



Regional Sales Manager – Loca Loka 

Location: India / USA/SEA

Industry: Alcobev | Premium Spirits

Experience: 10+ years in Alcobev / Beverage / FMCG Sales

About Loca Loka

Loca Loka is shaking things up in the spirits space — bold, premium, and unapologetically vibrant. We're building a brand that's as much about experience as it is about craft. As we scale across India, we're looking for a Regional Sales Manager who can own their zone, lead from the front, and drive both numbers and brand love.

What You'll Do

- Lead the **sales and distribution strategy** across your region for both **on-trade and off-trade channels**.
- Drive **volume, revenue, and profitability targets** in line with business goals.
- Build, mentor, and motivate a high-performing sales team across multiple territories.
- Manage and grow relationships with **distributors, key accounts, and trade partners**.
- Ensure **brand visibility, activations, and compliance** across outlets.
- Collaborate with **marketing and trade marketing** to roll out campaigns that move both people and product.
- Analyze sales performance, market trends, and competitor activity — and turn insights into action.
- Oversee **excise documentation, stock movement, and channel profitability**.

Who You Are

- A proven sales leader with strong Alcobev or FMCG experience.
- Deep understanding of **trade dynamics, excise regulations, and state-level operations**.

10, Anson Road, #22-02, International Plaza, SINGAPORE (079903)



- Strong network with **distributors, retailers, and key trade influencers.**
 - Hands-on, target-driven, and ready to roll up your sleeves when needed.
 - Strategic mindset with sharp commercial acumen and people management skills.
 - Great communicator who can balance data, hustle, and brand story in one pitch.
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Why Loca Loka

- Be part of a high-growth spirits brand redefining the Indian alcobev landscape.
- Freedom to lead, innovate, and shape how the brand scales in your region.
- Competitive pay, dynamic culture, and a chance to work with passionate industry pros.
- Real ownership, real impact — and yes, real good times.

