Cocoguru Coconut Industries Private Limited

Manufacturers of Pure Coconut Oil

Date: 29 September 2026

Distribution Partnership

Introduction

This document sets out how we work with you as an authorised Cocoguru distributor: our roles, commercial terms and operating discipline. We share it before we start working together, so that we both begin with the same expectations.

About Us

Cocoguru Coconut Industries Private Limited was started in 2010 by the Bonanthaya family, with our factory at Puttur, Dakshina Kannada. We make pure edible coconut oil, along with snacks and sweets rooted in regional food traditions.

Our products are distributed in Dakshina Kannada, Udupi, Chikkamagaluru, Hassan, Kodagu, Mysuru and Bengaluru, and sold online through Amazon, Flipkart, JioMart and our own website. Our goal is a strong distribution presence across all of Karnataka.

Vision: To spread the benefits of coconut to people.

Our Products

- **Coconut oil:** roasted, cold pressed and Lite Coconut Oil. Packed in pouches, PET bottles, HDPE bottles and jerry cans, from 20 ml to 5 kg, in cartons of 10 or 12 litres.
- **Snacks:** fried in cold pressed coconut oil and mildly seasoned; light, everyday snacks suitable for the whole family.
- **Sweets:** made in the traditional Tulunadu style with organic jaggery and pure ghee, and no liquid glucose.

Why Partner with Us

- **Brand:** strong regional identity and consistently trusted quality.
- **Category:** coconut oil is an essential, high-repeat product; snacks and sweets add basket value.
- **Business:** predictable rotation, stable pricing, structured margins and clearly defined expectations.

Territory and Market Coverage

- We allot you a territory. Exclusivity is subject to performance.
- You supply all general stores, supermarkets, restaurants and caterers in your territory.
- Large institutions, bulk buyers, private labels, e-commerce, modern retail and quick commerce are handled by us, outside the distribution network.
- Supplying outside your territory is not permitted, unless we request or approve it.

Beat Plan

- Before we start working together, we agree your beat plan with you: the areas covered by each beat, the supply day for each beat, and how often each beat is covered.
- You supply the market consistently as per the agreed beat plan. Changes are made by mutual agreement.

Roles

Your Role

- Service all outlets in your territory as per the beat plan.
- Collect orders regularly and supply in full on the planned days.
- Keep all active SKUs in stock.
- Bill through a proper billing system with GST-compliant invoices.
- Collect payments from retailers.
- Follow the pricing discipline set out below.
- Share market feedback on competition, demand and operational concerns.

Our Role

- Product training and support for initial placement.
- Price lists and revisions shared digitally.
- Branding and marketing support, scaled with placement, sales consistency and rollout stage.
- Consistent communication and product availability.
- Routine collections are your responsibility. In exceptional cases, our staff will assist.

Commercial Terms

Regions

Region	Districts
Coastal	Dakshina Kannada, Udupi, Uttara Kannada
Malnad	Kodagu, Hassan, Chikkamagaluru, Shivamogga
National	All other regions

Your Margin

Margins are calculated by the markup method on your purchase price.

Product	Coastal	Malnad	National
Coconut Oil	3.5%	5%	7%
Lite Coconut Oil	3%	4%	5%
Snacks and Sweets	6%	6%	6%

Retailers typically work on a markup of about 20% on their purchase price.

Payment and Credit

- Pay in advance, before dispatch; or
- Take credit of up to 7 days for weekly supply, or up to 14 days for supply once in two weeks, at an additional markup of 0.5% on the purchase price.
- These terms apply whether you are supplied by us or by a Super Stockist.

Supply to You

- You are supplied by us directly, or through the Super Stockist appointed for your area.
- Supply follows an agreed schedule: weekly or once in two weeks.
- Place your orders in line with the agreed supply schedule.

Pricing Discipline

- Your selling price follows the MRP printed on the stock.
- No undercutting, overcharging or deviation from MRP-linked pricing.

- For bulk supplies, you may reduce the price.
- For additional services to retailers, such as credit, urgent supply or bulk breaking, you may charge a premium.
- Revised price lists apply only to future billing.
- When prices reduce, we decide whether a credit note is issued, or whether existing stock may be sold at the MRP printed on it.
- Requests to increase MRP beyond the printed value cannot be entertained.

Stock, Storage and Returns

- Maintain stock for your supply cycle plus a 50% buffer.
- Store batch-wise and follow FIFO strictly.
- Keep stock in hygienic, pest-free and moisture-free conditions.
- We accept returns for verified manufacturing defects.
- Damage from rodents, storage conditions or mishandling is not accepted.
- We take back expired stock: coconut oil at 50% of the purchase rate; snacks and sweets at nil value.

Exit

- Either of us may end the partnership with 15 days' written notice.
- We take back your existing stock at a value based on its remaining shelf life.