

SKIN SCIENCE, SIMPLIFIED

A partnership that respects the distributor.

One hero product. International-grade formulation.
A channel model designed to protect your margin
— not pressure it.

CONFIDENTIAL · FOR CHANNEL
PARTNERS ONLY



— 01 · THE LETTER

Why we built CareOne — and why we are talking to you now.

CareOne was not started in a boardroom. It was started in a frustration.

Walk into any pharmacy in India today, and you will see the same picture: shelves crowded with 30, 40, sometimes 60 different skincare SKUs from a single brand. A brightening serum. A glow booster. A dark-spot corrector. Different bottles, the same molecule, the same customer paying for the same thing five times. That is not skincare. That is a sales strategy disguised as skincare.

Meanwhile, three things happen at the end of every quarter — like clockwork. The customer who walked in confused walks out with three products she didn't need, spends ₹2,500 on a routine that takes 20 minutes a day, and stops using it within 6 weeks. The brand blames her "inconsistency." And the distributor — the person who actually moved that inventory — is left holding stock that nobody is reordering.

We built CareOne to do the opposite. **One product, not fifty.** Real ingredients at real concentrations. No fear, no guilt, no fake "before-after" photoshoots. A partnership model that treats distribution not as a transaction — but as the foundation of a brand customers ask for by name.

You will not find every answer in this document. You will find the ones that matter: who we are, what we built, how we solve the four chronic problems of skincare distribution, and what the commercial terms look like. The rest is a conversation we should have over a call.

Thank you for reading this. Whether we partner or not, the time you give to evaluate this is appreciated.

"We didn't set out to launch another skincare brand. We set out to be the one brand a customer trusts enough to finish a tube — and reorder."

— Niwash Mandal & Vikash Pandey

CO-FOUNDERS · CAREONE

02 · NAVIGATION

Seventeen pages. Every one of them earns its place.

We respect your time. Jump to the section that matters most to you.

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QUICK READ

Just 5 minutes? Read pages 02, 11, 12, and 16.

Founder's letter (the why). Distributor problems (what we solved). Commercial terms (the numbers). Contact (next steps). That sequence answers 90% of evaluation questions.

03 · THE WINDOW

India's beauty & personal-care market just hit an inflection point.

You are not stepping into a category that is "growing." You are stepping into a category that is structurally accelerating — and the early channel partners of the next 24 months will set the distribution map for the next decade.

<p>₹73,000 Cr INDIAN BPC MARKET · 2024</p>	<p>₹1.47 L Cr PROJECTED SIZE BY 2033</p>	<p>30.5% SKINCARE SHARE OF BPC</p>	<p>63.9% D2C SHARE OF GROWTH</p>
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Three forces converging right now:

- **Income shift in India** — Indian middle-class households are progressing from the mass-income bracket (₹3 – 5 lakh annual) into mid-premium (₹5 – 15 lakh). Per-capita skincare spend rises sharply across that crossover, and the brands stocked at the counter when that happens are the brands that win the next decade.
- **Ingredient transparency demand** — Indian skincare buyers are increasingly reading ingredient lists, comparing concentrations, and rejecting trace-dose "active" claims. This is a premium opening for transparent, dermat-aligned, properly-dosed challenger brands — and a closing window for ingredient-fudging legacy brands.
- **Tier-2 / Tier-3 distribution boom** — Quick-commerce (Blinkit, Zepto, Swiggy Instamart), modern pharmacy chains, and chemist networks expanding past Tier-1 metros into Bharat is the single fastest-growing distribution layer in Indian BPC. First-mover distributors in these geographies lock category-leadership terms for years.



— INFRASTRUCTURE BACKING THE BRAND —

- **CDSKO Manufacturing Compliance** — every batch screened
- **GSTIN-registered** — 19AAVFC7734J1ZO
- **MSME / UDYAM** registered Indian enterprise
- **₹699 held retail** — anchored math, every channel
- **28 states · 8 UTs** — onboarding window open

04 · ANTI-INDUSTRY

We are the brand built by people who got tired of skincare.

Most brands sell complexity. We refused to. Below is the operating philosophy you should evaluate us against.

01 · ONE PRODUCT. NOT FIFTY.

We refused to launch with a starter kit of 10 SKUs. We launched one — TrueCare Cream — and committed to making the best all-in-one formula in India before adding a second product. Slower portfolio expansion, deeper customer trust, zero dead-tail SKUs in your warehouse.

