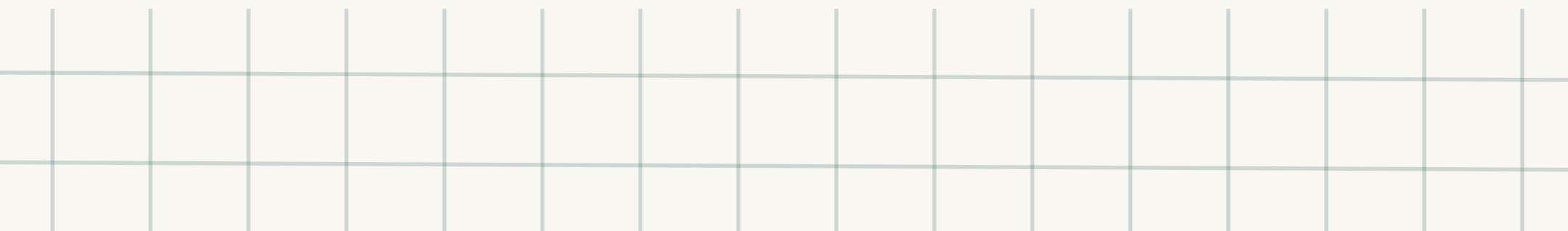


Why distributors
decide your
SUCCESS
in
INDIA



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DISTRIBUTION MATTERS



- ✓ India is distributor-led, not brand-led
- ✓ Market access depends on local execution capability
- ✓ Strong partners reduce time-to-scale and entry risk



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2

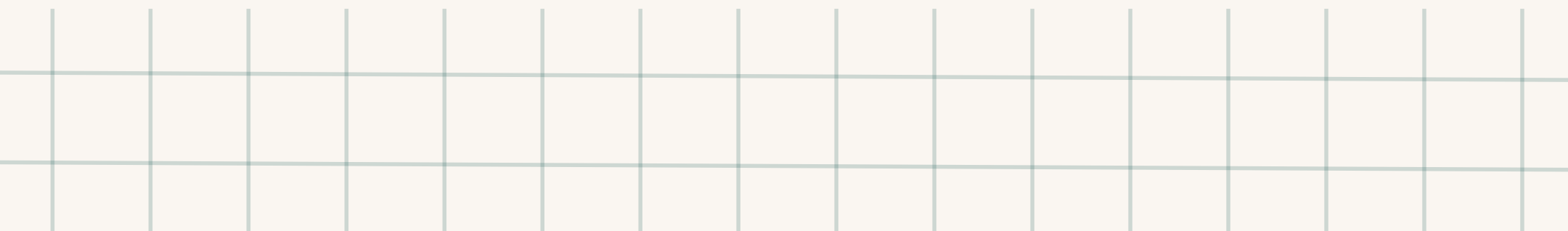
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RETAIL REACH



- ✓ Access beyond modern trade into general trade networks
- ✓ Coverage across metros, Tier 1 and Tier 2 cities
- ✓ Ability to place products in high-velocity retail outlets

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3

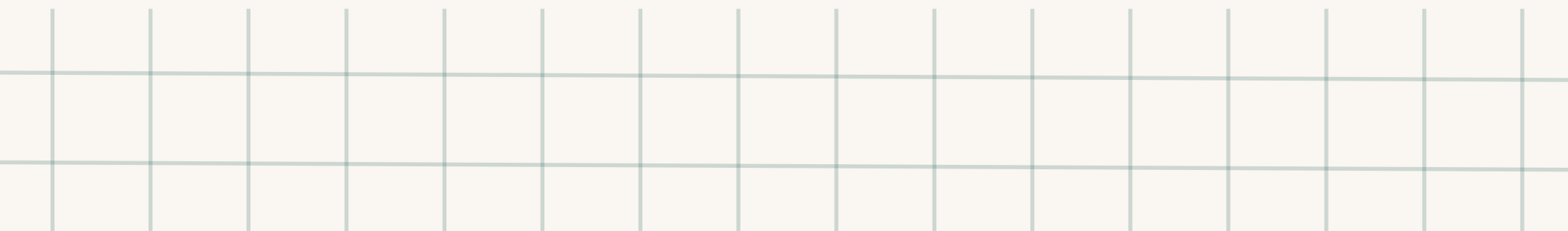
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CREDIT CYCLES



- ✓ India operates on longer, relationship-driven credit terms
- ✓ Cash flow planning must account for delayed collections
- ✓ Distributor financial health impacts sales continuity

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LOGISTICS



- ✓ Multi-region distribution complexity across states
- ✓ Secondary transportation and last-mile reliability
- ✓ Inventory control across fragmented retail markets



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5

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PARTNER SELECTION

- ✓ Right distributor structure
- ✓ Faster market entry
- ✓ Lower operational risk in India

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**Local partners decide
global success in India.**

- ✓ Right distributor structure
- ✓ Faster market entry
- ✓ Lower operational risk in India

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