



IRIOLA
Nayasha Oil Mills

PREMIUM QUALITY

MUSTARD OIL

**FROM
OUR FAMILY
TO YOURS**





INTRODUCTION

Welcome to Nayesha Oil Mills, a family-owned business that has been producing premium quality Mustard Oil. We take pride in delivering high-quality, pure, and healthy Mustard Oil to our customers, that is not only delicious but also rich in nutritional value.



OUR VALUES

Nayesha Oil Mills operates with integrity, honesty, ethics, and fairness in all of its business dealings. This includes avoiding conflicts of interest, treating all stakeholders with respect, and adhering to legal and regulatory requirements.

ABOUT OUR MUSTARD OIL

Welcome to Nayesha Oil Mills, a family-owned business that has been producing premium quality Mustard Oil. We take pride in delivering high-quality, pure, and healthy Mustard Oil to our customers, that is not only delicious but also rich in nutritional value.

OUR PRODUCTION PROCESS

Our Mustard Oil processing plant is equipped with state-of-the-art technology that ensures the purity and hygiene of our products. Our production process includes cleaning, crushing, and filtering. Our Kachi Ghani mustard oil is extracted using traditional cold press methods. It is then packed in air-tight containers to maintain freshness and purity.



KACHI GHANI MUSTARD OIL DIVISION

Daily Processing Capabilities

Seed Processing (Ton)	Oil Processing (Lt)	Cake Processing (Ton)
50	18,500.00	31.5

WOOD PRESSED OILS DIVISION

Daily Processing Capabilities

	Seed Processing (Ton)	Oil Processing (Lt)	Cake Processing (Ton)
Mustard	2.8	864.00	1.78
Groundnut	3.6	1,620.00	1.98
Sesame	2.2	972.00	1.18

OUR COMMITMENT TO QUALITY

At Nayesha Oil Mills, we are committed to delivering premium quality Mustard Oil to our customers.

Our products undergo rigorous quality checks at every stage of production to ensure that only the best quality oil is delivered to our customers. Every batch of our oil is tested on all the prescribed parameters by FSSAI before packing in the in-house laboratory to ensure its purity and safety.



01



SOURCING OF SEEDS

02



QUALITY ASSURANCE

03



HYGIENIC PACKING

OUR RANGE OF PRODUCTS

We offer a wide range of Mustard Oil products to meet the diverse needs of our customers.

Our products include:

Kachi Ghani
Mustard Oil

Expeller
Mustard Oil

Mustard Oil
Cake

OIL PACKAGING SIZES

500 ml
1 Lt.
2 Lt.



5 Litre



15 Litre





OUR CUSTOMERS

Our premium quality Mustard Oil is trusted and loved by our customers across the country. Our customers include households, restaurants, hotels, and catering services, who value the quality and purity of our products.



OUR PROMISE TO OUR CUSTOMERS

We promise to provide our customers with the highest quality edible oils, made from premium raw materials and produced using rigorous quality control measures. We prioritise the health and safety of our customers, ensuring that our Mustard Oil is safe and free from adulteration.



WHY SHOULD YOU BE THE DISTRIBUTOR OF IRIOLA MUSTARD OIL?

01. Opportunity for Growth

By working with Iriola, you can tap into new markets, expand your product portfolio, and increase your revenue streams.

02. Higher Margins

You can easily fetch a margin of 4% to 6% on the sale of our mustard oil.

03. Competitive Advantage

We offer an unadulterated premium product that can help you differentiate yourself from your competitors and gain a competitive advantage in the market.

04. Exclusive Rights

We can offer you exclusive rights to distribute products in a particular area, which can help you control the supply chain and prevent other distributors from entering the market.

05. Strong Partnership

By working with Iriola from the beginning, you have the opportunity to establish a strong partnership and build a close relationship with us, which can lead to better communication, collaboration, and support.

06. Early Adopter Advantage

Distributors who work with Iriola may have an early adopter advantage, which means they can take advantage of the brand's growth potential and potentially reap higher profits in the future.

Overall, working with Iriola can be a strategic decision for a distributor that can bring long-term benefits and help them stay competitive in the market.



BENEFITS OF BEING AN IRIOLA DISTRIBUTOR

Nayesha Oil Mills offers several incentives and benefits to their distributors to incentivise them to promote and sell our Mustard Oil effectively. Here are some benefits that Nayesha Oil Mills offers to its distributors:



Competitive Pricing



Financial Incentives



Flexible Payment Terms



Various Product Range



Marketing Support



Sales Support



Mustard Oil Samples



Training and Education



Technical and Operational Support



After-Sales Support

Overall, our aim is to build strong and long-lasting partnerships, increase brand awareness, and drive sales and revenue growth for mutual benefits.

INCENTIVES OFFERED TO THE DISTRIBUTORS

Nayesha Oil Mills offers various incentives to its distributors to motivate them to sell more products and increase their performance.

Here are some common incentives that can be offered:

01. Volume-based Incentives

These incentives are based on the volume of sales made by the distributor within a specified period. The distributor may receive discounts, gifts, or other rewards for achieving certain sales targets.

02. Performance-based Incentives

These incentives are based on the distributor's overall performance, such as meeting sales targets, maintaining adequate inventory levels, and timely payment of invoices.

