

BUSINESS & DISTRIBUTION COLLABORATION

Manufacturer Partnership Proposal

Premium presentation. Direct market reach. Sustained demand creation.

BUY	BUILD	SELL
Selected products in bulk	Research, design & packaging	Online, offline & retail

WHO WE ARE

We turn good products into market-ready brands.

EVALD SEASONED EXPORT INDIA is a trading company built to connect capable manufacturers with modern Indian consumers.

One partner. Complete market execution.

We procure selected products in bulk and add market value through product research, professional photography, premium creative design, packaging presentation, daily digital marketing and direct multi-channel sales.

EVALD
SEASONED EXPORT INDIA

01

Bulk Procurement

Products are purchased from approved manufacturers on mutually agreed commercial terms.

02

Value Creation

Research, positioning, photography, creative design and packaging elevate presentation.

03

Direct Market Reach

We sell through online, offline and store channels without relying only on distributor or agency layers.

Our operating philosophy

SELECT Choose products with quality, relevance and commercial potential.

UPGRADE Make every customer touchpoint feel clearer, stronger and more premium.

CREATE DEMAND Use consistent content and channel execution to support repeat sales.

From factory-ready product to customer-ready proposition.

A focused trading model designed for presentation, promotion, selling and learning.

HOW WE WORK

Our end-to-end execution model

A structured flow that takes a product from evaluation to market learning - with clear ownership at every stage.

1 Product Screening

Assess customer need, category fit, price band and differentiation.

2 Bulk Procurement

Agree samples, documentation, MOQ, pricing, capacity and supply terms.

3 Research & Positioning

Study competition, buyers, keywords, use cases and value proposition.

4 Photography

Create clean pack shots, marketplace visuals and lifestyle content.

5 Design & Packaging

Build premium creatives and improve presentation where mutually approved.

6 Multi-channel Launch

Activate online marketplaces, social platforms, offline and store channels.

7 Daily Marketing

Publish differentiated product, education, offer and trust-building content.

8 Feedback & Scale

Track buyer response, refine execution and plan reorders or expansion.

Research informs creative. Creative drives discovery. Sales create learning.

The cycle repeats to improve product-market fit and demand generation.

WHAT MAKES US DIFFERENT

More than trading: a market-building model

Our advantage is the combination of procurement, creative capability, channel execution and continuous consumer communication.

AREA	TYPICAL TRADE ROUTE	EVALD MODEL
PRIMARY FOCUS	Dispatch and channel movement	Market readiness and sell-through
ROUTE TO MARKET	Often distributor or agency-led	Direct multi-channel execution
PRODUCT PRESENTATION	Standard catalogue material	Custom research, photography and design
CONSUMER COMMUNICATION	Periodic or partner-dependent	Fresh content across social platforms
MARKET FEEDBACK	May travel through multiple layers	Closer observation of buyer response
AFTER LAUNCH	Promotion may reduce over time	Ongoing creative testing and optimisation

You stay focused on manufacturing. We build the market interface.

A clearer connection between product quality, brand perception and customer demand.

ALWAYS-ON VISIBILITY

Every day, a new reason to discover the product.

We plan varied creative formats so the product is not shown the same way repeatedly - building awareness, education, trust and buying intent.

01 **Hero Product**
Premium pack-focused creative

02 **Benefits**
Clear, compliant education

03 **Use Cases**
Lifestyle and application

04 **Trust**
Quality, process and proof

05 **Offers**
Price and bundle communication

06 **Seasonal**
Festival and regional relevance

07 **Short Video**
Reels and motion-led stories

08 **Feedback**
Reviews and consumer learning

CHANNELS WE CAN ACTIVATE

INSTAGRAM · FACEBOOK · WHATSAPP · X · THREADS · MARKETPLACES · GOOGLE · STORE / OFFLINE

All benefit, performance and comparative claims are used only after document verification and mutual approval. The objective: consistent visibility without compromising accuracy or brand credibility.

CONNECTED COMMERCE

Sales channels that strengthen one another

One content and learning system can support discovery, conversion, repeat purchase and better future decisions.

1 **PREMIUM CONTENT**
Photography + design

2 **DISCOVERY**
Social + search

3 **PURCHASE**
Online + offline

4 **LEARNING**
Feedback + reorder

ONLINE COMMERCE

Marketplace listings, catalogue optimisation, bundles, offer creatives and direct digital enquiries.

SOCIAL COMMERCE

Daily posts, launches, educational content, short video, community communication and campaign support.

OFFLINE & STORE

Retail-ready presentation, store display, local promotion and physical product experience where agreed.

Direct route. Fewer layers. Clearer control.

- Consistent product story
- Coordinated pricing & offers
- Faster creative response
- Closer market observation

The goal is not only to list a product - it is to build sell-through.

Each channel supports the same positioning while serving a different customer moment.

WHY PARTNER WITH US

Value for the manufacturer

A practical commercial partnership that combines bulk business opportunity with stronger market presentation and ongoing demand creation.

1 Bulk Business Potential

Selected products can move through planned procurement and reorder cycles.

2 Premium Presentation

Professional imagery and design improve perceived value at every touchpoint.

3 Wider India Reach

A coordinated mix of online, social, offline and store channels.

4 Lower Marketing Load

Our team handles research, content, listings and day-to-day promotion.

5 Faster Market Feedback

Buyer response and platform learning can guide future execution.

6 Long-term Demand Building

Continuous content supports visibility beyond the launch period.

A simple path to partnership

01 EVALUATE

Samples, quality documents, pricing, MOQ, capacity and category fit.

02 PILOT

Initial procurement, market-ready assets and agreed channel activation.

03 SCALE

Performance-led reorders, additional SKUs, regions and channels.

Volumes, timelines, territories and channel scope are finalised product-by-product through mutual agreement.

START THE CONVERSATION

Let's build a stronger market for your product.

We welcome manufacturers with consistent quality, reliable supply, transparent documentation and products that can benefit from premium market execution.

What to share for an initial evaluation

- Product catalogue and samples
- Licences, test reports and label details
- Packaging, private-label or customisation options
- Best commercial pricing and MOQ
- Production capacity and dispatch lead time
- Existing territories or channel restrictions, if any

Connect with EVALD SEASONED EXPORT INDIA

Business & Distribution Collaboration | Pan-India Market Focus

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Quality manufacturing deserves powerful market execution.

Final commercial terms, claims, packaging changes and responsibilities will be governed by a written agreement.