



व्यवसाय विकास प्रबंधक

A Business Development Manager (BDM) is the growth engine of a company — finding new clients and markets, building partnerships, shaping the sales strategy and discovering ways to grow the company's revenue. They strengthen...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/business-development-manager

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Business Development Manager (BDM) is the growth engine of a company — finding new clients and markets, building partnerships, shaping the sales strategy and discovering ways to grow the company's revenue. They strengthen relationships with existing customers, track competitors and market trends, and work with sales and marketing teams to close deals. The role blends communication, confidence and strategy, and exists in almost every industry — IT, banking, startups, manufacturing, real estate — making it a fast-growing, well-paying career.

2 At a glance

Minimum qualification	Bachelor's degree (any stream); MBA helps
Key skill	Communication, sales, negotiation & strategy
Starting salary	₹20,000–30,000/month (+incentives)
Work mode	Office + field, client meetings & travel

3 What you need

INTERESTS

- Enjoy meeting people, talking and building relationships
- Keen to hit targets and turn challenges into opportunities
- Interest in markets, business and revenue-growth strategy

ABILITIES

- Effective communication and persuasive presentation
- Strategic, analytical thinking and comfort with data
- Negotiation and deal-closing ability

KEY SKILLS

- Prospecting for new leads and qualifying opportunities
- Negotiation, proposal writing and closing deals
- Market and competitor research and data analysis
- Managing partnerships and contracts
- Building sales strategy and revenue plans
- Using customer relationship management (CRM) software
- Presentation, communication and networking

4 How to get there

- 1 After Class 12, complete a bachelor's degree in any stream (BBA/B.Com/B.A./B.Tech, etc.).
- 2 Build practical skills in communication, sales and digital marketing, and do internships.
- 3 Gain experience by starting as a Business Development / Sales Executive.
- 4 For faster growth, clear CAT/MAT/CMAT and pursue an MBA (Marketing/Sales) — it accelerates promotion.
- 5 With 2–4 years of experience, move into a Business Development Manager role.
- 6 Keep updating CRM, analytics and industry-specific knowledge continuously.

MAIN EXAMS

- CAT — for IIMs and top MBA institutes
- MAT — MBA entrance conducted by AIMA
- CMAT — MBA/PGDM entrance conducted by NTA

5 Where to study**GOVERNMENT INSTITUTES**

- प्रबंधन अध्ययन विभाग (DMS), एमएनआईटी जयपुर — एमबीए — Jaipur, Rajasthan (https://mnit.ac.in/dept_dms/MBA)
- राजस्थान विश्वविद्यालय — प्रबंधन अध्ययन विभाग (एमबीए) — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- भारतीय प्रबंधन संस्थान उदयपुर (IIM Udaipur) — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- भारतीय प्रबंधन संस्थान अहमदाबाद (IIM Ahmedabad) — Ahmedabad, Gujarat (<https://www.iima.ac.in/>)

PRIVATE INSTITUTES

- जेईसीआरसी विश्वविद्यालय — स्कूल ऑफ मैनेजमेंट (एमबीए) — Jaipur, Rajasthan (<https://www.jecrcuniversity.edu.in/>)
- मणिपाल विश्वविद्यालय जयपुर (एमबीए) — Jaipur, Rajasthan (<https://jaipur.manipal.edu/>)

ONLINE

- स्वयं (SWAYAM) — प्रबंधन व मार्केटिंग ऑनलाइन कोर्स — Online (<https://swayam.gov.in/>)
- कोर्सेरा — बिज़नेस डेवलपमेंट व सेल्स कोर्स — Online (<https://www.coursera.org/courses?query=business%20development>)

FEES

MBA fees at government institutes (University of Rajasthan, MNIT Jaipur) are roughly ₹30,000–2 lakh per year; at IIMs and top private schools the full course can cost ₹10–25 lakh. A bachelor's degree (BBA/B.Com) is far cheaper, and scholarships and education loans are available.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/>)
- Buddy4Study – MBA Scholarships (<https://www.buddy4study.com/scholarships/mba-scholarship>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Corporate offices, IT & software companies, banks & financial firms, startups, B2B firms, manufacturing and real estate companies — plus client sites and the field.

