



# CHANNEL PARTNER Guide Profiles





## Partner with My Indifuels

A pioneer in biofuels and sustainable energy solutions, My Indifuels Pvt. Ltd. invites you to join our mission to revolutionize the energy landscape. Become a vital part of our network as a Marketing Channel Partner (Zone Basis) or District Channel Partner (District Basis) and help establish retail outlets and production plants for eco-friendly fuels and green energy technologies.

## Why Partner with My Indifuel?

**Trusted Expertise:** Proven leadership in producing and distributing high-quality biofuels.

**Sustainability Focus:** Aligned with India's goals of reducing carbon emissions and promoting clean energy.

**Comprehensive Product Portfolio:** Offering Biodiesel (B100), Drop-In Fuels, Compressed Biogas (CBG), and Green Hydrogen.

**Innovation Driven:** Advanced production technologies for converting waste plastic to drop-in fuels, biomass waste to CBG, and biomass waste to Green Hydrogen.





## Benefits of Partnership

- **Attractive Revenue Models:** Competitive margins on fuel sales and plant operations.
  - **End-to-End Support:** Comprehensive assistance in infrastructure setup, marketing, and compliance.
  - **Training Programs:** Regular training sessions to enhance operational efficiency and technical know-how.
  - **Brand Leverage:** Leverage the trust and recognition of the My Indifuels brand.
  - **Government Alignment:** Support in obtaining necessary permits and compliance certifications.
-



# OPPORTUNITIES FOR CHANNEL PARTNERS



01

## Open Retail Outlets

- Establish retail outlets for My Indifuels' eco-friendly products.
- Drop-In Fuels
- Biodiesel (B100)
- Compressed Biogas (CBG)
- Bio-Hydrogen
- Serve the growing demand for sustainable energy solutions in your region.
- Full technical and marketing support provided.

03

## Set Up Production Plants

- Partner with us to establish cutting-edge production units in your region
- Waste Plastic to Drop-In Fuels
- Biomass Waste to Compressed Biogas (CBG)
- Biomass Waste to Green Hydrogen
- Access our state-of-the-art technology, expertise, and operational guidance.
- Contribute to reducing environmental pollution and generating clean energy.

02

## Bring Investments

Help us secure investments to support our expansion and project development as per our comprehensive investment policy. Your efforts will empower us to:

- Scale existing operations.
- Innovate new solutions for renewable energy.
- Drive economic growth in the targeted zones.

04

## Procure Raw Materials

Actively participate in sourcing raw materials, including:

- Plastic Waste: Contributing to reducing environmental pollution.
- Agricultural Waste: Supporting farmers and utilizing organic residues.
- Biomass Waste: Driving the production of clean energy.

Your procurement initiatives will create a sustainable supply chain and positively impact the local community



# YOUR ROLE AS A CHANNEL PARTNER

## Marketing Channel Partner (Zone Basis):

### Role:

- Operate and expand the network of retail outlets and production plants in your designated zone.
- Supervise and support District Channel Partners under your jurisdiction.
- Handle marketing and sales operations for a designated zone comprising multiple districts.

### Responsibilities:

- Promote My Indifuels' product portfolio across the assigned zone.
- Establish district-level partners and ensure their alignment with company goals.
- Facilitate regional marketing campaigns and maintain customer relations.

### Eligibility Criteria:

- Experience in fuel/energy or related industries preferred.
- Established network within the region.
- Strong marketing and operational capabilities.

## District Channel Partner (District Basis):

### Role:

- Set up retail outlets and production plants in your district.
- Ensure smooth operations and maintain high-quality standards.
- Manage sales and distribution within a specific district.

### Responsibilities:

- Ensure availability of My Indifuels' products across retail outlets and distributors.
- Build relationships with local stakeholders to drive sales.
- Collaborate with zonal marketing partners to execute campaigns.

### Eligibility Criteria:

- Entrepreneurial mindset with knowledge of the local market.
- Basic infrastructure for product handling and distribution.
- Commitment to promoting sustainable energy solutions.





## Our Commitment to You

At My Indifuels, we believe in building long-lasting partnerships based on mutual growth and shared success. As our channel partner, you will benefit from:

- Continuous Innovation: Access to cutting-edge technologies and practices.
- Sustainable Impact: Be part of the green energy revolution and create a better future.
- Strong Network: Collaborate with a nationwide network of eco-conscious partners.

### The Society

Identify large problem areas with the eagle view approach so that this macro stage is useful for knowing the outcome of our work.

### The Environment

Don't forget to highlight how we see a problem, because our personal method will be a plus point.

### The Pandemic

Identify as many of these problems as possible but still have a relationship to each of these problems so that the work will be more focused on one topic.



# How to Get Started:-

- Submit an online application form on our website highlighting your preferred region and business capacity.
- Attend our briefing session to understand the scope and expectations.
- At first two months you will be appointment in a probation period and your target is to close minimum two deals on that particular zone without any company support in marketing and sales. Company will provide offer letter for first two month at the date of joining.



- 4. If you will be able to close the deal in certain time limit the company will sign the partnership agreement and initiate operations with our full support in marketing and sales like social media marketing, print advertisement, influencer marketing etc. and their budget including fully furnished office on that zone. Also MCP will start appointing District Channel partner based upon their capability.
- At the day of office inauguration, company will provide 6 months marketing and sales plan and operation plan with scope of work mentioning both company and Channel partners scope in CRM. MCP will have to achieve the given 6 Months target with company's coordination and support



## Profit Margin and Other Commercial Terms:-

Company will provide the following margins to Zone Marketing channel Partner:

- **Retail Outlet:-** 5 % On One Time of the project cost  
0.25 Paise per litre lifetime till pump operate.
- **Production Plant:-** 3 - 4% On One Time of the project cost  
0.20 Paise per litre on production life time .
- **Investment at Company:-** 5% of the investment amount  
0.25% till investment.
- **Raw Materials:-** 10-15 % Margin.
- Zone channel partner will have to distribute 50% of the margin to district channel partner.
- If both channel partner failed to achieve the given target assign by the company after inauguration then company shall hold the right to deduct some part in the given margins of both the partners.





# THANK YOU FOR SHOWING YOUR INTEREST

We aspire to lead the industry through innovation and excellence, driving sustainable development and creating a lasting impact on the communities we serve.

## CONTACT US :



### Call

18003139115



### Address

624/New-1 First floor, Hope Tower,  
Vibhuti Khand , Gomti Nagar  
Lucknow 226010



### Mail

Contact@myindifuels.com



### Web Address

myindifuels.com