

# YOUR SHOP, YOUR RULES, BETTER PROFITS: THE FRYCOLD RETAILER REVOLUTION

The Frycold Retailer Revolution



**BEFORE**  
(With Middlemen)



**WITH FRYCOLD**  
(Direct & Flat-Fee)  
Boost Your Margin from ₹20 to ₹30.  
Keep more of every sale by cutting out unnecessary middleman friction and costs.



**BE VISIBLE TO BIG BRANDS**



**85-90% OF SALES HAPPEN IN SHOPS LIKE YOURS**

It's time brands see you. Direct visibility to major market players.

**ZERO COMMISSION, ZERO CUTS**



Our flat-fee model ensures **100% PROFIT RETENTION**—no hidden percentages taken from your sales.

**DIRECT OFFLINE DEALS**



Maintain the personal touch and community trust that makes your shop a neighborhood staple.

**FAST ONE-TIME KYC**



A simple, streamlined onboarding process to get your business verified and ready instantly.

## RETAILER EMPOWERMENT

A transparent digital ecosystem designed specifically to help small businesses flourish sustainably.



Frycold.com

Welcome to  
**Frycold.com**

an intent validated recurring sales marketplace

here is what we do as a brand:



## Distributor Brochure 2026

Aagustus Hightusk Research

Registered CIN  
U62099MH2025PC438136

DPIIT RECOGNIZED  
Certificate No: DIPP209073

## Maximize Your Margins with Frycold

### THE MARGIN MATH

Old vs. New

TRADITIONAL DISTRIBUTION



₹100

INTERMEDIARY PROFITS



RETAILER MARGIN  
**ONLY ₹20**

By removing the middlemen, Frycold enables retailers to keep more of the value, boosting the margin to ₹30 on the same ₹100 product.

THE FRYCOLD WAY



₹100

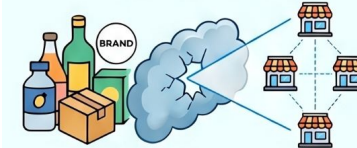


RETAILER MARGIN  
**₹30**

### THE VISIBILITY GAP



**Distributors Hide Your Network:** Traditional distributors often act as a barrier, preventing brands from seeing the actual retail network, which stops you from getting direct, better deals.



**Break the Middleman Barrier:** Disintermediation removes the "middleman" from the supply chain, allowing manufacturers to deal directly with you.

### THE FRYCOLD ADVANTAGE



**ZERO COMMISSIONS & NO HIDDEN CHARGES**

Unlike other platforms, Frycold operates on a transparent model where retailers pay no commission on their sales.



**DIRECT OFFLINE DEALINGS**

The platform facilitates direct connections, allowing you to manage your business and stock your shelves through direct brand relationships.



**BRANDS PAY TO FIND YOU**

Brands pay a flat \$1 lead fee to connect with verified retailers on the platform, ensuring they are invested in your success.

### SIMPLE ONBOARDING



**ONE-TIME KYC**

Get started quickly by providing your basic business documentation for a trusted, verified status.



Trade License



Bank Details

### REQUIRED DOCUMENTS

All you need to join is your Trade License and Bank Details to verify your business and secure your account.



**JOIN FRYCOLD.COM TODAY**

Don't depend on distributors. Let brands find you and start maximizing your margins now.