Hydron Alkaline Aqua Private Limited
4A Trust House, 35 Hospital Avenue, Dr. E. Borges Road, Opp. Shirodkar High School, Parel, Mumbai 400012, India I Tel. +91 22 6817 4444 | Email: info@hydron.in I LinkedIn: https://www.linkedin.com/company/hydron-water/about/ CIN: U15549MH2022PTC375261

Job Description – Business Development Manager (Government Sales & Liaisoning South)

Company: Hydron Alkaline Aqua Private Limited
Location: Bangalore
Experience: 5–10 Years (Preferred)
Department: Business Development
Employment Type: Full-Time
Role Type: Government Sales | Institutional Sales | Government Liaisoning | Field Sales

About Hydron

Hydron is a functional hydration company offering innovative alkaline ionized water solutions. We aim to transform access to quality hydration through advanced water technology, serving corporates, healthcare institutions, hospitality establishments and other commercial sectors.

Role Overview

We are looking for a well-connected and result-oriented **Business Development Manager – Government Sales & Liaisoning** to drive business opportunities within government departments, public sector undertakings (PSUs), municipal corporations and other government institutions.

The ideal candidate should have an established professional network within government departments, strong experience in government and institutional sales, and the ability to navigate government procurement processes, tendering and end-to-end sales lifecycle management.

Key Responsibilities

Government Business Development

- Identify and develop business opportunities across central and state government departments, PSUs, municipal corporations and public institutions.
- Leverage existing professional relationships with government officials, procurement teams and institutional decision-makers to generate business opportunities through authorised channels.

- Drive sales of Hydron's water systems across government offices, hospitals, educational institutions and other public facilities.
- Build and manage a strong pipeline of government and institutional clients.

Government Liaisoning & Relationship Management

- Establish and maintain professional relationships with government departments, administrative authorities and procurement stakeholders.
- Coordinate meetings, product presentations, demonstrations and technical discussions with relevant government representatives.
- Facilitate communication and follow-ups with government departments for business proposals, approvals and procurement opportunities.
- Represent Hydron in official meetings, industry forums and government procurement discussions.

Tendering & Government Procurement

- Identify relevant government tenders, RFPs, RFQs and institutional procurement opportunities.
- Manage tender documentation, bid submissions, technical qualifications and commercial proposals.
- Work with internal teams to ensure compliance with tender requirements and procurement regulations.
- Develop familiarity with GeM (Government e-Marketplace), e-procurement portals and government vendor registration processes.
- Track tender progress, purchase orders, contract execution and payment follow-ups.

End-to-End Sales Management

- Manage the complete sales lifecycle from lead identification and stakeholder engagement to proposal submission, negotiation, order closure and payment collection.

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- Achieve assigned sales and revenue targets.
- Coordinate with operations and technical teams for product demonstrations, installations and after-sales support.
- Maintain accurate sales forecasts, opportunity pipelines and activity reports in the CRM.

Required Qualifications & Experience

- Bachelor's degree in Business Administration, Marketing or a related field. MBA preferred.
- 5–10 years of experience in government sales, institutional sales, government liaisoning or PSU business development.
- **Strong existing professional connections within government departments, PSUs, municipal corporations and public institutions.**
- Proven experience in selling products or solutions to government institutions.
- Working knowledge of government tendering, GeM procurement and vendor registration processes.
- Experience in end-to-end sales lifecycle management, negotiation and revenue generation.
- Strong communication, relationship management and stakeholder engagement skills.
- Willingness to travel extensively for field sales and government client meetings.
- Ability to independently develop government accounts and close business opportunities.

Preferred Candidate Profile

- Candidates with experience in water purification systems, water treatment, healthcare equipment, medical devices, infrastructure solutions or institutional products.

- Existing network within Maharashtra government departments, municipal bodies, public hospitals, PSUs and government institutions.
- Experience handling high-value government contracts and institutional sales.
- Proven track record of converting government relationships into successful business opportunities through compliant procurement processes.

Key Performance Indicators (KPIs)

- New government and PSU accounts acquired.
- Government tender opportunities identified and bids submitted.
- Revenue generated from government and institutional sales.
- Tender conversion and order closure rates.
- Development of long-term government accounts.
- Timely collection of payments and contract execution.

What We Are Looking For

A highly proactive, well-networked government sales professional who understands how government procurement works, has established relationships across relevant departments, and can independently build Hydron's government business through ethical, compliant sales practices.