

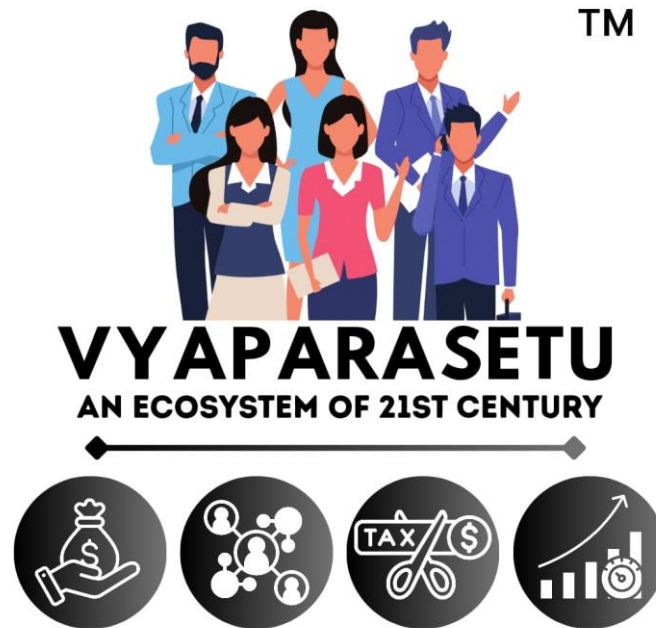
AQUA CU⁺ WATER BOTTLES & ZAMCHAI TEA POWDER

DISTRICT-LEVEL DISTRIBUTORSHIP OPPORTUNITY

Under Vyaparasetu Entrepreneur Ecosystem Enabling Initiative

Incubated, Supervised & Supported by

Youngsters of Hyderabad Youth Welfare Association (YOHYWA)



“Distributing Innovation. Delivering Wellness.”

The **Youngsters of Hyderabad Youth Welfare Association (YOHYWA)** proudly introduces a next-generation business opportunity for dynamic entrepreneurs and district-level aspirants to join the **Vyaparasetu Entrepreneur Ecosystem** as *authorised distributors* for two revolutionary FMCG products — **Aqua Cu⁺ Disposable Copper-Coated Water Bottles** and **Zamchai Tea Powder (Gen-Z Blend)**.

This model enables individuals to operate from their residential premises, without requiring any commercial property or large infrastructure. Each district receives only one exclusive distributorship license, ensuring monopoly rights, guaranteed NGO support for documentation, and ecosystem-driven growth.



1. INTRODUCTION

This distributorship opportunity represents a unique hybrid of *commercial viability and social entrepreneurship*. It has been conceptualized under the NGO's **Vyaparasetu Entrepreneur Ecosystem Enabling Initiative (VEEP)** to empower local youth and women to become independent business owners through sustainable trade.

The program connects aspirants to two path-breaking, NGO-incubated product lines —

- **Aqua Cu⁺ Water Bottles**, manufactured by *Sri Vagdevi Traders, Kamareddy*, and branded & marketed by *Phugat Ki Chai (PKC)*, and
- **Zamchai Tea Powder**, re-labelled and packed by *Pooja Traders, Secunderabad* (importing premium tea leaves from Assam), marketed by *Phugat Ki Chai*.

The NGO **does not act as a manufacturer or seller**, but purely as a **Vyaparasetu Ecosystem Enabler and Mediator**, providing end-to-end training, documentation support, legal compliance, brand certification, and structured market connection between distributors, retailers, and consumers.

This project represents a complete business ecosystem built around ethics, innovation, and empowerment.

2. VISION AND MISSION

Vision

To develop a nationwide network of certified distributors promoting socially responsible, health-oriented products that blend Indian tradition with modern innovation — while uplifting local entrepreneurs through institutional backing and transparency.

Mission

To create district-level distribution channels for **Aqua Cu⁺** and **Zamchai**, ensuring every household in India can access copper-ion enriched water and organic aromatic tea. Through the Vyaparasetu ecosystem, YOHWYA aims to integrate business with purpose — enabling youth to earn while promoting national wellness goals.

3. PRODUCT OVERVIEW

Aqua Cu⁺ Disposable Copper-Coated Water Bottles

Aqua Cu⁺ introduces a **world-first innovation** in the packaged water industry — disposable, food-grade polymer bottles coated with a micro-layer of copper. This design allows trace copper ions to naturally enrich the water, offering antibacterial, antioxidant, and immune-strengthening benefits. Each bottle is manufactured by **Sri Vagdevi Traders, Kamareddy**, under strict hygienic and quality standards, and marketed by **Phugat Ki Chai** under the Vyaparasetu ecosystem.

The bottles are available in **350 ml, 750 ml, and 3-litre sizes**, and are particularly suitable for hospitals, hotels, gyms, schools, function halls, and corporate events.

