

Building Brands. Expanding Markets. Delivering Value.

At Rama Modern, we believe successful distribution extends far beyond placing products on shelves. It is about understanding markets, developing brands, creating demand and building sustainable businesses.

Our commercial approach combines market intelligence, key-account development, channel strategy, sales execution, merchandising, promotions and continuous identification of new business opportunities. Across Modern Trade, Traditional Trade, Wholesale, E-commerce and Pharmacy, our objective is to strengthen availability, visibility and consumer reach while creating sustainable growth for the brands we represent.

We work with our principals as strategic partners—from market entry and positioning to listing, launch, expansion and long-term brand development. Our commitment is to bring the right brands to the right markets, execute with excellence and convert opportunities into sustainable growth.

Mr. Mohamed Moiz

BUSINESS HEAD – SALES & MARKETING

