Halma
safer • cleaner • healthier



Join a high - performing group with a purpose: to grow a safer, cleaner, healthier future for everyone, every day.

We are hiring for **Area Sales Manager for Veiga** in **Halma India**

Location	Business Unit	Report to
Bengaluru	India Hub	National Sales Manager

About us

Halma is a global group of life - saving technologies companies, driven by a clear purpose. We are an FTSE 100 company with headquarters in the UK and operations in 23 countries, including regional hubs in India, China, Brazil, and the US

Our diverse group of nearly 50 global companies specialise in market leading technologies that push the boundaries of science and technology.

For over 50 years, the combination of our purpose, strategy, people, DNA and sustainable business model has resulted in **record long - term growth in revenues and profits and an increase in dividend by ≥ 5% every year**– an achievement unrivalled by any company listed on the London Stock Exchange.

Halma India fulfils the potential of the region by harnessing the diverse talents, expertise, infrastructure, and operational

We have a team of over 250 professionals representing commercial, digital and support functions across our seven offices in India, two in Bengaluru and one each in Delhi, Mumbai, Thanjavur, Vadodara, and Ahmedabad.

Halma India is a Great Place to Work® certified organisation, recognised for 3 consecutive years.

Here's why working with us is fulfilling:

We offer a safe and respectful workplace, where everyone can be who they 'REALLY' are, feel free to bring their whole selves to work and use their unique talents, knowledge, expertise, experiences, & backgrounds to create meaningful outcomes.

We nurture entrepreneurial spirits and empower them to think beyond the possibilities, to discover, shape and build their own unique stories. Our diverse businesses and operations provide fulfilling opportunities to grow as individuals and make an impact.

We are simple, humble and approachable, and we believe in leadership at all levels to bring our purpose to life. Everyone at Halma India makes an impact, and so do you when you join us!

Halma India is an equal opportunity employer, which means the base of our recruitment decisions is always on skills, competencies, attitudes, and values. We are committed to hiring from diverse backgrounds without regard to age, ethnicity, religion, marital status, disability status, sex, gender identity, or sexual orientation.

Great Place To Work. Certified DEC 2025-DEC 2026 INDIA

BRITAIN'S MOST ADMIRED COMPANIES 2025 SECTOR WINNER ENGINEERING & MACHINERY

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Detailed job description

About Veiga	Veiga integrates advanced engineering, innovative design and globally recognised technologies of Halma Safety companies to address the unique fire safety needs of diverse customers in India. Its advanced sensors and real-time monitoring capabilities offer accuracy in detecting potential fire hazards before they escalate. It's built on proven and approved European technology and has undergone rigorous testing to ensure it meets the highest standards. Its sleek and compact design integrates seamlessly into any environment, blending aesthetics with functionality. Whether installed in homes, offices, or industrial facilities, the system adapts to varying needs and configurations, providing customisable solutions for comprehensive fire safety management.
Position Objective (The purpose of role in current business/market scenario)	Veiga is a Made in India Fire detection System launched by HFI in 2024. The primary purpose is to meet the Fire Detection needs of customers in small, retail and residential segments in Tier II, III markets. Since the launch the brand has had an exponential growth and is well accepted by the market. You will be responsible to build the brand in the designated market by way of building of strong set of System Installers. Support the distributors sales team in identifying and closing the opportunities. Arrange trainings and spread product knowledge. You should have Hunters attitude and should work to build the market with discipline and focus.
Responsibilities (KRAs / deliverables / job expectations)	• Grow and maintain brand equity of Veiga in the designated market. • Build a set of System Installers to promote the product • Drive the distributors to deliver on set targets • Develop and build an appropriate channel and partner strategy and relationships for market promotion, penetration and customer supply and support infrastructure. • Train, develop and manage appropriate partner capabilities for effective business growth and customer support. • Develop and execute appropriate product promotion and sales strategies for building market awareness and brand presence.
Academic Qualifications	• Diploma or Engineering Graduate in Electronics/Electrical/Instrumentation
Critical Success factors (critical / high impact aspects of role)	• Understanding market segments and customer needs to develop effective penetration strategies. • Building and growing successful partner relationships and capabilities • Effective business forecasting and execution. • Project based working for plan and specify in large projects. • Competition benchmarking – product and pricing • Ability to network in the industry

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Experience (exposure)	• Work Experience of 5-9 years overall • Preference will be given to candidates from Fire, Security and Automation Industry
Key attributes (critical functional competencies)	• High performance and achievement oriented. • Self-motivated and self-dependent • Go getter • Strong quality orientation • Humble (high integrity, patient and transparent) • Strong learner and risk taker • Customer focussed
Competencies (fundamental skills and attitudes)	• Strong knowledge of fire Industry and key applications • Effective communication and presentation skills • Analysing, Organizing and Planning skills • Building inter-personal relationships • Sound technical orientation and understanding • Channel and partner management capability • Should have capability to design a Fire Alarm system based on International/National Standards

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