

## PRODUCTS

### HOME CARE

It includes incense sticks, dish wash bar, herbal gulal, etc.

### GROCERY:

It includes tea, biscuits, jam, chocolates, noodles, flour, oil, rice, pulses and many more.



### RURAL PRODUCT LINE

Patanjali has large range of Rural Products that include Pashu Ahar (cattle feed), Ayurvedic Keet Nashak (pesticide) etc.

### MEDICINE

Medicines that comes under this list are ayurvedic.



### BOOKS

Patanjali also sells books, CD's and DVDs for spreading awareness of yoga.

### PERSONAL CARE:

In this category you will get products like toothpaste, face wash, shampoo, soaps etc.



## ABOUT US

Greenmax Trading is a FMCG Distribution and Marketing company. We offer multi-channel distribution & brand development services for FMCG brands. We have done a tri-party agreement with Patanjali Ayurved Limited and IOCL for setting up Patanjali Points Stores across all IOCL outlets including Fuel Pumps. We are facilitating the opening of Patanjali points at various IOCL pumps across India. Our focus is to grow Patanjali Points networks across IOCL pumps through tactical activity and concise marketing strategy. We have a dedicated sales and marketing team for each region to ensure targeted growth.

### Solutions we have designed for Indian Oil Petrol Pumps:

- Integrated Supply Chain (fast and effective delivery)
- Universal Branding across PAN India for Patanjali Points
- Customer Loyalty Cards
- 24X7 customer support from Greenmax
- Store locator and home delivery for customer
- Some unique products design for Patanjali Points
- Great Brand to work with
- Localize campaign to boost sales
- Good margins
- Unique design for all Patanjali Points

## BENEFITS OF STARTING PATANJALI POINT

- Low Investment
- High margins (12.5% average)
- Additional revenue
- Minimum resource requirement
- Easy reach to customer
- Branded store with better visibility
- Single point of contact for all range of products
- No minimum order
- Faster delivery
- Customer Loyalty cards
- Krishi products for Rural areas
- Sales training and marketing support
- No commission or revenue sharing with any party
- Option of setting up Patanjali Chikisalaya with free consultation by an ayurvedic doctor.

## SAMRIDHI CARD

*(Patanjali customer loyalty program)*

Customers get 5-10% discount (cash back) on using the pre paid samridhi card. Customers also get access to special offers and sales from time to time. The customer also gets accidental insurance cover of 5,00,000/- This card can be used at all Patanjali point across India and all Mega stores across India.

**GREEN  
MAX**



**PATANJALI  
POINT**

**Contact us**

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**PATANJALI  
POINT**

**"High Revenues | Sustainable Growth  
Strong Network | Minimum Risk  
Special products"**

**PATANJALI**



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