

Distribution Channel Is No Longer Expensive

Small business can now sell across India through low-cost online distribution channels



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Delhi, New Delhi, Mar 23, 2021 (IssueWire.com) - [Vanik.com](https://www.vanik.com) has announced a new way of building distribution channel using online resources that costs a fraction of the traditional offline process, yet delivers service in record time. A pan-India distribution channel is no longer the exclusive preserve of MNCs and large corporate. Thanks to technology – even small business can now dream of selling across the Indian market through distributors, dealers, agents at very affordable cost.

Says Rajat Pandhi, President of Panban Terra – “ *In these tough pandemic days when all businesses are down and looking to get on their feet again and drive the business at low cost - do try this out. I'm sure you will find it a boon and lifesaver for us all !!* Rajat is working on an ambitious Amazon Easy Store program that aims to open 5 lakh Amazon offline retail stores in 2021. (PI see [case studies](#))

Agrees Mr. Sai Vishnu, owner of a small scale food manufacturing company from Hyderabad - “ *Wonderful database of genuine and verified distributors. The site is well organized. I am very happy with the response and dedication from Vanik team. Would recommend it for sure!* “

Though distribution is the backbone of the Indian market – the Indian distribution market is extremely fragmented, unorganized and lacks the use of technology. Building a distribution channel in India through the traditional offline process has remained an extremely tedious, time-consuming and expensive proposition for small business. Historically, Indian SMEs suffered most because of this disadvantage and remained small – giving rise to the “missing middle” syndrome in the Indian economy.

Only large companies having deep pockets could build a Pan-India distribution channel so far and grow sales year after year. Small business remained small, confined to the local market. Lack of distribution channel inhibited SMEs to grow beyond local markets to larger Pan-India market. Now Vanik has

brought a tech-enabled, simple to operate, low-cost, top-down process – that is empowering Indian SMEs to sell across India through a network of distributors, dealers, stockists at very low cost. This [Youtube video](#) explains how [Vanik.com](#) works.

Vanik is India's First Online-To-Offline Platform where brands find channel partners meet Online and Transact Business Offline. Using Vanik service, any manufacturer, an importer can build a pan-India distribution channel at a very affordable cost and in record time. Brands need channel partners to reach consumers in target markets. Vanik is fulfilling this demand for SMEs through a transparent, inexpensive and expeditious way of channel building. Pan India sales channel is now within reach of Small and Medium Enterprises. Vanik customers include SMEs, national brands and overseas companies.

Vanik Com, today is a huge community of over 80,000 merchants across 400 towns spanning the length and breadth of India and even overseas. The Vanik team has achieved this organically on the strength of customers without raising a single investor rupee. With the help of online resources, community members identify suitable partners across India (city, state, district) and engage in business negotiation leading to a distribution agreement. Hand-holding and mentoring by experienced distribution trade professionals make the online to offline process smooth. Even in pandemic days - Vanik has been growing rapidly and earning enough revenue to remain a profitable venture. Vanik is creating a new market where there was none before.

About Ace InfoBanc Pvt Ltd (parent company of Vanik): A start-up – working on distribution trade and B2B E-Commerce for last 4 years. The team is a mix of skill and experience – comprising digital marketers, software developers, distribution trade professionals, content writers etc. The company is not a funded one – it has remained debt-free and profitable in boot-strapped mode.

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Source : Ace InfoBanc Pvt Ltd

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