

# Partnership & Growth Network Proposal

## Power Plus & Castillo Milano

Helping **Corporate Gifting Businesses**  
Scale **Faster Since 30+ Years**

India's trusted backend infrastructure  
for the Corporate Gifting Industry.

**POWER PLUS**

**Castillo**  
MILANO



## 2. About Power Plus

We provide one of India's strongest backend ecosystems, helping businesses execute orders faster and more confidently.

### Operational Scale



#### Inventory

1000+ ready SKUs across 30+ categories, maintained year-round.



#### Infrastructure

1,00,000+ sq ft warehousing space, with Strong focus on Indian manufacturing.



#### Fulfillment

Master warehouses in North & South India for Single Day Order Fulfillment



#### Turnkey Execution

In-house UV printing, Laser Marking and UV DTF Branding

The Partnership Goal : Respond **faster**, **reduce** sourcing **delays**, and **avoid** stock-related **embarrassment**.



# 3. Why Businesses Choose Power Plus



## Ready Market Access

Plug directly into an established pan-India trade and referral network.

A



## Largest Product Range

Eliminate multi-vendor sourcing delays with 1000+ products from a single source.

B



## Inventory Confidence

Eradicate stock-out embarrassment. Never pitch a product you can't deliver.

C



## Purpose-Built Tech

Share products, generate quotes, and access live catalogs instantly.

D



## Pan-India Visibility

Benefit from heavy, year-round brand presence at major national expos.

E



# 4. Partner Enablement Ecosystem

## (Part 1: The App & Catalogs)

### Customized E-Catalogs

Automatically Generated with your logo and footer.  
Clean presentations with **zero unfulfillable dead inventory.**

### Smart Product Sharing

Intelligent category and budget-based sorting.  
Instantly share a **'Rs. 400 - Rs. 600'** Client budget category while your sourcing cost is **'Rs 200 - Rs. 300'**, Protects margins instantly.

### Dynamic PDFs & Wishlists

Generate **real-time**, client-specific PDFs **dynamically** stripped of out-of-stock items.



# 4. Partner Enablement Ecosystem

## (Part 2 : Margins & Automation)



### QBT Recommendation System

Submit Quantity (Q), Budget (B), and Timeline (T). Our backend instantly short-lists realistically executable products based on real-time loads.



### Automatic Margin Calculation

Set your desired margin percentage via a simple app slider. The system auto-calculates selling price and generates dynamic client-ready links



### WhatsApp Smart Discovery

Submit your QBT parameters and location via WhatsApp. Receive automated product options along with landed freight included; enabling after-hours client responses.