03. Rewards and Recognition

The firm can offer rewards and recognition to the distributor for their outstanding performance, such as awards, certificates, or other forms of recognition.

04. Extended Credit:

The company can offer extended credit terms to selected long-term distributors, which can help them improve their cash flow.

05. Seasonal Offers:

The firm will offer seasonal offers to distributors during festivals or special occasions to promote the products and increase sales.

06. Exclusive Territories: The firm can offer exclusive territories to distributors to ensure that they have a designated area to sell the products without competition from other distributors.

Overall, the incentives are designed to align the distributors with the company's goals and objectives and motivate them to increase their sales and improve their performance.

HOW DO WE SHIELD OUR DISTRIBUTORS FROM MARKET PRICE FLUCTUATION?

Market price fluctuations can have a significant impact on the profitability of distributors. To shield our distributors from market price fluctuations, we can consider the following strategies:



Fixed Pricing



Price Protection Policy



Forward Contracts



Inventory Management

Overall, these strategies can help our distributors during market-price fluctuations and ensure a stable supply chain.

FESTIVAL OFFERS FOR DISTRIBUTORS

Nayesha Oil Mills can provide various festival offers to its distributors to promote its products and increase sales during festive seasons. Some of the festivals' offers that can be provided are:



Discounts On Products



Gift Hampers



Bonus Or Incentives



Festive Schemes



Advertising and Promotional Support

Overall, the festival offers should be designed to encourage the distributors to promote the company's products effectively and increase their sales during the festive season.

OUR EXPECTATIONS FROM OUR DISTRIBUTORS

We have certain expectations from our distributors to ensure a successful partnership and achieve our business objectives. Here are some common expectations that we have from our distributor:

01. Ethical Business Practices: Distributors are expected to conduct business in a fair and ethical manner, avoiding any unfair or deceptive practices. Distributors are expected to be honest and transparent in their business dealings, including pricing, product information, and delivery schedules.

02. Sales Targets: We expect our distributors to achieve certain sales targets within a given time frame. The sales targets may be based on the volume of products sold, market share, or other relevant factors.

03. Timely Payment: We expect our distributors to make timely payments for the products delivered. This is important to maintain a healthy cash flow and ensure a sustainable business relationship.

04. Brand Promotion: We expect our distributors to promote our brand effectively and increase brand visibility in the market. This may include using branding materials, participating in promotional campaigns, and actively engaging with retailers and end consumers.


05. Market Intelligence: We expect our distributors to provide market intelligence and insights on consumer preferences, competitor activities, and other relevant factors. This can help us to make informed business decisions and adjust our marketing and sales strategies accordingly.

06. Compliance with Firm's Policies: We expect our distributors to comply with our firm's policies, including quality standards, pricing policies, and other relevant guidelines. This is important to ensure consistency in product quality and pricing and protect the firm's brand reputation.

07. Feedback and Suggestions: We expect our distributors to provide feedback and suggestions on product improvement, sales and marketing strategies, and other relevant areas. This can help us to continuously improve our operations and build a stronger partnership with our distributors.

08. Respect for intellectual property: Distributors are expected to respect the intellectual property of Nayesha Oil Mills, including trademarks, copyrights, and trade secrets.

Overall, by meeting these expectations, distributors can help us to achieve our business objectives, build a strong brand reputation, and drive sales and revenue growth.



WHAT ARE THE DOCUMENTS REQUIRED FROM THE DISTRIBUTOR TO ENROL WITH NAYESHA OIL MILLS?

The specific documents required from a distributor to enrol with Nayesha Oil Mills may vary depending on the firm's policies and procedures. However, some common documents that may be required are:

1. Business Registration Documents
2. GST Registration
3. Valid FSSAI License
4. Details of the storage facility & its address proof.
5. Details of transport vehicles for delivery.
6. Bank Account Details
7. PAN Card
8. ID and Address Proof
9. Trade References

These are some of the common documents that may be required from a distributor to enrol with Nayesha Oil Mills.



DISTRIBUTION ONBOARDING PROCESS OF NAYESHA OIL MILLS

The distribution onboarding process typically involves the following steps:

01. Pre-Screening:

The company may pre-screen the potential distributors by reviewing their business background, financial stability, distribution network, and other relevant factors.

02. Application:

Once a distributor has been identified and pre-screened, they will be required to submit an application to the company expressing their interest in becoming a distributor.

03. Verification of Documents:

The company will verify the distributor's documents, which may include business registration, GST registration, PAN card, bank account details, and other relevant documents.

04. Agreement:

If the company is satisfied with the distributor's application and verification, an agreement will be signed between the two parties outlining the terms and conditions of the distributorship.

05. Training:


The company may provide training to the distributor on their products, sales techniques, and other relevant information to ensure that the distributor is fully equipped to sell the company's products.

06. Launch:

Once the distributor has completed the training and is ready to start selling the products, the company will launch the distributorship, which may include providing initial stock, marketing materials, a sales team and other support as required.

07. Monitoring and Evaluation:

The company will implement systems to monitor and evaluate the distributor's performance, including their inventory management, sales, distribution network, and retailers' satisfaction, and provide support and feedback as required to ensure that the distributor is successful in selling the company's products.





IRIOLA

Naysha Mills

To know more about our products,
place an order, or become our distributor,
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You can also visit our website at
www.nayeshamills.com
to know more about us and our products.

Stay Connected with us

