



WE ARE HIRING

Sales Manager

B2B, HoReCa & E-Commerce

Location Bengaluru (field-based)	Experience 5+ years	Employment Full-time, permanent
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ABOUT BRFM

BRFM India is an established wheat milling company producing atta, maida, sooji and other flour products, supplying leading national and multinational food companies. We have commissioned a new, fully automated Buhler PLC-controlled flour mill and are building a professional, systems-driven team to run it.

THE ROLE

Build and lead BRFM's direct sales to bakeries, institutional buyers, food processors, hotels, restaurants and caterers in Bengaluru, and our presence on e-commerce and quick-commerce platforms. A hands-on, build-from-scratch role reporting directly to the CEO.

WHAT YOU WILL DO

- Find and open new B2B accounts: bakeries, food processors, caterers and institutional kitchens.
- Build the HoReCa channel with chefs, purchase managers and F&B heads – from sampling to recurring supply.
- Set up and grow our listings on e-commerce and quick-commerce platforms.
- Manage key accounts: volumes, pricing, credit terms and collections.
- Recruit and lead a team of 2–4 Sales Executives with clear targets.
- Keep the CRM updated daily and report pipeline and sales to the CEO every week.

WHAT WE NEED

- Graduate; MBA in Sales / Marketing preferred.
- 5+ years selling food products or food raw materials directly to businesses – bakeries, hotels, caterers, food processors or institutions.
- A track record of opening new accounts from scratch.
- Experience guiding or managing junior sales staff.
- Based in or willing to relocate to Bengaluru; Kannada and Hindi spoken.

GOOD TO HAVE

- Experience at a mid-sized regional food or bakery-ingredient company.
- E-commerce or quick-commerce seller-panel experience.
- A network among Bengaluru bakeries, hotels and caterers.

WHAT WE OFFER

- Sell a consistent, quality product from a new, fully automated flour mill.
- Build the sales function from the ground up, reporting directly to the CEO.
- A professionally managed organisation with clear roles, systems and accountability.
- Competitive fixed pay plus performance incentive, and statutory benefits as applicable.

HOW TO APPLY

Send your CV with current CTC, expected CTC and notice period to hr@brfm.in, with **Sales Manager** in the subject line.

Shortlisted candidates will be contacted for an interview.