

HIRING FOR

Area Sales Officer - Trainee

ATPL

Graduation or Post Graduate

Education

Fresher

Experience

Anywhere within the respective state

Location

WHO ARE WE?

Atomberg is what happens when engineers refuse to accept "good enough." We turned a question about ceiling fans into a ₹1,000 Cr+ technology company — and we're just getting started. Today we operate across fans, mixer grinders, water purifiers, smart locks, and more — each built on the same belief: Indian homes deserve products designed from first principles, not copied from the last decade. We're building India's next great deep-tech consumer company — the Why Not way.

WHY JOIN US?

1. Ask "Why Not?" — and Mean It

That spirit isn't a tagline — it's how every team operates.

We exist because two engineers asked why ceiling fans waste so much electricity. You'll challenge established thinking and create value for millions of Indian homes by solving difficult, invisible problems using technology and innovation.

2. Own Outcomes, Not Tasks

Freedom is real, and so is accountability.

Atomberg doesn't hire people to follow processes. We hire people to own problems end-to-end — from first insight to final impact. No approval chains. Direct access to founders and function heads. Your ideas reach decision-makers the same day.

3. Grow by Building at Scale

A ₹1,000 Cr+ company still scaling at startup speed.

Build capabilities that don't exist yet. Work across functions that in larger companies you'd never access. Punch well above your weight class — the flat structure and pace of growth here compress a decade of learning into years.

₹1,000 Cr+

Revenue

1 crore+

Happy customers

10+

Product Categories

Four values. Zero compromise.

"Curious. Owning it. Customer-centric. Innovative."

Area Sales Officer - Trainee

ROLE PURPOSE

We are looking for an experienced Area Sales Officer - Trainee to drive end-to-end General Trade business across an assigned geography. In this role, you will own the complete sales funnel, from primary sales to secondary sales and ultimately influencing customer offtake. The focus is on expanding reach, improving product range and ensuring strong collections and distributor health.

KEY RESPONSIBILITIES

Distribution & Market Expansion

- Expand and optimize distributor network and retail universe coverage across geographies
- Identify white spaces and new market opportunities for expansion.
- Ensure effective beat planning and territory coverage

Product Availability

- Ensure availability of the right SKU mix across retailers and towns.
- Monitor SKU-wise performance and plug assortment gaps
- Drive range selling at retail counters to improve depth of distribution

Retailer & Channel Engagement

- Strengthen relationships with key retailers and influencers
- Drive retailer engagement programs, activations, and loyalty initiatives
- Improve visibility, shelf space, and brand presence in the market

Planning & Execution

- Create area-wise sales plans, forecasting, and target allocation
- Execute trade schemes, marketing campaigns, and local initiatives
- Collaborate with internal teams (marketing, supply chain) for seamless execution

Performance Tracking & Analytics

- Track and deep dive KPIs across secondary, reach and range
- Data orientation and sales tool adherence to identify gaps and drive corrective actions
- Ensure consistent reporting and review mechanisms across the team

Write to us at career@atomberg.com

Area Sales Officer - Trainee

WHAT ARE WE LOOKING FOR?

- Good understanding of local geography and fluency in the local language.
- Must be willing to travel extensively within the assigned region.
- Self-motivated, eager to learn, and adaptable to dynamic field conditions.
- Strong interpersonal and communication skills.

WHAT ARE OFFER?

- Total CTC: ₹3.5 LPA + performance-based incentives.
- Travel Allowance & Daily Allowance (TA/DA) as per company policy.
- A fast-paced learning environment with growth opportunities.
- Be part of a high-impact, future-oriented organization.

WHAT HAPPENS ONCE YOU APPLY?

We move fast. Here's what to expect:

- Step 1** CV review
- Step 2** Aptitude Test
- Step 3** Market Based Assessment (On field)
- Step 4** Panel Interview (Business & HR)
- Step 5** Offer within 2 weeks of first conversation

Write to us at career@atomberg.com