02 · REAL ACTIVES AT REAL DOSES.

5% Niacinamide. Pharma-grade Tranexamic Acid. Multi-weight Hyaluronic Acid. 11 hero actives — at concentrations that match peer-reviewed dermatology literature. No trace amounts to justify a claim on the box.

03 · NO FEAR-MARKETING. EVER.

We do not sell anti-aging panic. We do not whisper "your pores are clogged." We do not scream "natural" or "Ayurvedic" without proof. We sell a cream that works, in plain English. Customers stay loyal to brands that don't insult them.

04 · PARTNERSHIP > TRANSACTION.

This goes for our customers and for our channel partners. We are not interested in dumping stock and disappearing. We are interested in building a brand customers ask for by name — and a distribution network that earns from every reorder, not just the first.



— THE CUSTOMER THAT BUYS —

"Walks in with confusion. Walks out with one cream. Reorders in 30 days."

She is the modern Indian skincare buyer — 22 to 38, urban or aspirational Tier-2, reads ingredient lists, distrusts gimmicks, has tried the 8-step routine and quit. Your retailer pitches her one cream that replaces five — and the customer becomes a 30-day repeat buyer.

D2C cohort data: 93% reported the routine was "simplified" within 30 days. Reorder rate is the engine of your trade margin compounding.

— 05 · SIX RULES

Proof > Hype. The six rules we run on — non-negotiable.

Every decision inside CareOne — formulation, packaging, channel policy, pricing — filters through these six rules. They are why a distributor will not see us walk back commitments six months in.

01

Skin = System, Not Mood.

Skincare is biology, not feelings. Every claim has a clinical reference. Every active has a documented role. Our formulation is reviewed by practising dermatologists before any pack is printed.

02

Routine Must Survive Bad Days.

A 12-step routine fails the moment life happens. TrueCare is engineered for the woman with 30 seconds before work — and the man who refuses to have a routine at all.

03

Ingredients = Tools, Not Trends.

We do not chase "ingredient of the month" virality. Every active in TrueCare is in there because it does a specific job — supported by published, peer-reviewed dermatology literature.

04

Don't Bully Your Barrier.

Most "active" creams in India are at hostile concentrations — they damage the skin barrier and create the very problem they pretend to solve. Our formula is patch-tested across all six skin types.

05

Brain Should Feel Lighter.

Decision fatigue is real. Choosing between 8 serums is exhausting. Our retail proposition: customer walks in, customer walks out with one cream, customer comes back in 30 days.

06

Data First, Drama Last.

We do not run "70% off" flash sales. We do not photoshop before-after. We do not run influencer scripts that lie. Brand built on drama collapses in two years. Brand built on data compounds.

"Brands that built around weak ingredient discipline will be exposed in the coming audit cycles. We have already future-proofed the channel partner against that risk."

06 • THE PRODUCT

TrueCare Cream — what's actually inside the tube.

"Your face is not a science project." That is the line every CareOne pack and every customer touchpoint runs on. A single all-in-one cream engineered to replace 3 – 5 separate skincare products: moisturiser, brightening serum, hydrating serum, dark-spot corrector, and barrier repair cream.

50g pack · 30-day supply · 30-second routine, AM & PM · MRP ₹999 · Held retail ₹699 across every channel · Suitable for every skin type.

The 11 hero actives that do the work:

Niacinamide 5%

Tranexamic Acid 3%

Multi-Wt Hyaluronic Acid

Centella Asiatica

Panthenol (B5)

Allantoin

Vitamin E

Glycerin

Squalane

Ceramide-mimetic lipids

Licorice Extract



PHOTOGRAPHED WITH ACTUAL PRODUCT · CLINICAL REFERENCE SETUP

Plus a supporting cast of botanical extracts and dermatologist-aligned stabilisers — each with a documented role in the formula. **No trace-dose ingredient theatre.**

The two ingredients that are the heart of the formula:

Niacinamide (Vitamin B3) at 5% sits at the therapeutic concentration recommended in peer-reviewed dermatology literature — high enough to reduce hyperpigmentation, control sebum, strengthen the skin barrier, and minimise pore appearance; low enough to remain non-irritating across all skin types. Most mass-market Indian creams contain 0.5 – 2% — well below the level required for clinical results.

