

**AP INDUSTRIAL CORRIDORS INFRASTRUCTURE DEVELOPMENT CORPORATION LIMITED**

IHC Corporate, 1<sup>st</sup> Floor, Mangalagiri, Guntur, Andhra Pradesh

**Job description for the post of “Manager (Marketing & Strategy)” 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; Kopparthu Industrial Node, Kadapa district, under Visakhapatnam-Chennai Industrial corridor and other upcoming nodes in the state of Andhra Pradesh.

**Role:**

To support the commercial & marketing function by executing industrial marketing initiatives, managing investor outreach, coordinating land allotment processes, conducting market research, and enabling revenue realization in line with corporate business strategies set by the senior management.

**Key responsibilities:**

**1. Marketing Execution & Investor Engagement:**

- Manage day-to-day coordination of investor inquiries, lead follow-ups, CRM updates, documentation and reporting.
- Assist in planning and executing marketing campaigns, digital promotion, investor roadshows, newsletters and industrial site visits.
- Maintain inventory of saleable land parcels and updated investor-facing marketing collaterals (brochures, presentations, sector profiles).
- Coordinate participation in trade fairs, industry conferences and promotional events; prepare pre-event materials and post-event analytics.

**2. Business Development Support:**

- Act as first point of contact for prospective industrial units; capture business requirements and prepare internal assessment notes.

- Support transaction processes including proposal drafting, price fixation as per policy, commercial terms comparison, allotment guidelines and coordination with legal team.
- Ensure timely processing of investor applications, due-diligence checklists and processing for the allotments and facilitating to the lease / slae agreements in line with the land allotment policy, further monitor implementation of the project in line with DPR's.

### **3. Market Research & Strategy Assistance:**

- Conduct competitive benchmarking of other industrial parks, pricing structures, government incentives and investment trends.
- Track emerging industrial sectors and contribute analytical insights for sector-specific attraction strategies.
- Develop dashboards and MIS reports on marketing performance, sales pipeline, conversion ratios, turnaround timelines and occupancy growth.

### **4. Stakeholder Coordination:**

- Liaise with internal departments — Engineering, Land, Legal, Finance and Operations for provisioning infrastructure, title documentation, and allotment support.
- Coordinate with State/GoI industry promotion bodies for investor facilitation and clearances, ensuring adherence to defined protocols and timelines.

### **5. Branding & Communication**

- Execute internal and external communications aligned to the brand positioning of the industrial township.
- Ensure consistency and accuracy of messaging across promotional material, web content and media visibility.

### **6. Performance Monitoring & Compliance Support**

- Track progress against targets set by GM; raise alerts for risks/ delays and propose corrective actions.
- Ensure compliance with approved commercial policies, government guidelines, and audit requirements as directed.
- Monitoring the implementation of the project and processing investors services like change of activity, Extension of time etc.

### **Competencies & Skills:**

1. Strong communication & client-handling capability
2. Good analytical and presentation skills
3. Proficiency in CRM tools, MS Office, digital marketing basics
4. Ability to work under deadlines, multitask & coordinate cross-functional execution
5. Familiarity with Government/industrial development procedures is an advantage

## **Minimum Requirements**

- i. **Nationality:** Indian only.
- ii. **Maximum Age:** Age should not be more than 40 years as on 31<sup>st</sup> December 2025.
- iii. **Educational Qualification:** Should be Graduate in any discipline and MBA/ PGDBM in Marketing/ International Business Management or any equivalent degree in the same discipline from a recognized university with good academic record.
- iv. **Professional Experience:** Minimum 7 to 10 years of relevant post-qualification experience.

## **Designation, Reporting & Location**

The designation shall be "**Manager (Marketing & Strategy)**". Reporting will be to the G.M (Commercial & Marketing), APICDC. The job location will be at APICDC Head Office and may require business 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](mailto: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, 1<sup>st</sup> Floor, Mangalagiri, Guntur, Andhra Pradesh - 522503. Candidates should submit soft copy by mailing to [managerhr@apicdc.in](mailto:managerhr@apicdc.in)

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