

# Sadguna Channel Partner Selection Process

Table A



Channel Partner Type	No of Retailer Network	Minimum Investment Required	Trade Margin of Channel Partner	Additional Incentive of Channel Partner
Sub-Distributor	Minimum 35	Rs 35000/-	8%	Up to 5%
Wholesaler	Minimum 50	Rs 60000/-	8%	Up to 5%
Dealer	Minimum 100	Rs 90000/-	9%	Up to 5%
Distributor	Minimum 200	Rs 175000/-	10%	Up to 5%
Super-Stockiest	Min 3 Distributor	Rs 500000/-	4+2%	Up to 2%

Start

Visit Sadguna's [Channel Partner Registration Page](#) & submit all details. Kindly see Sadguna products by visiting [Ground Spices](#) ; [Blend Spices](#) ; & [Other Products](#) . The vendor can also see [Customer Feedback](#) on Sadguna Products & can [Order Sample](#) on chargeable basis.

N.B. -The company refunds at most Rs 250/- to all such clients who finally associate as Channel Partner.

The Sales team reviews all the details and finalises vendors as per guidelines mentioned in Table A.

After finalisation of vendor, the Sales Team forwards all details to the Legal department to start the agreement process between Sadguna and the Vendor. The legal department e-mails the agreement papers to the vendor for his consent.

After getting vendor consent on the terms and conditions of the agreement and further receiving Demand Draft of the specified amount in favour of the company, the Vendor then receives an email stating his approval as **Sadguna's Channel Partner** in the applied category or any other category as finalised.

N.B.- The company does not enter into any agreement with the sub-distributors due to very small investment. However, when their monthly transaction reaches Rs 60000/- then they can enter into an agreement with the company and their category is changed accordingly.

After signing of agreement, the vendor becomes **Sadguna's Channel Partner** and gets the first consignment of **Sadguna Products** to distribute in the allotted area.