Tranexamic Acid at 3% is a pharmaceutical-grade brightener that was previously available only through dermatologist clinics for melasma and post-acne marks. It disrupts the UV-induced pigment pathway at the cellular level. Paired with Niacinamide, the two ingredients work synergistically — fading dark spots and uneven tone without using bleaching agents like hydroquinone.

07 · WHY IT WINS

Four reasons TrueCare is different from anything else on the shelf.

AVERAGE INDIAN SHELF · 3 - 5
PRODUCTS

₹3,000 – ₹5,000

per month spend on a routine



TRUECARE CREAM · 1 SKU

₹699 / month

one 50g tube · ₹23 / day

UP TO 86% LOWER MONTHLY SPEND · THE RETAIL "SHELF-REPLACEMENT" PITCH

47 CHEMICALS EXCLUDED

We go far beyond basic BIS safety standards. TrueCare is formulated **without any of the 47 chemicals** banned across EU, USA, Japan, and Korea — parabens, sulphates, mineral oils & petrolatum, synthetic fragrance & phthalates, hydroquinone, formaldehyde-releasing preservatives, mercury & heavy metals, and 40 more. *Full exclusion list available on request.*

DERMATOLOGIST-ALIGNED & PATCH-TESTED

Every iteration goes through three-stage validation: **(1)** Practising dermatologist review — no ingredient enters the final formula without clearance. **(2)** Patch-tested on real Indian skin across all six skin types — not European or Korean test data. **(3)** Real-world 30-day consumer trial before any pack is printed.

ONE SKU. ALL SKIN TYPES. GENUINELY.

Most brands sell three variants — "Dry Skin," "Oily Skin," "Combination Skin" — which forces the distributor to stock SKU multiples and the customer to guess. TrueCare is engineered as a single balanced formula that performs across **dry, oily, combination, sensitive, mature, and normal skin**. One warehouse SKU. One retail pitch. One customer decision.

MADE IN INDIA. INTERNATIONAL STANDARDS.

GMP-certified Indian manufacturer · BIS-aligned heavy-metal screening on every raw-material batch · GSTIN-registered (19AAVFC7734J1ZO) · UDYAM-WB-10-0181303. Not an "imported brand at Indian prices" line — Indian-developed, manufactured under regulatory compliance that meets or exceeds the standards applied to imported brands sold in India. Comparable Korean and US formulations retail at **₹2,500–₹4,000**. TrueCare carries an **MRP of ₹999** and is sold at a held **₹699 across every channel** — D2C, Amazon, Flipkart, JioMart, Blinkit, offline. The ₹300 MRP-to-selling differential is a permanent customer-perceived 30% saving.

The regulatory protection layer:

The Indian government has tightened cosmetic compliance with the **Cosmetics (Amendment) Rules, 2025** (G.S.R. 513(E), 29 July 2025) — notably **Rule 31A** (state licensing authority can suspend or cancel a cosmetic licence for non-compliance) and **Rule 26** (mandatory 3-year batch-wise traceability). The **IS 4707 Part 2: 2025** revised list of restricted ingredients is now in force. Brands that built around weak ingredient discipline will be exposed in the coming audit cycles. **We have already future-proofed the channel partner against that risk.**

08 · RETAIL PITCH SCRIPT

The 30-day transformation a retailer can promise — and we can defend.

The exact sequence sub-stockists and retailers should communicate at the counter — realistic, anchored to D2C cohort behaviour, built to survive customer scrutiny on Day 14.

— BARRIER REPAIR —

DAY
1-7
PHASE 1

"Your skin exhales."

Tight, irritated feel gone by Day 3. Holds moisture all day by Day 7. The barrier is repairing — customer notices less reactivity, calmer texture.

CUSTOMER FEELS

"Skin doesn't feel tight anymore."

RETAILER SAYS

"Day 1-7 is the barrier phase. Result builds quietly."

SIGNAL TO WATCH

Zero "burning / breakout" complaints by Day 5.

— VISIBLE CHANGE —

DAY
8-21
PHASE 2

"Someone asks: what did you change?"

Dark spots fade. Pollution-grey gives way to brightness. By Day 14 someone in the customer's life notices. By Day 21 the mirror confirms it.

CUSTOMER FEELS

"Family / colleague commented on my skin."

RETAILER SAYS

"This is the visible-change window. Stick with it."

SIGNAL TO WATCH

Peak review-generation window for the brand.

