



**SOFT DRINKS PVT LTD**

# SAM Smokeless Fuel Pvt. Ltd.

Super Stockist - Rani Float Fruit Juices





**SOFT DRINKS PVT LTD**

# Back Ground

- Company HQ Gurgaon ( 743 Sector-4, Urban Estate)





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# Plan

- To distribute in 100 top outlets in Delhi NCR Gurgaon(Haryana)
- Make Rani juices available in North India 150,000 outlets.
- Place coolers and other POSM in strategic youth hang outs
- Looking for DP in FMCG
- With good track record of distribution
- Knowledge of beverages market
- Infrastructure to handle growth.





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# Juices

- Juices are the fastest growing in food category in India in last three years.
- Growing at 30% CAGR for past 3 years.
- People are becoming aware of health and wellness.
- Carbonated drinks are loosing attraction world wide.





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# Rani

- 18% juices content with real fruit pieces.( more than Tropicana or Real).
- 180 and 240 ML can packs.
- 12 month shelf life of all SKUs.
- Peach, orange, mango, pineapple and strawberry-banana flavour
- Comes in pack of 24 pieces per case.
- Unique “peeling’ can, completely hygienic







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# Margin

- MRP ₹20, ₹30 for 180 and 240 ML cans.
- Margin 15+5 %
- 6% DP margin
- DSM subsidy per requirement.
- Trade scheme on invoice
- RTGS payment.





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## Other terms

- We expect distribution in all 10 case cooler outlets, selling Coke or Pepsi cans.
- Local C&FA will service DBs with small loads.
- Pressure on secondary sales only.
- Order Booking for DPs.
- C&FA delivery as per requirement\*





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# Market Norm

- Coverage as per agreed beat plan
- Only secondary and placement focus.
- Focus on general trade for distribution.
- Any market damage removal basis company approval.







# Investment and return

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- 10 days stock
- Market credit as relation with trade
- Weekly coverage, expected VPO 2 case/month
- Cooler outlets with 15 cases per month.
- T.O. Expected 300,000 per 250 outlets.





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# Price list

- ₹ 390 for 180 ML
- ₹ 590 for 240 ML
- 1 can per tray free ( primary 1 case + 24 case)
- Trade margin 15+5 % ( changeable)





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# RTGS Address

- A/C Name: SAM Smokeless Fuel Pvt. Ltd.
- A/C Number: 10552406598
- State Bank of India.
- New Colony, Gurgaon
- MICR Code: 110002200
- RTGS/IFSC: SBIN00006454





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# Happy Selling!

Welcome aboard SAM Smokeless Fuel Pvt. Ltd. For Fruit Juices from Rani Soft Drinks Pvt. Ltd.

