WE'RE HIRING A SENIOR SALES MANAGER

ABOUT THE COMPANY

Naxatra Labs Pvt. Ltd. is a deep-tech hardware startup building high-efficiency motors and controllers for electric vehicles, power tools, drones, and agri-tech applications. Located in Ahmedabad, we specialize in both R&D and manufacturing of advanced drivetrain systems. We are a fast-growing team working on cutting-edge technology with real-world impact, aiming to reduce energy consumption, drive sustainability, and enable global hardware innovation from India.

ROLE SUMMARY

We are looking for a Senior Sales Manager to lead Naxatra's sales function and drive revenue growth across our EV and industrial motor portfolio. The role owns the sales team, the pipeline, and sales reporting to the founders, and is accountable for converting OEM and Tier-1 opportunities into long-term supply business.
A core part of this role is building new business verticals from zero: identifying an untapped segment, shaping the go-to-market plan, landing the first customers, and scaling it into a repeatable revenue stream. We are looking for a leader who has done this before in automotive.
This is an onsite position requiring presence at our Gurugram, Haryana office from Monday to Saturday, with frequent travel to customer sites across India.

LOCATION: Gurugram (Sector 44), Haryana

EXPERIENCE: 10+ years in automotive sales

REPORTS TO: Co-Founder & CTO

RESPONSIBILITIES

Team Leadership

- Lead, mentor, and manage the sales team; set individual and team targets and review performance regularly.
- Hire and build a high-performing sales team as the business scales.
- Define sales processes, account ownership, and territory or segment allocation.
- Work closely with R&D, Testing, Supply Chain, and Production to ensure customer requirements, samples, and deliveries are met on time.

Revenue & Key Accounts

- Own the annual and quarterly sales plan and deliver against revenue targets.
- Personally manage strategic OEM and Tier-1 accounts, from technical discussion and sampling through pilots, commercial negotiation, and purchase orders.
- Lead pricing, commercial proposals, and contract negotiations in coordination with the founders.
- Build long-term customer relationships that lead to repeat and scaled supply business.

Building New Verticals (0 to 1)

- Identify and evaluate new application segments and markets for Naxatra's motors and controllers.
- Build new verticals from zero: market assessment, go-to-market strategy, target account list, first customer wins, and scale-up plan.
- Work with product and engineering teams to translate market needs into product and pricing decisions.

QUALIFICATION

Education:

- Bachelor's degree in Engineering (preferred), Business, or a related field. MBA is a plus.

Skills:

- Strong network within Indian automotive OEMs and Tier-1 suppliers.
- Ability to understand and discuss technical product requirements with engineering teams at customers.
- Strong negotiation, commercial, and deal-closing skills.
- Proficiency in sales forecasting, MIS reporting, MS Office (Excel, PowerPoint), and CRM software (e.g., Zoho CRM).
- Excellent leadership, communication, and stakeholder management skills.

EXPERIENCE

- 10+ years of sales or business development experience in automotive companies (OEM, Tier-1, or auto component suppliers).
- Proven track record of building a new vertical or business line from zero to meaningful revenue.
- Experience leading and managing a sales team.
- Experience in EV, motors, or power train components is strongly preferred.

DURATION: Full time

Naxatra Labs

COMPENSATION

- Compensation as per industry standard
- Employee Stock Option Plan (ESOPs) - opportunity to grow with the company's success.
- Performance-based incentives.

Join us in electrifying the future of transportation and energy!

APPLY NOW

Send your CV and cover letter to careers@naxatralabs.com.
We look forward to hearing from you!
(Subject: <Name> Senior Sales Manager Application)