— REORDER TRIGGER —

DAY
21-30
PHASE 3

"Your skin just... works."

Stronger barrier, fewer breakouts, less reactivity. Customer is no longer thinking about the routine. The 50g tube finishes between Day 28-30 — a natural repurchase trigger.

CUSTOMER FEELS

"Tube is finishing — when do I reorder?"

RETAILER SAYS

"Stock up before tube runs out. Streak matters."

D2C BENCHMARK

93% reported routine "simplified" within 30 days.

CUSTOMER COST

₹23 / day

Price of a cup of chai

REORDER CYCLE

30 days

Per 50g tube · predictable

COUNTER REVENUE

₹14K – 17.5K

Per retailer / month · 20-25 tubes

— AT THE RETAIL COUNTER · THE 4-RULE PLAYBOOK —

01

TWO-SENTENCE PITCH

"One cream replaces 3 to 5 products. Visible change in 30 days." Customer nods. No ingredient lecture needed.

02

DEFEND DAY-14 RETURNERS

Point to the timeline. "Day 14 is brightness emerging — stick with it." Result: fewer refunds, higher reviews.

03

30-DAY REORDER CYCLE

Tube finishes on schedule. Repurchase prompt is natural, not pushy. Predictable counter footfall every 30 days.

04

SINGLE-SKU SIMPLICITY

One price, one facing, one talking-track. Counter staff don't need ingredient training. Inventory math is trivial.

09 · THE DEMAND PROOF

The product is already moving on D2C. Channel is the next phase, not the test phase.

We did not push into distribution blind. TrueCare Cream was tested, refined, and proven on our direct-to-consumer channel **before** we approached the first distributor.

5,000+

TUBES SHIPPED
D2C LAUNCH

4.6★

RATING ACROSS
5,247 REVIEWS

93%

"SIMPLIFIED
MY ROUTINE"

< 2%

D2C
RETURN RATE

Verified customer reviews:

★★★★★

"Three weeks in, my skin doesn't panic anymore. One cream, morning and night."

— Priya S. · Verified Buyer

★★★★★

"Stopped playing chemist in my bathroom. This + face wash + sunscreen. Done."

— Arjun M. · Verified Buyer

★★★★★

"Wedding prep was supposed to be 8 facials. Used TrueCare 3 weeks instead. Best decision."

— Meera K. · Verified Buyer

Active brand search is growing:

Google Trends shows "CareOne TrueCare," "CareOne cream review," and related branded queries growing month-on-month. Customers are already asking for TrueCare Cream by name. The 20% marketing reinvestment commitment (see page 12) will accelerate that demand into your specific territory.

"You are not building demand from zero. You are stepping into demand that already exists."

10 • NAMED HONESTLY

The four problems every skincare distributor faces. Named, then solved.

Across hundreds of conversations with distributors, super-stockists, pharmacy chain buyers, and retail owners — the same four problems come up. Every. Single. Time. Here is what we solved, and how.

PROBLEM 01 • ONLINE PRICE WAR

A brand sells the same product on Amazon, Flipkart, Nykaa at a 30–40% flash-sale discount. Offline retailer is undercut. Distributor margin collapses. Reorder cycle never comes.

SOLUTION • STRICT PRICE DISCIPLINE

One price held everywhere — ₹699. All online marketplace listings (Amazon, Flipkart, JioMart, Blinkit) operated centrally by CareOne — no grey sellers, no flash drops. Channel-conflict resolution is contractual. *Full mechanics on page 12.*

PROBLEM 02 • NO MARKETING SUPPORT

Brand signs distributor with big promises. Two months later — silence. No ads, no promoters, no demand generation. Stock sits. Distributor is left pushing to retailers who have never heard of the brand.

SOLUTION • 20% REINVESTMENT, CONTRACTUAL

For every ₹1 lakh of stock you order, we reinvest ₹20,000 back into geo-targeted marketing in your territory. Tied to every order, not just the first. Reported quarterly. *Full breakdown on page 14.*

PROBLEM 03 • FAKE & DUPLICATE PRODUCTS

Every successful brand attracts counterfeits within 90 days. Customers buy duplicate, get bad result, blame the genuine brand. Distributor's territory gets polluted with fake stock he didn't supply.

SOLUTION • 3-LAYER ANTI-COUNTERFEIT

(1) Tamper-evident packaging + batch number + QR-code verification at careone.in/verify. **(2)** Authorised-distributor-only supply chain. **(3)** Active brand-protection workflow — counterfeit listings escalated for legal de-listing.

