

### **About Intello Labs:**

Intello Labs is Gurugram based agritech start-up founded in 2016 by IIT Bombay alumni with sound technical expertise. It taps the power of AI, ML, and computer vision to solve one of the biggest problems our world faces – cutting down food loss. We do this by digitizing the quality assessment of fresh fruits and vegetables. Our technology transforms quality processes, making them objective, efficient, and less wasteful.

From growers to packers, from exporters to food services, anyone can use our innovative, scalable solutions to digitize food quality, achieve fair pricing and reduce food wastage. Intello Labs gives the edge needed to make a food business thrive.

### **About Praman:**

Praman is on a mission to create a global horticulture trade exchange. Powered by AI, Praman offers objective quality assessment, creating a fair, transparent and formal trade exchange. The e-auctions and trading are based on real-time and traceable quality data on all horticultural products, including fruits, vegetables, and spices. At a daily GTV of \$2mn, Praman is poised to scale and be the largest platform in the Agri-tech ecosystem.

### **Designation: Events & Marketing Manager**

#### **Job Responsibilities:**

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Build strategic relationships and partner with key industry players, agencies and vendors
- Work with marketing team to develop event strategy and objectives; spearhead initiatives to meet objectives based on lead generation, customer advocacy, and more.
- Negotiate and execute contracts for large- and small-scale events
- Travel frequently – up to 50 percent of your time will be spent traveling to various events
- Work with the sales team to organize and staff customer and sponsored events
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Produce post-event evaluation to inform future events
- Deliver all marketing activity within the agreed budget and within agreed sustainability criteria
- Develop network of appropriate contacts within the media

**Requirements:**

- MBA with 4+ years of experience
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Experience in field marketing and event management within India
- Experience working in rapid growth companies and industries
- A sense of aesthetics and a love for great copy and witty communication