



ALL INDIA CONSUMER PRODUCTS DISTRIBUTORS FEDERATION

FMCG & TELECOM TRADE

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Open letter to all FMCG companies

Date 24/8/2021

Dear patron,

Distributors are the link which is always working for small, big, retail, wholesale shopkeeper approx 8 million of such retailer's strong chain of network to reach the company's merchandise to the customer in true sense.

Distributor who buys produce against advance payment from the company and distributes them in market at his own expense on credit. Distributor salesman, helper, driver, hamal, and Accountant employs many such people and the retailers are the chain together involved in the entire process there are 4 lakh distributors across the country.

Distributor who sells every single product of the company day and night in the market and makes it a brand one actuality is that, the distributor is one of the main prerequisites in FMCG trade who plays a foremost role in product availability, building brands in the market and strengthens the company. In spite of dedication and hard work the entrepreneurs are penalized in various policies those are implemented by the company without concerning the people concerned. Distributor is truly the unique, valuable link for the economy which connects the company with the end consumer.

But today entire distributor's fraternity is in danger due to a handful of capitalists, talabani tendency as some B2B companies like Jiomart, Walmart, Metro Cash n Carry, Booker, elasticrun, udan etc. have come down to destroy this business. Due to this the big capitalist eB2B companies by way of flaunting law and using all unethical and predatory tactics to establish monopoly and destroy age old distribution network business which will be completely smashed resulting into huge unemployment.

The demanding nature of the company has lead to huge infrastructure and financial investments, attracting financial institutions to be a part & parcel of the above investments which is speculated to be in danger too.

We distributors are united, and we will resist such supremacy with full strength, there is huge dissatisfaction among the distributors against HUL and soon the talk of agitation all over the country is gaining momentum.

We request all the FMCG companies on behalf of the organization that if any company has made any such agreement or has the intention to do it in the coming time, and then they should know that the organization will take stern steps against such companies.

There will be protest against this company, the agreement of Jiomart and HUL is inequitable, deceptive, stratagem which will make lakhs of people unemployed, bankrupt as well as it will have a deep impact on the livelihood of all the people associated with the distribution business and their families. Financial institutions who have hugely invested in this sector will be chancy.

The supplies will reach the large and preferred trader's, but the goods will stop reaching the small vendors, micro vendors, small companies will also be affected, and only one important link in the chain of public distribution system will diminish eventually and left to the mercy of this predatory ecommerce companies monopolizing the trade.

Humble appeal to all the companies, officers of the companies, shareholders, investors, financial institutions and the government should seriously consider this matter, and have foresight on the outcome of this entire course of events.

Our federation is committed to assure stability to our members and protect their interest by mediating to co-ordinate with the company and resolve the issues amicably. As a last resort we assure to initiate every step in this conflict to safeguard their business which hopefully will not reach to that extent.



Dhairiyashil H Patil
President

The All India Consumer Products Distributors Federation (AICPDF)