The product's slogan — *“Be Healthy With Pure Copper Protection”* — reflects its fusion of modern convenience and ancient health wisdom.

Zamchai Tea Powder – The Gen-Z Organic Blend

Zamchai is a **premium organic tea powder** designed for a new generation that values purity, aroma, and refreshment in every sip. Sourced from the finest Assam estates, processed and packed by **Pooja Traders, Secunderabad**, and marketed by **Phugat Ki Chai**, Zamchai balances authenticity with a youthful edge.

It is 100 % natural, chemical-free, and crafted for both domestic and commercial consumers. The blend resonates with the philosophy of *“Pure Taste. Gen-Z Spirit.”* and is fast emerging as a preferred tea brand across Telangana and Andhra Pradesh.

4. BUSINESS MODEL STRUCTURE

This distributorship operates under a **Residential-Based Wholesale Model**, where the distributor can manage stock and operations from home, eliminating rental or infrastructure expenses. The system has been designed to ensure *simplicity, scalability, and social impact*.

- **Investment Requirement:** ₹2,00,000 (Refundable Deposit)
- **Deposit Nature:** Security Deposit only; no franchise fee or non-refundable charges.
- **License Validity:** Continuous, subject to performance and compliance.
- **Territory:** Exclusive district-level rights (one distributor per district).
- **Product Range:** Aqua Cu⁺ Water Bottles and Zamchai Tea Powder (other future NGO-incubated products may be added).
- **Other Products:** The distributor is free to trade in other product categories not competing directly with these two.

5. MARGINS, PRICING & PAYMENT TERMS

1. **Distributor Margin:** Fixed at **20 % gross margin on purchase price** for all Aqua Cu⁺ and Zamchai products.
 - Example: If purchase price is ₹100, distributor margin = ₹20.
2. **Retailer Margin:** Variable between **30 % and 40 %** on MRP, depending on seasonal promotions and product campaigns approved by the NGO marketing team.
3. **Credit Period:** All stocks are billed with **21 days sight period** from date of invoice. Distributors are legally liable to make timely payments within the due period.
4. **Refundable Deposit:**
 - ₹2 Lakh deposit is **100 % refundable** upon written notice 90 days before withdrawal.
 - No interest or extra charges will be paid on the deposit.
 - The refundable amount remains constant at ₹2 Lakhs unless the distributor's turnover qualifies for a higher-tier deposit.
 - Based on sales volume and performance, deposit may be **increased up to ₹10 Lakhs** to secure larger districts or multiple product categories.
5. **Payment Mode:** All financial transactions must occur via digital transfer or bank instruments; no cash is accepted.

6. NGO SUPPORT AND DOCUMENTATION FACILITATION

To enable smooth operations and legal recognition, YOHYWA assists every distributor in obtaining the following licenses and registrations under NGO supervision:

- **FSSAI License** (for food and beverage distribution).
- **Trade License** from the local municipal authority.
- **GST Registration** (mandatory for billing and invoicing).
- **MSME Udyam Certificate** for enterprise classification and government benefits.

The NGO's Vyaparasetu compliance wing also supports with quarterly filings, renewal reminders, and standardization of branding under ISO recognition, ensuring distributors can proudly represent a certified ecosystem-backed business.

Additionally, YOHYWA conducts **Retailer-Distributor Integration Workshops** to help distributors connect with hotels, function halls, supermarkets, restaurants, and institutional buyers in their districts.

7. TRAINING, ISO RECOGNITION & RETAIL LINKAGE

Each distributor receives structured onboarding through **Vyaparasetu Distributor Training Sessions**, covering sales strategies, compliance awareness, and brand presentation standards. The NGO also provides ISO-recognized certification programs that formally identify the distributor as a trained representative of a socially responsible business model.

Distributors are guided to build direct retailer relationships across their districts, supported by NGO marketing materials, digital flyers, sample packs, and verified data of potential retail partners.

8. PKC COINS INTEGRATION — CUSTOMER REWARD SYSTEM

Every consumer who purchases Aqua Cu⁺ or Zamchai products—whether from a retailer, distributor, or any outlet—can claim **PKC Coins** equal to the amount spent. Consumers simply upload their **GST invoice** on the **Phugat Ki Chai mobile app**, and the coins are credited instantly.

These PKC Coins can then be:

1. Redeemed for **free tea or beverages** at any nearby Phugat Ki Chai outlet, **or**
2. Used for **advertising their own business** on PKC digital screens installed at outlets across the state.

This model creates a **circular marketing economy** that continuously promotes the distributor's products while rewarding customer loyalty.

9. LOGISTICS AND DISTRIBUTION SCOPE

Distributors receive stock supplies directly from:

- **Sri Vagdevi Traders, Kamareddy** (for Aqua Cu⁺ Bottles), and
- **Pooja Traders, Secunderabad** (for Zamchai Tea Powder).

