get user feedback and incorporate them in the product in collaboration with the product team- Train and support distributors through joint client visits, demos, trials- Plan and implement operating plans to achieve sales targets in industrial, commercial and real estate markets- Prepare commercial offers, presentations, and proposals for various leads
Contact	Please forward your resume and cover letter to jobs@grampower.com

*** Employee's Roles and responsibilities at the Company can be modified/ changed at the discretion of the management from time to time.

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Vandit Jain

- How have you arrived at your pricing scheme? How will you validate it?
- If you want to launch in the rentals market where our competition is a Rs.700 meter, how would you commercialize our product?
- What marketing communication will you use and how?
- What industry have you applied for in Indore?
- How will the incentive model work for the distributor?
- Who do you think is the decision maker for our product on the client side? Does your distribution network choice have access to the decision maker?
- If I asked you for targets for MP, what target do you think you can absolutely meet? Why and how?
- What is the rationale for a Rs.5000 installation cost? Will someone who wants one meter, be willing to pay that?

Notes from conversations

- Engineering in Computer Science
- He's the only son. Father is VP of an FMCG company
- Spent first 23 years in Indore
- Seems to be quite an honest guy
- Left Astute because exposure in AIESEC was higher
- AIESEC: achievements
 - o Hosted a national conference and had a profit of 3-4L
 - o Hosted 120 students in India and sent 40 students from Indore for foreign internships
- **What value did you get that you can plough in your next roles**
 - o Integrity
 - o Ethics
 - o Realized about key strengths
 - Communication
- Playnlive – Left in 3 months because company ran out of funds
- Requirements
 - o Needs some guidance, direction initially
- He gave up too soon in trying to make a sale to me
- Rental model
 - o Student ambassador – very less thought out idea. Does not think too much before saying.
- Has a little bit of arrogance in his body language
- Largest order was a deal with Biba – 1.2L (3 stores) – Didn't work out
- In last 1.5 years – 8-9 clients came because of him
- Not very clear on pricing scheme and value prop

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