



## ABOUT ZIPPMAT

**ZippMat** is one of India's fastest-growing integrated supply chain companies, transforming how businesses procure and manage a wide range of industrial materials. We simplify sourcing across both core and complex categories — from standard construction inputs to high-spec industrial supplies.

Our product portfolio includes **TMT bars, GGBS, fly ash, cement, bitumen, RMC, AAC blocks, lubricants, industrial oils**, as well as **MROs, safety gear and PPE, tools and tackles, wires and cables, fasteners, material handling systems, and storage solutions**.

We serve customers across a diverse set of industries — including **construction, infrastructure, engineering, automotive and EV, aerospace and defence, metal fabrication, casting and forging, plastics and injection moulding, and consumer electronics**.

At the heart of our offering is a **tech-enabled B2B marketplace + fulfilment platform** that solves key pain points around project delays, high procurement costs, and working capital inefficiencies. Customers benefit from:

- Real-time visibility on orders and delivery
- 100% compliant fulfilment with reduced TAT
- Credit access and intelligent risk underwriting

Our proprietary **supply chain operating system** integrates supplier onboarding, credit risk, procurement workflows, logistics, and finance — with automation, external partner portals, and real-time communication built in. This allows us to deliver not just materials, but **execution certainty**.

Since our founding in 2021, we've fulfilled over **₹500 Cr worth of orders**, completed **10,000+ deliveries**, and built a trusted supplier base of **500+ partners**, serving customers pan-India. Backed by top-tier investors like **Z47 (formerly Matrix Partners), Zephyr Peacock, and HDFC**, we're building the future of how India moves material.

Join us as we reshape Bharat's supply chains — making them faster, smarter, and more resilient.

**ZippMat Private Limited**  
CIN: U46632MH2021PTC364119

Registered Office:  
91 Springboard, 74/II, "C" Cross Road, Opp Gate no 2, SEEPZ, Andheri East, Mumbai – 400 093

Corporate Office:  
333, 14 Main Road, 6 'A' Cross, RMV Extension, Sadashivanagar, Bengaluru – 560 080

✉ [contact@zippmat.com](mailto:contact@zippmat.com)

🌐 [www.zippmat.com](http://www.zippmat.com)





## Job Description:

Designation	Trade Marketing Manager
Team/Function	Marketing & Communication
Location	Bangalore
Reporting Manager	Sales Head /CEO
Industry type	Building Materials
Employment Type	Full Time, Permanent
Qualification Education	Graduate in Marketing / Business Administration
Required Experience	3-8 Years

## Role Description:

- Coordinate marketing campaigns across various channels (ATL, BTL) to increase brand visibility.
- Manage new product launches both online and offline, ensuring successful market entry
- Collaborate with cross-functional teams to create engaging content for social media platforms, Team Management and Promotions.
- Analyse market trends and competitor activity to inform trade marketing decisions
- Managed trade promotions, including planning, budgeting, and execution
- New product content writing brochures finalisation vendor management

## Key Skills & Competencies:

- Strong understanding of **retail dynamics** and trade channels
- Good analytical and Excel skills – ability to interpret data & generate reports
- Hands-on with **ATL/BTL activities**
- Excellent coordination and communication skills
- Ability to multitask and manage multiple stakeholders
- Proactive approach and strong execution capability

Apply now by sending us a mail on [hiring@zippmat.com](mailto:hiring@zippmat.com) and be part of the ZippMat team that is reshaping supply-chain. Together, we can build a future of speed, reliability, and efficiency in the industry

Website Link: <https://zippmat.com>

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