



Innovative Electronics For You

M. B. Control & Systems Pvt. Ltd.

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Registered & Corporate Office

31/1, Ahiripukur Road, Kolkata, West Bengal 700019 | +91 98313 30473, 98312 06454

+91 033 2287 0445 | enquiry@mbcontrol.com | www.mbcontrol.com



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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 – MV Switchgear & Control Relay Systems

Department: Business Development & Sales

Designation: Business Development Manager

Reporting to: Director

Location: Howrah, West Bengal

1. Position Overview:

We are looking for an experienced and result-oriented Business Development Manager – MV Switchgears & Control Relay Panels to drive business growth for our Medium Voltage electrical products and engineered solutions.

The candidate will be responsible for identifying new business opportunities, developing relationships with customers and consultants, generating enquiries, managing the sales pipeline, preparing and coordinating technical-commercial proposals, and converting opportunities into profitable orders.

The role requires a strong understanding of **MV switchgear, protection systems, control & relay panels, electrical substations, industrial power distribution, protection relays, and associated electrical systems**, combined with strong business development and customer management skills. The ideal candidate should be capable of engaging with **industrial customers, EPC contractors, electrical consultants, utilities, OEMs, system integrators, and project developers** and should be comfortable working on technically complex, project-based sales.

2. Responsibilities:

A. Business Development:

- Identify and develop new business opportunities for MV Switchgear Panels, HT/MV Switchboards, Protection and Control Relay Panels, Feeder Protection Panels, Transformer Protection Panels, Metering Panels, Bus Coupler / Section Panels, Motor Control and Protection Panels, etc.
- Develop new customers and expand business with existing customers
- Identify upcoming industrial, infrastructure, utility and power projects
- Develop a strong project pipeline through direct customer engagement and market intelligence
- Track upcoming tenders, RFQs, EPC projects, plant expansions and electrical infrastructure projects.
- Develop business opportunities with EPC contractors, consultants, utilities, industries and system integrators.
- Establish and maintain long-term relationships with key decision makers.

B. Customer & Market Development:

- Conduct regular customer visits and technical-commercial discussions.
- Identify customer requirements and translate them into appropriate technical solutions.
- Develop Relationships with Consultants, EPCs, Project Management Consultants, End Users, Utilities, Renewable Energy Companies, Infrastructure Companies, OEMs, System Integrators, Panel Builders.
- Identify new market segments, territories and applications for MV electrical products.

C. Enquiry and Proposal Management:

- Receive, review and qualify customer enquiries.
- Understand technical specifications, single-line diagrams, BOQs and project requirements.
- Coordinate with the Engineering/Design team for technical clarification and solution development.
- Coordinate preparation of Technical and Commercial Offers, Compliance Statements, Bill of Materials, and other Project specific documentation.

- Ensure quotations are commercially competitive while maintaining required margins.
- Follow up systematically on submitted quotations and convert enquiries into purchase orders.

D. Technical Sales:

- The Candidate should be capable of understanding and discussing MV Switchgear Systems, VCB Switchgears, HT Panels, Protection Relay Panels, Numerical and Protection Relays, Protection and Control Schemes, Transformer and Feeder Protection, Overcurrent and Earth fault Protection, Under / Over voltage / frequency protection, Motor and Busbar protection, Metering and measurement systems, Control and interlocking schemes, Substation Automation, Electrical control circuits, Communication Protocols, etc.

E. Sales Pipeline & Order Conversion:

- Maintain an updates sales funnel and opportunity pipeline
- Prepare regular sales forecasts
- Monitor enquiry-to-order conversion ratios.
- Follow up on pending technical clarifications, approvals and commercial negotiations.
- Identify reasons for lost orders and develop corrective strategies.

F. Project & Order Coordination:

- Coordinate with Engineering, Production, Procurement, Quality and Project teams after order receipt.
- Ensure customer requirements are clearly communicated internally.
- Participate in kick-off meetings where required.
- Support resolution of technical and commercial issues during project execution.
- Maintain customer communication throughout the project lifecycle.
- Support successful delivery, commissioning and customer acceptance.
- Identify opportunities for additional orders, modifications, spares and repeat projects.

3. 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

4. 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
- 10 Years in Business Development and Sales of Engineered electrical systems
- Experience in MV / HT Switchgear, VCB Panels, Protection & Control Panels, Relay Panels, Substation Automation Systems is highly desirable.