

Job Title: Head – Sales & Marketing -Tardeo, Mumbai Central, FMCG – Premium Rice (Domestic)

About the Company

A trusted name in Basmati rice exports for over three decades, we are now diversifying into the Indian domestic market with a high-potential branded rice portfolio. Backed by strong sourcing capabilities, international credibility, and deep agri-trade roots, we aim to build a premium Indian brand that resonates with quality, health, and heritage.

Role Objective

The Head – Sales & Marketing will be responsible for execution ownership of the domestic branded rice business, translating the company's strategic into measurable sales growth, brand presence, and distribution strength. This role is hands-on, operationally intensive, and focused on building a high-performing sales & marketing organisation from the ground up.

Key Responsibilities

1. Market Launch & Execution

Implement the go-to-market plan for the premium rice portfolio across GT, MT, E-commerce, and HoReCa channels.

Drive distributor onboarding, retail activation, and trade marketing initiatives.

2. Sales Management & Revenue Delivery

Build and lead the sales team to achieve monthly, quarterly, and annual sales targets.

Monitor secondary and primary sales, ensuring robust market coverage and availability.

3. Marketing Activation

Execute marketing campaigns and promotional activities as per brand guidelines.

Coordinate with agencies for on-ground activations, events, and local advertising.

4. Channel & Customer Relationship Management

Maintain strong relationships with distributors, retailers, and trade partners.

Negotiate terms, margins, and schemes to optimise channel performance.

5. Cross-functional Coordination

Work closely with the supply chain to ensure timely product availability and fulfilment.

Collaborate with the advisory role and management for strategic direction, but independently drive execution.

Key Requirements

Education: MBA/PGDM in Marketing or related field (preferred)

Experience: 12–18 years in Sales & Marketing within FMCG (preferably food & beverages)

Proven track record in launching and scaling premium consumer brands in India

Strong experience in distribution, retail networks, and modern trade

Skills:

Strategic brand building & positioning

Excellent negotiation, communication, and leadership skills

Data-driven decision-making and strong market analysis capabilities.