

Exclusive & Regional Distributorship Proposal

"Brewing Success Together" | B2B Channel Partner Program 2026-2027

1. Invitation & Brand Overview

The Silver Tip Tea is an established premium tea and wellness snack brand built on uncompromised estate-fresh quality, elegant packaging, and strong consumer demand. Our product ecosystem bridges traditional estate-harvested orthodox and CTC teas with modern, high-demand wellness categories—including our signature zero-oil healthy snacks.

We are actively inviting dynamic, well-established regional wholesale and distribution partners to secure exclusive territorial distributorship rights. By joining our network, you will capitalize on a high-margin, fast-moving consumer goods (FMCG) portfolio designed for exponential retail penetration across general trade, modern grocery outlets, and institutional channels.

2. Core Product Portfolio for Distribution

Our comprehensive product lineup is engineered for high repeat-purchase rates and robust distributor margins:

- **Premium Teas & Chais:** Assam CTC Strong Chai, Authentic Darjeeling Single-Origin First/Second Flush Leaf, and Exotic Flavoured Herbal Infusions.
- **Signature Zero-Oil & Oil-Free Healthy Snacks:**
 - *Roasted Multi-Seed Makhana:* Tossed in Himalayan pink salt and aromatic herbs without oil.
 - *Sprouted Grain & Herb Chaat Bites:* Nutrient-dense, protein-packed crunchy snack packs.
 - *Air-Fried Herb Roasted Chickpeas:* Premium guilt-free legume snacks with extended shelf-life.
- **Retail & Festive Gifting SKUs:** Hermetically sealed consumer pouches, artisanal tins, and high-margin corporate gift hampers.

3. Distributor Benefits & Growth Support

We believe in empowering our channel partners with comprehensive operational and promotional backing:

- **Territorial Exclusivity:** Protected operating rights for designated pin codes or municipal zones to safeguard your market share.
- **Attractive Margin Structures:** Lucrative primary and secondary margins paired with volume incentive bonuses and early-settlement discounts.
- **Marketing & POS Support:** Co-branded promotional materials, retail display stands, product tasting kits, and digital marketing alignment.
- **Supply Chain & Logistics Efficiency:** Prompt dispatch from centralized warehouses with robust inventory buffers to prevent stock-outs.

4. Distributorship Framework & Commercials

Parameter	Distributorship Standard
Target Territory	Exclusive Regional / District / City-level Rights
Initial Stock Commitment	Tiered opening inventory commitment based on assigned territory scale
Storage & Infrastructure	Dry, hygienic warehousing facility with rodent/moisture control
Logistics & Delivery	Capability to service local retail networks (General Trade & Modern Trade) efficiently
Billing & Credit Terms	Transparent tax invoicing (GST compliant) with structured payment terms

5. Distributorship Application Form

Please complete the details below to apply for territorial distributorship representation:

Applicant / Firm Name:	
Primary Contact Number:	
Official Email Address:	
Proposed Distribution Territory / City:	
Existing Distribution Network Reach:	
Warehouse / Storage Capacity (Sq.Ft.):	
Current FMCG Brands Handled:	

Declaration & Contact: I/We confirm that the information provided is accurate and express our serious intent to partner with The Silver Tip Tea as an official distributor.

Phone: +91 9836124011 | **Email:** thesilvertiptea@gmail.com

"Every Cup Tells a Story." — Expanding market reach through trusted partnerships.