Both shipments are routed through NGO-coordinated logistics partners. The distributor may further appoint local sub-distributors or agents within their district under Vyaparasetu guidelines.

The distributor's operational rights are limited to their assigned district; cross-border supply requires written NGO permission.

10. LEGAL STRUCTURE & TERMINATION POLICY

- **Exclusive Rights:** Only one distributor per district.
- **Non-Transferability:** License cannot be sold, leased, or transferred.
- **Deposit Refund Clause:**
 - 90 days written notice required before withdrawal.
 - Full ₹2,00,000 refunded upon clearance of outstanding payments.
 - No interest, bonus, or additional compensation applicable.
- **Payment Default:** Failure to clear dues within 21 days repeatedly may result in suspension.
- **Upgrade Clause:** Deposit may be revised up to ₹10 Lakhs for high-turnover distributors to handle extended operations.
- **Jurisdiction:** All legal disputes are subject to Hyderabad jurisdiction only.
- **Brand Usage:** PKC, Aqua Cu⁺, Zamchai trademarks remain intellectual property of YOHYWA and Phugat Ki Chai.

11. ROI AND GROWTH PROJECTION

The distributor earns through consistent wholesale supplies to retailers. With an average 20 % gross margin, the monthly turnover from Aqua Cu⁺ and Zamchai can generate sustainable earnings between ₹50,000 and ₹1.5 Lakh per month. With district-level monopoly and high retail rotation, ROI typically occurs within 2–3 months of active operation.

As performance grows, the NGO may upgrade the distributor's license, grant new product ranges, or nominate them for regional franchise leadership positions.

12. ROLE OF NGO (VYAPARASETU)

YOHYWA's Vyaparasetu Division acts solely as an **ecosystem enabler**—a bridge connecting manufacturers, distributors, retailers, and customers under a transparent and ethical commercial framework.

The NGO does not profit directly from sales but sustains operations through ecosystem donations and training revenue, ensuring fairness, compliance, and sustainability for all participants.

This mechanism allows young entrepreneurs to operate confidently, backed by legal and institutional credibility rarely found in traditional distributorship setups.

13. SOCIO-ECONOMIC IMPACT

Each distributor serves as a community ambassador promoting eco-friendly and health-positive products. The initiative encourages youth self-employment, empowers women entrepreneurs to operate from home, and fosters a cleaner, copper-rich, and organic lifestyle within their communities.

Through structured training, certification, and technological integration (PKC App), this project builds a *human chain of ethical distributors* across India, embodying YOHYWA's philosophy of *"Earn with Honour, Grow with Purpose."*

14. CONCLUSION

This district-level distributorship for **Aqua Cu⁺ Water Bottles** and **Zamchai Tea Powder** is a rare blend of innovation, integrity, and opportunity. With minimal investment, zero rental liability, fixed gross margins, structured compliance, and a 100% refundable deposit, it provides a secure pathway for aspirants to enter India's booming FMCG sector with full NGO backing.

Beyond profit, it is a movement — one that empowers local entrepreneurs, rewards consumers through PKC Coins, and contributes to a sustainable, transparent business ecosystem governed by the ethical values of YOHYWA.

0 ANNEXURES — AQUA CU⁺ & ZAMCHAI DISTRIBUTOR PROGRAM
(Under Vyaparasetu Entrepreneur Ecosystem Enabling Initiative)
Youngsters of Hyderabad Youth Welfare Association (YOHYWA)

ANNEXURE A – PROFIT & MARGIN FLOW MATRIX

Each distributor under the Vyaparasetu framework operates on a clearly defined, transparent financial structure. The gross margin is fixed at **20 percent on the purchase price**, offering predictable income and protecting distributors from price manipulation or sudden discount policies. For instance, if Aqua Cu⁺ bottles are billed at ₹100 per carton, the distributor's wholesale margin is ₹20 per carton on every transaction. The distributor sells forward to retailers, who earn an additional **30 to 40 percent margin on MRP** depending on season, promotional cycles, and NGO-approved campaigns.

Average monthly district turnover is expected to range between ₹5 and ₹8 lakhs. A distributor supplying both Aqua Cu⁺ and Zamchai can comfortably net between ₹1 lakh and ₹1.5 lakh per month after logistics, assuming consistent payment discipline and market coverage. A 21-day sight credit is extended on all bills, allowing smooth cash-flow rotation, while also demanding professional punctuality. Late payments or continuous defaults automatically suspend supply until clearance, maintaining fiscal discipline across the chain.

ANNEXURE B – DEPOSIT, REFUND & FINANCIAL POLICY

The ₹2 lakh remittance paid by every aspirant is a **refundable security deposit** only; it is not a franchise fee or goodwill amount. This sum remains with the NGO as performance security and is fully refunded—without interest—when the distributor gives a **written discontinuation notice at least 90 days in advance** and clears all financial dues. No deductions or hidden charges will ever be made against the deposit, preserving the aspirant's financial confidence.

