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Distributor / Distribution Agreement

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts a distribution agreement with each term separate — territory and products, margin and scheme terms, targets, credit and security deposit, stock and returns, exclusivity, and termination — so the distributor relationship is unambiguous. Use it to appoint a distributor. For the appointment pitch use the Distributor Appointment Kit.

Purpose of this tool & output

Appoint a distributor on clear discrete terms

How the output is used

Use the draft to appoint a distributor on clear discrete terms — territory, targets, credit, margins and termination — then have a lawyer review it.

Who receives it

The agreement is between the brand/company and the distributor; each keeps a signed copy.

Fees & charges

Stamp duty per your state stamp act; GST is handled in invoicing, and a security deposit is often payable to the company.

Who should vet it

A lawyer, to check the credit exposure, territory-exclusivity, claims and termination clauses before signing.

Important cautions

AI-generated draft; a lawyer should review, especially exclusivity, deposit and termination/buyback terms.

Companion documents

- Super-Stockist / Sub-Stockist Agreement
- Co-Packing / Contract Manufacturing Agreement
- Raw Material Supply Agreement
- Modern Trade Listing / Vendor Agreement
- Influencer / Creator Agreement
- Confidentiality / Recipe NDA

processes vary by state and change over time — confirm with your state authority.