# 5. Partnership Categories, Eligibility & Investment Structure

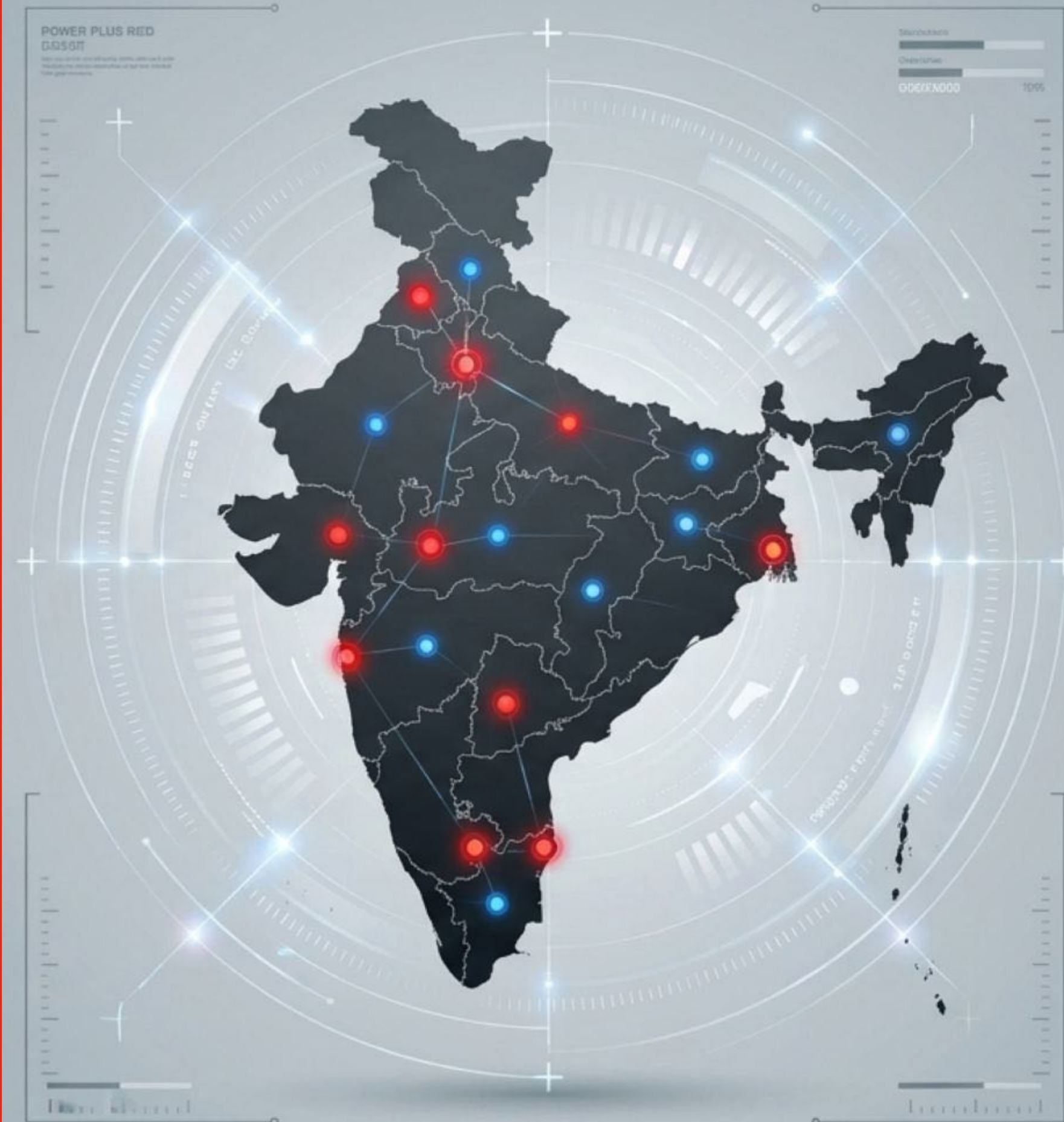
**Strategic Objective:** Designed to create mutually beneficial relationships aligned with your specific stage of growth and infrastructure readiness.

**A**  
REGISTERED  
RESELLER

**B**  
REGIONAL  
GROWTH PARTNER

**C**  
CITY LEVEL  
DISTRIBUTOR

**D**  
STATE LEVEL  
DISTRIBUTOR



# A. Registered Reseller

**Ideal For:** Businesses looking to source and execute gifting orders using our product ecosystem with zero friction.

**Investment:** Starting is **Free** with Single Day onboarding

## Core Infrastructure Benefits



Full access to customized e-catalogs.



App access with dedicated in-app pricing.



Instant PDF and quotation generation support.



Unrestricted access to ready, real-time inventory.



Eligibility for the Reseller Recognition Program.



# B. Regional Growth Partner

## (Part 1: Requirements and Structure)

### Ideal For:

Suitable for businesses looking to actively grow their regional presence with stronger backend support and business enablement, but may not yet wish to maintain inventory or warehouse infrastructure, like:



- Growing gifting businesses
- Active reseller companies
- Corporate gifting agencies
- Businesses looking to scale without building backend infrastructure from scratch

### Requirements



- Rs. 3-4 Lakhs sample investment (No security deposit, or inventory holding requirement).
- Local market development with Regular promotion of **Power Plus products**.
- Meeting Annual business targets.

### Territory Structure



- To maintain opportunity and business potential:
- **Large cities** : Maximum 4 Growth Partners
  - **Smaller cities** : Maximum 2 Growth Partners



# B. Regional Growth Partner

## (Part 2: Benefits and Incentives)

### Exclusive Operational Advantages

- **Priority lead sharing** for regional direct inquiries.
- **Extended stock blocking** durations without immediate payment.
- **Priority dispatch** routing during peak Diwali / Gifting seasons.
- Co-funded **branding support** in and around their region
- WhatsApp status **marketing tool access** for regular lead generation
- Partners may receive opportunities to attend expos alongside our team to connect with **reseller ecosystem** and **strengthen market visibility**



### More Benefits

- **Annual Recognition** & Ranking to celebrate Top performers.
- **Sample Support Credits** to provide Subsidized samples.
- **Performance based incentives:** Earn rewards for exceeding targets.



