

# **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.