Based on sales turnover, coverage ratio, and district population, the deposit may later be increased in slabs up to **₹10 lakhs** for higher-volume distributors or multi-product portfolios. The escalation ensures that only financially stable,

high-performing partners manage large regional operations. Refunds are processed within thirty (30) days of final reconciliation after the 90-day notice period. All transactions occur through bank transfer only; no cash settlements are permitted.

ANNEXURE C – COMPLIANCE & DOCUMENTATION MATRIX

To shield entrepreneurs from bureaucratic hurdles, YOHYWA secures and maintains the full compliance suite on the distributor's behalf. The ecosystem ensures procurement and periodic renewal of:

- **FSSAI License** for food-grade products (bottled water & tea).
- **Trade License** from the respective municipal body validating wholesale activity.
- **GST Registration** for invoicing and interstate supply.
- **MSME Udyam Certificate** acknowledging the enterprise as a small-scale business under Indian law.
- **ISO Recognition Certificate** jointly facilitated by Vyaparasetu Training Division to authenticate ethical and quality-controlled distribution.

All filings, renewals, and quarterly GST returns are coordinated through the NGO's Compliance Cell, ensuring distributors remain audit-ready for both government and private buyers.

ANNEXURE D – SUPPLY PROTOCOL & PKC COIN ECOSYSTEM FLOW

Supply Protocol

All stock originates from two verified manufacturers:

1. **Sri Vagdevi Traders, Kamareddy** – Manufacturer of Aqua Cu⁺ Disposable Copper-Coated Water Bottles.
2. **Pooja Traders, Secunderabad** – Relabeling and packaging partner for Zamchai Tea Powder (imported from Assam).

Both product lines are branded and marketed exclusively by **Phugat Ki Chai (PKC)** and distributed through YOHYWA's Vyaparasetu framework. Stocks are dispatched directly from manufacturing hubs or central warehouses against digital invoices with a 21-day credit window. Every consignment bears a unique

consignment code enabling transparent tracking via the Vyaparasetu CRM Portal.

PKC Coin Reward Mechanism

Each consumer purchasing Aqua Cu⁺ or Zamchai anywhere in India earns **PKC Coins equivalent to the invoice value**. After uploading a valid GST invoice on the PKC App, the consumer's wallet is credited instantly. Coins can be redeemed for:

- **Free beverages** at nearby PKC outlets, or
- **Digital advertising slots** on PKC outlet display screens to promote their own businesses.

This closed-loop loyalty program continuously drives product repurchase, increases brand recall, and simultaneously benefits distributors through higher reorder velocity.

ANNEXURE E – SAMPLE DISTRIBUTOR AGREEMENT HIGHLIGHTS

1. **Appointment & Territory:** One exclusive distributor is appointed for each district. Boundaries are defined by district administrative maps to avoid territorial conflicts.
2. **Distributor Obligations:** Timely payment within 21 days of invoice; maintaining minimum stock levels; ensuring proper product storage.
3. **Right to Sell Other Products:** The distributor may market other brands so long as they do not imitate or directly compete with Aqua Cu⁺ or Zamchai.
4. **Marketing Support:** Phugat Ki Chai and YOHYWA provide periodic promotional materials and training sessions without extra charge.
5. **Termination & Refund:** 90-day written notice mandatory; after final audit, ₹ 2lakh deposit refunded in full without interest.
6. **Intellectual Property:** All logos, trademarks, and pack designs belong solely to Phugat Ki Chai and YOHYWA. Unauthorized use invites legal action.
7. **Jurisdiction:** All disputes subject to Hyderabad courts only.

A complete detailed MoU with legal signatures is executed before stock allocation to ensure transparency and mutual accountability.

ANNEXURE F – TRAINING & ISO CERTIFICATION ROADMAP

YOHYWA's Vyaparasetu Training Cell conducts structured modules to professionalize each distributor's operations:

1. **Orientation Phase:** Understanding the Vyaparasetu Ecosystem, ethical sales policies, and consumer welfare protocols.
2. **Product Knowledge Workshops:** Scientific sessions explaining the health benefits of copper-ionized water and organic tea formulations.
3. **Retail Integration Seminars:** District-level events linking distributors with retailers and hospitality buyers through NGO networking meets.
4. **Digital Compliance Training:** How to use the Vyaparasetu CRM Portal, generate GST bills, upload returns, and track credit cycles.
5. **ISO Recognition:** Upon completing training and maintaining three months of ethical operations, the distributor is awarded an ISO-linked certificate acknowledging them as a "Vyaparasetu Certified Ethical Distributor."

This certification not only builds market credibility but also helps in government tenders, corporate supplies, and future expansion opportunities.