


Job Title: Sales Manager – Basmati Rice

 **Location:** Delhi

 **Experience:** 6-8 Years (Middle Eastern Market)

 **Industry:** FMCG/Rice Export/Food & Beverages

Company Description: National Co-operative Exports Limited (NCEL) is a distinguished national-level co-operative created with the approval of the Union Government and the Ministry of Cooperation in 2023 and registered under the Multi-State Co-operative Societies Act, 2002. It is promoted by five prominent co-operative institutions – The Gujarat Co-operative Milk Marketing Federation (GCMMF, popularly known as the AMUL), Indian Farmers Fertiliser Cooperative Limited (IFFCO), Krishak Bharati Co-operative Limited (KRIBHCO), National Agricultural Co-operative Marketing Federation of India Limited (NAFED), and National Co-operative Development Corporation (NCDC).

Job Summary: We are seeking an experienced **Basmati Rice Sales Manager** to expand our market in the **Middle East**. The ideal candidate has a **proven sales record** in Indian Basmati rice, a **strong industry network**, and deep market knowledge.

Key Responsibilities:

- Develop and execute **sales strategies** to grow market share in **UAE, Saudi Arabia, Kuwait, Qatar, Oman, Bahrain, and Iran**.
- Build relationships with **importers, distributors, retailers, and HoReCa businesses**.
- Identify new business opportunities in **hypermarkets, specialty rice retailers, and online grocery platforms**.
- Promote and sell premium **Basmati rice varieties (1121, 1718, 1401)**.
- Negotiate contracts, close sales deals, and ensure **smooth logistics & compliance**.
- Represent the company at **trade fairs and networking events**.

Key Requirements:

- **6-8 years of sales experience** in the **Middle Eastern Rice Market**.
- Strong knowledge of **Basmati rice varieties, export regulations, and trade dynamics**.
- Established **network of distributors and retailers**.
- Excellent **communication and negotiation skills**.
- Bachelor's degree in **Business, Marketing, or International Trade**.
- **Fluent in English** (Arabic is a plus).
- Willing to **travel frequently** within the **Middle East**.

Benefits:

- Competitive salary (**no bar for talent**)
- Performance-based incentives
- Travel allowances & career growth opportunities

How to apply: Send your cover letter and resume via email to career@ncel.coop with the subject “Basmati Rice Sales Manager – Application”