

»Maybe tomorrow robots will help us develop new skills.«

Dominik

Factory Cooking Production Setting



**Great
Place
To
Work®**

Certified

JUL 2025-JUL 2026

INDIA

Tomorrow is our home.

Start at BSH Home Appliances Group if you believe in delivering quality: As a leading manufacturer of home appliances and solutions, we can rely on our employees who do their best. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, we fully trust in their excellent work. In return, they know we will give them the chance to extend their skills and grow. Join us now and give your career a home.

Visual Merchandiser - Lead

BSH Household Appliances Manufacturing Private Limited | Full time | Work Mode: On-site | Visual Merchandiser - Lead
Mumbai - HO

YOUR RESPONSIBILITIES

The VM Lead – India will drive visual merchandising strategy and elevate retail experiences across India by translating global brand direction into locally relevant, innovative concepts that strengthen brand differentiation and execution excellence.

- / Define and drive the India VM strategy and retail experience agenda aligned with brand and business priorities.
- / Translate global VM strategies into locally relevant concepts, incorporating Indian consumer and market insights.
- / Drive innovative merchandising solutions to enhance brand visibility, product discovery, and consumer engagement.
- / Lead VM execution, governance, agency performance, compliance, and continuous improvement across retail touchpoints.
- / Partner cross-functionally and manage VM budgets and investments to ensure effective resource allocation and measurable business impact.

YOUR BENEFITS

- / GTLI
- / GMC

YOUR PROFILE

- / Bachelor's/Postgraduate degree in Marketing, Business, Retail Management, or related field.
- / 8–12+ years of experience in Visual Merchandising, Retail/Trade Marketing, Brand Experience, or Retail Transformation.
- / Strong experience in VM strategy, large-scale retail execution, agency management, and budget ownership.
- / Strong understanding of consumer behaviour, brand positioning, retail formats, and merchandising innovation.
- / Experience working with global stakeholders and cross-market initiatives preferred.

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

BSH IS AN EQUAL OPPORTUNITY EMPLOYER

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone's uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:



BOSCH

SIEMENS

GAGGENAU