Job Title: Manager – Technical Sales (Paints & Coatings)

Department: Sales

Location: Mumbai, India

Experience: 7+ years

About Us:
Dai-ichi is a specialty chemicals company driven by innovation and a commitment to excellence. We deliver high-quality products and services to our customers, and our growth rests on talented professionals who take the business forward. We are looking for an experienced Manager to lead technical support for our Paints & Coatings business.

Job Summary:
As Manager – Technical Sales, you will be the technical point of contact for customers and our internal sales team. You will resolve product queries and complaints, run customer trials, and show how Dai-ichi products perform against the competition. The role calls for strong commercial acumen, chemistry fundamentals, hands-on application knowledge of paints and coatings, and a practical, solution-focused approach.

Job Responsibilities:-

Customer Technical Support

- Provide technical guidance on Dai-ichi products to customers and internal teams, especially Sales
- Plan and run product trials at customer sites to demonstrate performance against competitor products
- Handle customer issues and complaints by identifying root causes and putting effective solutions in place

Testing & Product Evaluation

- Apply standard methods of analysis and testing, and interpret results against accepted industry norms
- Carry out comparative testing of competitor products and recommend formulation or product changes where needed

Cross-Functional Collaboration

- Work closely with QA/QC, R&D, Sales and Manufacturing to resolve customer challenges and build troubleshooting expertise
- Coordinate across Dai-ichi functions to deliver timely, effective solutions to customers

Documentation & Knowledge

- Prepare and maintain technical documents, certificates and product information in line with global business requirements
- Keep product knowledge and technical expertise current to drive continual improvement

Travel

- Travel extensively across India, and internationally when required

Qualifications:

- B.E. (Chemical Engineering) or B.Tech (Paint Technology), or an equivalent qualification as a Paint Technologist
- At least 7 years of experience in a technical support role in the Paints & Coatings industry
- In-depth knowledge of paints and coatings and their applications
- Proven experience running customer trials and benchmarking against competitor products

Key Skills:

- Strong problem-solving and analytical ability
- Clear communication and good interpersonal skills
- Collaborative team player with a customer-first mindset

Why Join Dai-ichi:

- Join a company that values innovation, sustainability and operational excellence.
- Work in a dynamic, collaborative environment with real scope for professional growth.
- Contribute directly to the success of a leading specialty chemicals business.