

# TIMES ASCENT

Potential beyond boundaries

ARE YOU PREPARED FOR A BUSINESS CHALLENGE?



WANTED: AGGRESSIVE BUSINESS DEVELOPMENT TEAM

eYantra, India's leading brand merchandising company is looking for dynamic Business Development professionals...

**eYantra**  
www.eyantra.com

## BUSINESS DEVELOPMENT HEAD

Job Code - EY-4-5001

### Eligibility

7 - 10 years experience with atleast a Regional Business Development Head Position experience

### KEY RESPONSIBILITY AREAS

1. Responsible for overall Business Development operations in all States
2. Preparation of a business plan accordingly in the available market segments with the management
3. Responsible for building a team across India and business
4. Responsible for achieving the targets along with the team
5. Market and competitor analysis
6. Recruiting right people and building a strong team
7. Collaborating with various clients and ensuring a smooth work flow
8. Promoting business opportunities etc.

## BUSINESS DEVELOPMENT MANAGER

Job Code - EY-4-5002

### Eligibility

3 - 5 years experience in Business Development

## BUSINESS DEVELOPMENT EXECUTIVE

Job Code - EY-4-5003

### Eligibility

0 - 1 years experience in Business Development

**WALK IN INTERVIEWS ON 27th - 29th & 30th**  
Bangalore, Mysore, & Other Places, Near Computer Square, 2nd, 3rd Floor, 2nd Main

For queries call Mr. Anand on +91 9620491444  
& Mr. Rangit on +9620492733

As per the above positions, strictly walk in only before 10:00 AM on the respective dates. (Shortlisting the job roles in the business)

**WALK IN ALSO FOR  
PURCHASE, ACCOUNTANT POSITIONS**

TIMES ASCENT INVESTIGATES THE STRATEGY THAT WENT BEHIND DEVISING THE MOST INNOVATIVE RECRUITMENT ADVERTISEMENTS. **PRIYA C NAIR** SHOWCASES THIS WEEK'S WINNER OF THE 'PINKSLIP CHOICE', eYANTRA

### HEADLINE

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### CLIENT SPEAK

**PHANI RAJ,**  
MD, eYantra Industries Ltd  
eYantra in India is on an aggressive expansion plan. We wanted to make it clear through our recruitment ad that we need 'hunters' who shall help in the overall business development of the company.

We wanted specialists. Most recruitment ads have stopped

showcasing the nature of work and we infact wanted to communicate the way we would want the business development team to execute their function as well. The agenda was clear - 'hunters are wanted - aggressive - go getters - champions who win on any pitch'.

We worked hand in hand with our agency to ensure clarity of the message. A recruitment ad is not just a medium to convey your manpower requirements, but is also a brand vehicle. It is extremely important that we go beyond the conventional

projections of challenges or job satisfaction. Apart from communicating the nature of work as clearly as possible, it is also important to talk about the way we work.

### AGENCY SPEAK

**RAJ KUMAR V T,**  
Group Account Head, ethames advertising, Hyderabad

The client's basic brief was to develop a recruitment advertisement with a message that the company was looking for

aggressive, proven hunters and go getters. To translate the client brief, we conceptualised the ad using images/visuals that successfully communicated aggressiveness and the killer instinct.

The colours used are also stark and bright that bring out that 'on your face' look. Thus the core appeal of the ad was to stimulate the prospect candidate, who has the fire in his belly to achieve.

**pinkslip Choice** 100%