WORK CULTURE

Usually 5–6 days a week; a target-driven environment where salary comes with incentives and commissions. Client meetings, presentations and travel are common. Growing opportunities exist for women and persons with disabilities too.

WHO HIRES

- | | |
|--|--|
| • IT & software companies (e.g. TCS, Infosys, Wipro) | • Banks, insurance and financial-services firms (e.g. HDFC, ICICI) |
| • Startups and B2B / SaaS companies | • FMCG, manufacturing and pharma companies |
| • Real estate, e-commerce and retail companies | • Consulting and marketing agencies |

DEMAND (2026)

Every industry needs business development professionals to grow revenue and win new markets, making it one of the most in-demand roles in India. Demand for skilled BDMs stays high across India's fast-growing startup, digital and B2B sectors, and with experience the role leads to leadership (CBO/VP).

7 Career growth

- 1 Business Development Executive / Sales Executive
- 2 Business Development Manager (BDM)
- 3 Head of Business Development / Vice President (VP), Sales
- 4 Chief Business Officer (CBO) / Chief Growth Officer

EARNINGS

Starting	₹20,000–30,000/माह
Mid level	₹40,000–75,000/माह
Senior level	₹1,00,000–2,50,000+/माह

Per Indeed and AmbitionBox, a Business Development Manager in India earns about ₹28,000/month on average at the standard level, rising sharply once experience, incentives and commissions are added. At Head of BD, VP and CBO levels the pay is many times higher.

8 The good parts · The challenges**The good parts**

- In demand across almost every industry with fast growth
- Good earnings through salary plus incentives and commissions
- A clear path to leadership (VP/CBO) and entrepreneurship

The challenges

- Constant pressure to meet targets
- Irregular hours, travel and facing rejection
- Part of income depends on performance

9 Real-life journeys

D. Shivakumar

Former CEO (Nokia India, PepsiCo India) & Group Executive President, Aditya Birla Group

D. Shivakumar began his career in grassroots sales and marketing roles at Hindustan Unilever, spending nearly 19 years across sales, marketing and general management. His mastery of growing businesses step by step took him to CEO of Philips India's consumer electronics business, then Managing Director of Nokia India, Chairman & CEO of PepsiCo India, and Group Executive President (Corporate Strategy) at the Aditya Birla Group. His journey shows how a strong foundation in sales and business development can lead all the way to top corporate leadership.

ShivShivakumar.com · <https://www.shivshivakumar.com/aboutshiv>

Neelam Dhawan

Former Managing Director, Microsoft India and Hewlett-Packard (HP) India

After an MBA in marketing from Delhi University, Neelam Dhawan was turned away from marketing roles by several traditional companies. She began her career in 1982 in a sales and marketing role at HCL, and gradually climbed the ladder while learning product marketing, running a business and picking up technology. She went on to become Managing Director of IBM, Microsoft India and HP India, and is counted among India's most powerful women technology leaders. Her story shows that women too can rise from sales and business development to the very top.

YourStory (HerStory) · <https://yourstory.com/herstory/2021/05/keep-learning-neelam-dhawan-journey-women-tech-business-leader>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Sales & Marketing Manager
- International Business Manager
- Retail Manager

11 Sources & further reading

1. Rajasthan Career Guidance – Business Development Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b5%e0%a5%8d%e0%a4%af%e0%a4%b5%e0%a4%b8%e0%a4%be%e0%a4%af-%e0%a4%b5%e0%a4%bf%e0%a4%95%e0%a4%be%e0%a4%b8-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-business-development-man-a/>

2. IIM CAT Official Website — <https://iimcat.ac.in/>
3. Department of Management Studies, MNIT Jaipur – MBA — https://mnit.ac.in/dept_dms/MBA
4. Indeed – Business Development Manager Salary (India) — <https://in.indeed.com/career/business-development-manager/salaries>
5. National Scholarship Portal — <https://scholarships.gov.in/>

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