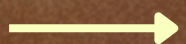


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FMCG EXPANSION CHECKLIST FOR INDIA

Use this simple checklist to find out.

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REGULATIONS

☐ Product category & FSSAI eligibility check

☐ Labeling, claims & ingredient compliance

☐ Licenses, registrations & approval timelines



SUPPLY CHAIN

☐ Local vs import manufacturing feasibility

☐ Logistics, warehousing & inventory planning

☐ Cost optimization without quality compromise

DISTRIBUTION PARTNERS

☐ Region-wise distributor shortlisting

☐ Margin structure & incentive alignment

☐ On-ground execution & reporting capability



PRICING

☐ Consumer price sensitivity analysis

☐ Trade margins, taxes & channel costs

☐ Competitive benchmarking & pack strategy

MARKETING

☐ Localized brand messaging & education

☐ Digital + retail visibility mix

☐ Launch campaigns & demand generation plan

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IF YOU CHECKED EIGHT OR MORE

YOU'RE READY TO GROW!

Did you miss a few? No problem.
Start with one today.

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