

AP INDUSTRIAL CORRIDORS INFRASTRUCTURE DEVELOPMENT CORPORATION LIMITED

IHC Corporate, 1st Floor, Mangalagiri, Guntur, Andhra Pradesh

Job description for the post of “General Manager (Commercial & Marketing)” on APICDC Rolls at Head Office

Company Profile:

AP Industrial Corridors Infrastructure Development Corporation Limited (APICDC) ("Company") is a Joint Venture Company established pursuant to the Shareholder's Agreement executed between National Industrial Corridor Development and Implementation Trust (NICDIT) representing Government of India and Andhra Pradesh Industrial Infrastructure Corporation Ltd. (APIIC) representing Government of Andhra Pradesh with 50% shareholding by each and having its registered office in 1st Floor, IHC Corporate, Plot No 3,4, & 6, Industrial Park, Mangalagiri, Guntur- 522503, Andhra Pradesh, India. The Company was incorporated on 07.08.2018 under the provisions of the Companies Act, 2013 having CIN U45200AP2018PLC108963. The Company is engaged to carry on the business of development, implementation and maintenance of an Industrial Township Project, Trunk Infrastructure and the Strategic Projects at Krishnapatnam Industrial Node, Tirupati district, under Chennai-Bangalore Industrial Corridor; Orvakal Industrial Node, Kurnool district, under Hyderabad Banagalore Industrial Corridor; Koppaarth Industrial Node, Kadapa district, under Visakhapatnam-Chennai Industrial corridor and other upcoming nodes in the state of Andhra Pradesh.

Role:

The GM (Commercial & Marketing) will be responsible for driving industrial land demand, monetization of developed assets, and commercial structuring for trunk infrastructure projects. The role focuses on strengthening investor outreach, accelerating revenue generation, leading strategic partnerships, and optimizing sales allocations. The position requires a strong understanding of Government and Industrial ecosystems and experience in capital-intensive infrastructure business environments.

Job description and key responsibilities for the post of “General Manager (Commercial & Marketing)”

1. Commercial Strategy & Revenue Growth

- Develop and execute a revenue-maximization strategy through land allotment, lease models, and long-term commercial instruments.
- Achieve profitable topline growth through structured pricing, cost control, and optimized acquisition & servicing costs.
- Drive monetization of developed land parcels, commercial facilities, utilities, and trunk infrastructure assets.
- Lead investor engagement programs targeting manufacturing clusters, industrial parks, logistics operators, MSMEs & large industrial clients.

2. Marketing, Branding & Investor Outreach

- Position the company as a preferred industrial destination through strategic branding across domestic and global markets.
- Lead participation in investment summits, sector-oriented roadshows, trade fairs & site visit programs; publish periodic investor collaterals and land bank marketing tools.
- Develop digital marketing, CRM systems, and pipeline tracking for investor inquiries and conversions.

3. Policy, Pricing & Transaction Management

- Develop transparent commercial policies for allotment, lease, transfer, usage charges & utility pricing aligned with Land allotment policy.
- Lead due diligence, transaction documentation, and compliance oversight.
- Forecasting, budget planning, revenue projections, and periodic MIS reporting.

4. Market Intelligence & Business Development

- Track competitive industrial parks and emerging investment sectors; prepare sector-specific outreach strategies.
- Identify new industrial demand drivers (EV, pharma, renewables, logistics, food processing etc.) and expand market coverage.
- Explore Public-Private Partnerships, anchor client models & co-development opportunities.

5. Stakeholder Collaboration

- Coordinate closely with Central/State Industry Departments, utilities providers, developers & infrastructure agencies.
- Lead collaboration with engineering, land, legal and operations teams to ensure timely development & handover for investors.
- Build a high-performing sales & marketing team, define goals, review performance, enable capability development and succession planning.

Skills & Knowledge & Abilities:

- Infrastructure commercialization & industrial investment promotion expertise
- Strong leadership, negotiation & relationship management
- Analytical and technology-driven approach to demand forecasting, CRM & pipeline management
- Ability to navigate both Government and private sector working protocols.

Minimum Requirements

- Nationality:** Indian only.
- Maximum Age:** Age should not be more than 50 years as on 31st December 2025.
- Educational Qualifications:** Master's degree in Business Management / MBA (Marketing) from reputed institute.
- Professional Experience:** Minimum 20 years of experience in marketing with at least 6 years in management role.

Designation, Reporting & Location

The designation shall be “**General Manager (Commercial & Marketing)**”. Reporting will be to the MD, APICDC. The job location will be at APICDC Head Office and may require related travel. The position is on APICDC rolls.

Salary: As per industry standards.

How To Apply: Candidates should submit their latest Resumes along with qualification and experience documents by mailing to managerhr@apicdc.in on or before **5:00 PM of 20.03.2026**. Applications received through any other mode shall be summarily rejected.

Selection Process: A Selection Committee will be constituted to short list, interview and recommend the candidate.

Applications should be submitted to the following address:

MD, APICDC, IHC Corporate, 1st Floor, Mangalagiri, Guntur, Andhra Pradesh - 522503.
Candidates should submit soft copy by mailing to managerhr@apicdc.in

Disclaimer: This is not a Government job as APICDC is not a Government Company.