



M. B. Control & Systems Pvt. Ltd.

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M.B. Control & Systems Pvt. Ltd, is an ISO-9001 company. Since our inception in 1983, we have been committed to provide innovative electronic systems and equipment for control and monitoring of industrial processes. We design, manufacture, install and commission industrial electronics systems on turnkey basis.

Our system solutions are suitable for Energy management systems, Weather Monitoring Solutions, Telemetry Systems, Remote Data Collection System, Remote Meter Reading Solutions, RTU Control Panels and Systems, SCADA systems and Sub-Station Automation Systems. Required energy reports are provided as part of the system.

Our team of experts is available to dispense expert technical support, and provide technical solutions to questions ranging from generic to complex. We consider excellence of products and service as a key to gaining customer loyalty and satisfaction. We have pan India presence via dealer and distribution network.

All the products we offer can be viewed on our website www.mbcontrol.com. We have clients such as in power generation (wind, solar, hydro etc.), OEM, Transmission, IPP, CPP, Heavy Industries etc.

Achieve your potential - build an exciting career

Discover the opportunity to join a dynamic, and responsible company that fosters the development of all its people and communities around the world. Every day, we challenge employees to achieve more and experience exciting careers.

JOB PROFILE:

Business Development Manager – IoT Solutions

Department: Business Development & Sales

Designation: Business Development Manager

Reporting to: Director

Location: Delhi / Mumbai / Kolkata

1. Position Overview:

The Business Development Manager – IoT Solutions will be responsible for developing and expanding the company's **Industrial IoT (IIoT), remote monitoring, data acquisition and connected-systems business**.

The primary responsibility will be to identify new markets and customers, understand their operational and monitoring requirements, develop appropriate IoT-based solutions in coordination with the technical team, and convert opportunities into profitable business.

The candidate will be expected to sell **complete IoT solutions rather than only hardware**, including sensors, data loggers, gateways, communication systems, cloud platforms, dashboards, mobile applications, alerts, analytics and customised monitoring solutions.

2. Responsibilities:

A. IoT Business Development:

- Develop and execute business-development strategies for the company's IoT and IIoT solutions.
- Identify new customers, industries, applications and geographical markets for IoT solutions.
- Generate qualified leads through direct customer engagement, networking, referrals, exhibitions, conferences, digital channels and industry associations.
- Identify organisations with requirements for remote monitoring, asset monitoring, environmental monitoring, energy monitoring, predictive maintenance and operational digitalisation.
- Build and maintain a strong pipeline of IoT opportunities.
- Establish and maintain long-term relationships with key decision makers.

B. Solution Selling:

- Typical Solution Areas include Remote equipment Monitoring, Industrial Asset Monitoring, Energy and Power Monitoring, Energy Management Systems, IoT based Renewable Plant Monitoring, Environment / Meteorological Monitoring, Equipment Health Monitoring, Data acquisition and Telemetry.
- The Business Development Manager shall understand the customer's operational problem and develop a suitable IoT solution in coordination with the Engineering/R&D team
- Identify customer requirements and translate them into appropriate technical solutions.

C. Customer Requirement Analysis:

- Meet customers to understand their existing processes, equipment and monitoring requirements.
- Identify problems that can be solved through IoT and digital technologies.
- Identify data points, monitoring parameters and required reporting..
- Understand requirements related to connectivity, data storage, dashboards, alerts and remote access.
- Work with the technical team to convert customer requirements into a solution architecture.

D. Technical Coordination & Pre-Sales:

- Coordinate with Engineering/R&D to develop technically suitable IoT solutions.
- Participate in technical discussions and customer demonstrations.
- Arrange product demonstrations, Proof of Concepts (PoCs) and pilot projects.
- Assist in preparing technical proposals, architecture diagrams, BOQs and commercial quotations.
- Explain IoT system architecture and functionality to technical and non-technical customers.
- Ensure that customer expectations and technical commitments are clearly communicated to the execution team.

E. Commercial Responsibilities:

- Prepare commercial proposals in coordination with management and the Proposal team.
- Understand solution costing, margins, recurring costs and project economics.
- Develop appropriate commercial models for hardware, software, implementation and services.
- Explore suitable recurring revenue opportunities such as Annual Cloud Subscriptions, Cloud services, AMC / Support contracts, Data Services, etc.
- Negotiate commercial terms within approved authority.
- Ensure that proposed solutions remain commercially viable and profitable.

F. IoT Demonstrations & Customer Engagement:

- The candidate will actively participate in demonstrating the company's IoT capabilities to prospective customers.
- Responsibilities include Conducting product demonstrations, Demonstrating remote data acquisition Explaining mobile/web applications, Preparing presentations and solution proposals, Demonstrating the business benefits of digital monitoring.

3. IoT Products & Solutions:

The Business Development Manager will promote the company's IoT portfolio:

- Industrial IoT Dataloggers and Gateways
- Remote Terminal Units (RTUs)
- Meteorological Sensors and Instrumentation
- Cloud Based IoT Platforms
- Web Dashboards and Monitoring Portals
- Mobile Applications

4. Target Markets & Customer Segments:

The Business Development Manager will identify and develop opportunities across sectors such as:

- Manufacturing, Process Industries
- Power and Utilities
- Renewable Energy
- Water and Wastewater
- Infrastructure and Smart Cities
- Agriculture, Meteorology, Mining etc

5. Required Skills, attributes and other Requirements:

- Strong B2B sales capability and Customer Relationship Management
- Strong Negotiation and Technical Sales Ability
- Lead Generation Capability and Project identification skills
- Strong Presentation and Excellent communication skills
- Ability to work independently and achieve targets
- Highly proactive and results driven
- Willing to Travel extensively as required for business development activities such as customer meetings, site visits, pre-bid meetings, Industry exhibitions and conferences.
- Strong Technical understanding of the industry

6. Qualifications and Required Experience:

- Education: B.E. / B.Tech / Diploma in Electrical Engineering / Electrical and Electronic Engineering / Power Systems Engineering / Electronics and Instrumentation Engineering
- Candidates with strong relevant industry knowledge and experience may also be considered regardless of exact academic qualification
- 5 Years in Business Development and Sales of IoT / IIoT / SCADA / Data Acquisition Systems
- Experience with government, utilities, EPCs, system integrators or large industrial customers will be an advantage.
- Candidate must have a working knowledge of IoT and IIoT concepts, sensors and instrumentation, Remote Monitoring and Cloud based applications, Communication protocols such as MQTT and LORA WAN, Data Logging and Telemetry