# C. City Level Distributor

## Ideal For:

Established fulfillment businesses and warehouse-enabled operators looking to dominate a specific metro region or city like:

- Established gifting suppliers
- Regional fulfillment businesses

## Investment & Infrastructure



### REGULAR CITY

#### Refundable Security Deposit

Rs. 3 Lakhs.

### METRO CITY

Rs. 5 Lakhs.



#### Working Inventory

Rs. 15 Lakhs

Rs. 35 Lakhs

Alternatively this amount can be added to the security deposit, to avail credit of 80% of total deposit value.



#### Warehousing Space

1500 - 3000+ sq ft dedicated operational handling space.

## Responsibilities & Exclusivity

- Manage local resellers and execute faster local fulfillment.
- **Strict Territory Exclusivity:** Only 1 City Distributor appointed per city. All reseller leads routed through you.



# D. State Level Distributor

## Ideal For:

High-Capacity operators capable of managing an entire state's market expansion and inventory routing like:

- Warehouse-enabled operators
- Businesses with strong operational capabilities

## Investment & Infrastructure



**Refundable Security Deposit:** Rs. 5 Lakhs.



**Working Inventory:** Rs. 45 Lakhs (or added to deposit for 85% credit value).



**Warehousing Space:** 3000+ sq ft dedicated operational handling space.

## Responsibilities:

- Regional reseller handling & relationship building
- Faster local fulfilment & Local inventory management
- Market development & expansion

**Territory Exclusivity:** **Only 1 State Distributor** appointed per state (**respecting existing city distributors**).



# Common Benefits for City & State Level Distributors

## Preferential Economics

Access to the **specialized distributor pricing**. All reseller enquiries from assigned regions will be routed through the distributor.

## Ecosystem Control

Get access to existing **customer database**.

## Operational Software Access

**Deep integration** into our inventory and backend systems, plus **discounted BillingPie App Subscription** (Rs 18,000 p.a.).

## Increased Market Leverage

Access to **Unique WhatsApp status tool** (7 high-stock assets daily), co-branded promotions, and direct **Sales team monthly incentives**.

## Growth Incentive Benefits

Enjoy additional benefits like **Increased credit eligibility**, Performance based **Incentives** and Regional **promotion support**.

## Reseller Recognition Program

High performing **resellers** of the distributor will **get recognition** & rewards from our side, resulting in better loyalty and retention towards the distributor.



# 8. What Happens After Joining?

## Objective

Start generating business immediately. Do not spend months building infrastructure from scratch.

Security Deposit & Sample Investment Completed



Customer & Regional Reseller Mapping



Sample Kit Preparation & Dispatch



BillingPie Software & App Access Creation



Customized Catalog Generation Setup



Distributor / Partner Public Announcement & Website Listing



Full Regional Business Activation



# 9. Annual Partner Recognition Program

*Core Philosophy: We actively celebrate and elevate the businesses driving our mutual growth.*



**Top Growth Partner**



**Emerging Region Award**



**Fastest Growing Partner**



**Operational Excellence Award**

**Recognition Mechanics:** Elevated website visibility, **Physical awards**, and **special mentions** printed in over 20,000 **physical catalogs** distributed annually.



# 10. Existing Partner Growth Stories

The strongest proof of any Partnership model is the success of existing partners. While every market is different, there is immense growth potential when efforts of strong partners are combined with **Power Plus** infrastructure.

**Ahmedabad**  
(Krishna Gifts)

**110%+**

Year-over-Year Growth.

**Mumbai**  
(Uni Gifts)

**Multi-Year**

Consistent expansion beyond metro limits.

**Chennai**  
(Unique Industries)

**44%**

Growth over 2 years  
(28% last year).

**Kolkata**  
(Growth Partner)

**200%**

Growth in order volume with a small local team.

**Indore**  
(Gift House)

**80%**

Significant market share gain within 18 months.



# Let's Explore Your Region

Every successful partnership starts with understanding the opportunity. We'd be happy to discuss how Power Plus can support growth in your market.

Join a network of partners building stronger gifting businesses through technology, inventory strength and operational support.

## The Next Growth Story Could Be Yours.

Connect with us today to finalize your regional territory and take the next big leap.