PROBLEM 04 • QUALITY COMPLAINTS & RETURNS

Skincare has the highest return rate in FMCG. "My skin broke out." "I want my money back." Distributor becomes the customer-service desk — handling complaints, reverse logistics, damaged packaging. None of it is in the contract.

SOLUTION • DIRECT CARE, <2% RETURN

Every tube carries our email + WhatsApp + 24-hour response guarantee. **Complaints route to CareOne, not you.** Reverse logistics is our responsibility. Damaged-in-transit replacements are pre-funded. You stock and sell — that is the entire job.

"If the same four problems break the same partnerships every year, the brand isn't the victim. The brand is the problem. We built CareOne specifically to solve all four."

— 11 • THE MECHANICS

The 4-layer channel-protection system, in operational detail.

A • Price Discipline — how we hold the line:

L1 One held price, across every channel. MRP context, made clear.

The pack carries a printed **MRP of ₹999** — this is the legal maximum retail price displayed on every tube. The **held selling price is ₹699** and it is the same across every channel we operate — D2C website, Amazon, Flipkart, JioMart, Blinkit, and every offline counter we stock. No "launch sale," no "festival discount," no flash drops below ₹699 — and no channel pricing above it either. The ₹300 differential between MRP and held selling is a permanent customer-perceived 30% saving that your retailer can pitch at the counter every single day. All trade margin math in this brochure is calculated off the held selling price of ₹699 — that is the real-world reference for your business.

L2 Marketplace listings are operated by CareOne directly.

We do not allow third-party sellers, grey-market re-listers, or unauthorised resellers on Amazon, Flipkart, JioMart, or Blinkit. All listings are operated centrally by CareOne. This eliminates the "seller war" that erodes prices on most brands.

L3 Distributor landing price is protected — by contract.

Your landing price (~₹420) is set well below the held online selling price (₹699), contractually guaranteeing that your retailer can always meet — and never has to beat — the online price without breaking your margin. The math is engineered so every tier of the chain wins on the same SKU.

L4 Channel-conflict escalation.

If a channel partner reports an unauthorised listing or a competing seller breaking the held ₹699 price, our channel team investigates and pursues delisting. Resolutions typically close within days, not weeks. The distributor is not left chasing customer service.

B • Why this is structurally different from any other brand's "marketing support":

Most brands run marketing as a separate cost centre that is budgeted, slashed, and renegotiated quarterly. When sales miss target, the first thing cut is the channel marketing budget. The distributor finds out only after his territory has been de-prioritised.

CareOne ties marketing spend directly to your order value. The two cannot be separated. If you keep ordering, the marketing keeps running. If marketing dries up, it's because the orders dried up — and that won't happen, because the marketing is driving the orders. It is a closed-loop demand engine. Order in → marketing out → demand back → reorder.

"You are not buying stock. You are buying stock plus a marketing engine. The 20% is not a discount on your order. It is your demand insurance policy."

— 12 • THE NUMBERS

Six numbers that make this the strongest distributor offer in Indian skincare today.

Now that you understand the brand, the product, and how we solve the four chronic problems of distribution — the commercial terms become straightforward to evaluate.

TERM	VALUE	WHY IT MATTERS TO YOU
01 • Margin	Up to 40% off held retail (₹699)	Among the strongest in Indian skincare. Mass FMCG offers 18–28% gross trade margin; mid-tier D2C 25–32%. We offer up to 40% on the full trade chain because we are committed to building partner wealth, not extracting it.
02 • MOQ	250–500 units, first order	Low entry barrier vs FMCG-grade brands demanding 1,000+ upfront. Designed so a new partner can validate sell-through in their territory without sinking heavy capital on Day 1.
03 • Payment	100% advance / cash on order	Clean, fast, no credit-cycle disputes. Standard for new partners across all channels. After 2–3 cycles of established track record, future terms are discussed individually.
04 • Territory	Volume-linked exclusivity	We do not give blanket exclusivity. We do give exclusivity to partners who commit to volume. The more aggressive your commitment, the more protected your territory.
05 • Geography	Pan-India open	Active onboarding across all 28 states and 8 Union Territories. Metros, Tier-1, Tier-2, Tier-3 — all open. First-mover advantage applies.
06 • Marketing Reinvestment	20% of every order	For every ₹1,00,000 of stock you order, ₹20,000 is reinvested into geo-targeted social, YouTube, and TV-commercial campaigns in your territory. Tied to every order, not just the first.

