

Become our



Pandiyar Kudil (PK) is a agro retail company that purchases products directly from farmers, farmer producer organizations and others in the erstwhile Pandiya Kingdom of Tamilnadu and delivers these products to consumers. The company uses technology to cut across the supply chain by eliminating middle men and deliver good quality products to consumers with reduced delivery time.

Become our Reseller



- We purchase from farmers, farmer producer organizations and aggregators directly.
- We cut across the supply chain to eliminate middle men to bring quality products at attractive prices and reduce the time from farm to home.
- We deliver products directly to our resellers offices with attractive discounts.
- We support our resellers with digital marketing support to enhance their marketing and sales pitch.

Become our Reseller Who with T



PANDIYAR KUDIL™

- Any individual who wishes to earn additional income by marketing these products.
- The individual must have the time and contacts in high rise apartments and local housing associations and must be capable of leveraging these contacts for developing the business.
- The relationship will be purely based on performance and will be continued with people who can achieve targets.
- We support our resellers with digital marketing support to enhance their marketing and sales pitch.
- The company reserves the right to revoke the reseller ship without assigning any reason and reassign the reseller ship to any other person of its choice.
- The reseller shall not work with similar sales organizations that market similar or same products during the term of the reseller ship.
- The Maximum Retail Price (MRP) will be fixed by Pandiyar Kudil.

Become our Reseller



- Pandiyar Kudil (PK) has introduced 2 products for now. The company sources Tamarind (Puli) and Ulundu (whole) dal and distributes it to consumers.
- The company will introduce 5 more products in the next 3 months.
- The current business model is a B2C model. The company will also introduce a B2B model to distribute products to retailers.

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Pandiyar Kudil Agro Retail

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