Up to 40%

MARGIN OFF HELD RETAIL (₹699)

Among the strongest in Indian skincare. Built so partners win compounding — not just on Day 1.

13 · SHOW THE MONEY

What 500 units actually look like on your balance sheet.

Indicative unit economics on a single 50g TrueCare Cream unit. Pack MRP (printed legal label) is ₹999. Held selling price across every channel (D2C, Amazon, Flipkart, JioMart, Blinkit, offline) is ₹699. All distributor and retailer trade math below is calculated off this ₹699 held selling price — the real-world reference for your business. These numbers assume a first-order tier — improvements compound at higher volume tiers and across consecutive reorders.

SUPER-STOCKIST / REGIONAL DISTRIBUTOR

Pack MRP (printed label)	₹999
Held retail (every channel)	₹699
Your landing 40% off held	~₹420
Sell-to-retailer 20% off held	~₹560

Your margin / unit ₹140

Plus quarterly volume rebates & secondary-scheme support.

RETAILER / PHARMACY / SUB-STOCKIST

Pack MRP (printed label)	₹999
Held retail (every channel)	₹699
Your landing 20% off held	~₹560
Counter price (customer pays)	₹699

Your margin / unit ₹140

Plus secondary scheme (free goods on bulk uptake).

₹2.8 Lakh

ANNUAL MARGIN · 500-UNIT QUARTERLY REORDER CYCLE

Plus ₹42K–₹56K per cycle of geo-targeted territory marketing CareOne deploys in your geography — fully funded, fully tracked.

All numbers indicative. Final landing price, scheme structure, and territory exclusivity are formalised in the partnership agreement signed at the end of Step 2 of the onboarding process (see page 16). Higher volume commitments unlock better landing terms — case-by-case.

14 · THE LONG GAME

The brand a distributor signs today is the brand they ride for the next decade.

TrueCare Cream is the entry point — not the entire CareOne lineup. Our roadmap is built around disciplined expansion of a small, well-tested catalogue. Distributors who partner early gain **category-leadership terms** on the products that follow.

2026
H1 · NOW

TrueCare Cream pan-India rollout.

Active onboarding across all 28 states & 8 Union Territories. Modern Trade, pharmacy chain, and quick-commerce listings going live.

2026
H2

CareOne TrueCare Cleanser + TrueCare SPF.

Two companion SKUs — the only additions to the CareOne lineup in 2026. Tier-2 & Tier-3 deep penetration via existing channel partners. **First right of refusal** on these launches goes to partners who established TrueCare Cream in their territory.

2027
FULL YEAR

Targeted body-care line extension.

Salon & dermatologist-clinic channel programme. Regional language pack variants for deeper Bharat penetration. Early TrueCare channel partners get first right of refusal on the body-care launches.

"TrueCare Cream is not the only thing we are building. It is the first thing — and the door early channel partners walk through to get first-right on everything that follows."

15 · NEXT STEPS

Three steps from this brochure to a signed partnership.

WEEK 1

1 Initial conversation.

A 30–45 minute call or in-person meeting with our channel team. We walk through your territory, existing infrastructure, and confirm volume commitment + territory protection.

WEEK 2 – 3

2 Commercial sheet + pilot order.

We share a customised commercial sheet — your specific landing price, scheme structure, and marketing deployment plan. First order of 250–500 units placed with 100% advance. Stock dispatched within 7 working days.

WEEK 3 – 4 ONWARDS

3 Launch + 20% marketing activation.

Branded display material shipped. Sales team trained. 20% of your order value deployed into geo-targeted social, YouTube, and TV-commercial campaigns in your territory. First reorder cycle typically begins in Week 8 – 10.

CareOne Channel Partnership Desk

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HOURS

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GSTIN

19AAVFC7734J1ZO

UDYAM

UDYAM-WB-10-0181303

MFG

GMP · BIS · CDSCO

MADE IN

India · 100%

— THE CLOSING NOTE —

"The biggest brands in Indian FMCG were not built by the biggest companies. They were built by the distributors who saw the gap first, stocked it early, and rode the demand curve up."



**TrueCare is that gap.
CareOne is that brand.
The next 100 channel partners
decide the rest.**

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