



nia.one

The direct-to-migrant worker channel.

A measurable last-mile route for mass-market brands to reach India's industrial workforce.

10,000

members, next month

+2,000

net adds / month

4

corridors
North · West · South · SE

Sales with purpose. Built for scale.



The consumer you want is concentrated, but still hard to reach

10,000

-member direct channel, coming online next month

Each Nest is a worker living minutes from the factory gate. Nia turns dispersed dormitory demand into one organised channel.

ONE OPERATING LAYER ACROSS FOUR INDUSTRIAL THEATRES

Rajputana (NCR)	North
Deccan (Pune–Chakan)	West
Wellington (Bengaluru–Hosur)	South
Coromandel (Chennai–Sriperumbudur)	South-east

One relationship. Multiple corridors. Repeatable expansion.

Demand here is structural, not speculative

10,000

members within the next month,
addressable through one relationship.

On-site

Members buy their essentials where they
sleep, every day, not across scattered
kirana and unbranded retail.

Cooking-free

In-Nest cooking is barred since Jun 2026
for safety. Packaged staples and ready
meals shift from nice-to-have to necessity.

What we do not yet have: brand-level sell-through. That is exactly what a pilot produces: real orders, baskets and repeat, per SKU.

The product is never “just” a product.

When someone lives far from home, a familiar and trusted brand is a small piece of continuity.

Genuine essentials at a fair price mean a member spends less here and sends more home.

Every rupee saved on soap, detergent and staples is a rupee that reaches the family.

FAMILIAR

The brands people already know

GENUINE

Original products, supplied directly

WITHIN REACH

Fair pricing where availability is patchy

Purpose is not an add-on. It is the reason the channel earns trust.

Direct supply converts trust into measurable, repeatable sales

FOR THE BRAND

Incremental revenue

A concentrated, repeat-driven route to a base that is costly to reach store by store. No new capex.

Cleaner control

Assortment, pricing and genuine-product assurance stay with the brand.

FOR THE MEMBER

Trusted essentials

Known brands available where members live, without searching unfamiliar retail networks.

Better value

Direct supply can reduce channel leakage and create visible member savings.

FOR NIA

A stronger membership

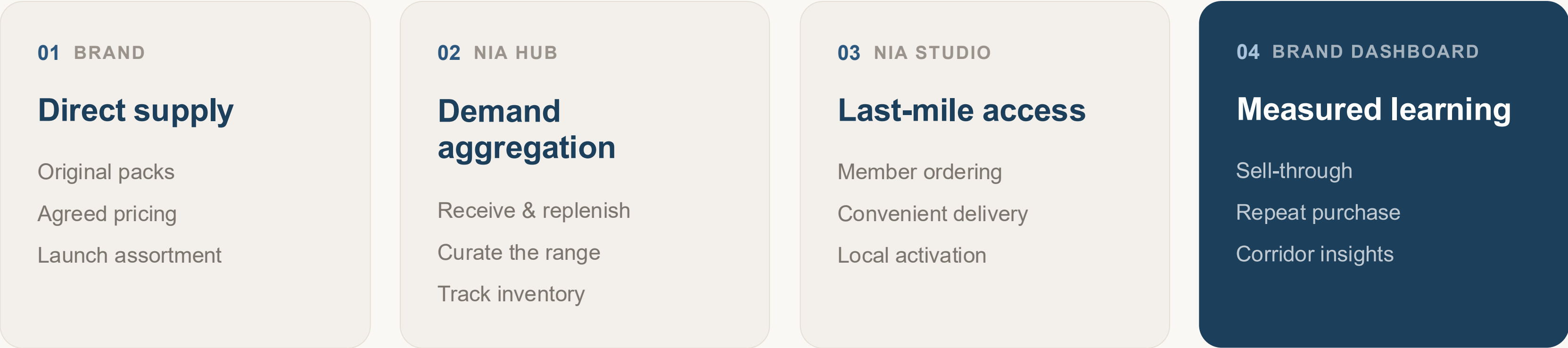
Everyday needs become part of one reliable living-and-work ecosystem.

Demand intelligence

We aggregate orders, manage the last mile and report what sells and repeats.

Nia owns the difficult last mile; the brand keeps its identity

No private label required. No new store network to build.



One commercial relationship can then expand corridor by corridor.

Simple commercial mechanics, agreed before launch

Nia sells the basket. Nia never owns it. The brand keeps identity, pricing and margin control.

Inventory & ownership

Brand or its distributor owns the stock, supplied on consignment to the Nia hub. Nia does not take title to inventory.

Invoicing & payment

Nia bills the member through the member wallet and remits to the brand on agreed terms. Consignment model to start.

Margin

Brand sets pack-price and MRP. Nia earns a channel margin on trusted access, target 10–15%.

MOQ & replenishment

Agreed MOQ per SKU; replenishment SLA of 48–72 hours to the Nia hub.

Returns, damage, expiry

Unsold or expired stock returnable under consignment; transit damage on the supplier; Nia manages last-mile handling.

GST & reporting

GST-compliant invoicing throughout. Brand dashboard reports sell-through, repeat and corridor mix.

Indicative terms for discussion; agreed with the brand before launch.

Essentials earn frequency, and trust

01 Personal care

02 Home hygiene

03 Laundry & cleaning

04 Grooming

05 Nutrition & beverages

06 Women's essentials

THE RANGE PRINCIPLE

Curated beats endless.

01 **Recognisable heroes**

Lead with the SKUs members already ask for and trust.

02 **Right pack-price**

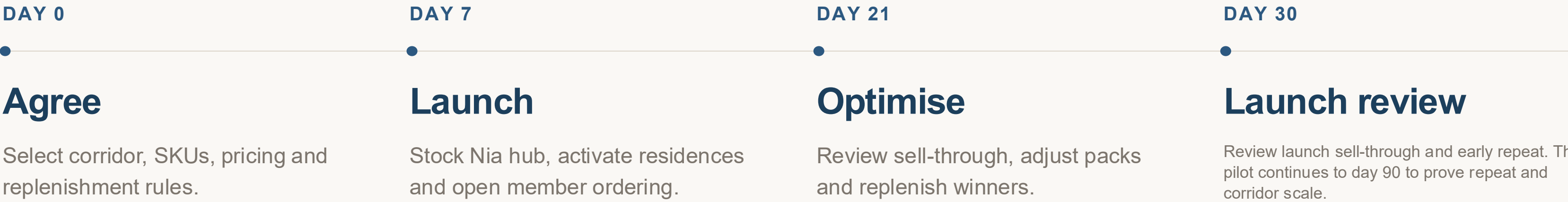
Match monthly cash flows and the realities of shared living.

Launch narrow. Learn fast. Expand on repeat.

A 90-day pilot, with a 30-day launch review

PROPOSED PILOT SCOPE

1 corridor 1,000 members 10–15 hero SKUs 90 days



The 90-day pilot proves sell-through, repeat and corridor scalability; the 30-day launch review is the first checkpoint.

We will prove the channel with sales data, not anecdotes

MEASURE	WHAT IT TELLS US	TARGET
Sell-through	Whether the selected pack-price and assortment fit demand	≥ 70% sell-through
Repeat purchase	Whether the channel is building habit, not just trial	≥ 15% repeat / 45 days
Member reach	How many eligible members bought at least once	≥ 25% member reach
Member savings	Value delivered vs the local reference price	Visible vs local price
Fill rate	Whether supply and replenishment can keep pace	≥ 95% fill rate
Trust signals	Returns, complaints, authenticity incidents	Zero authenticity flags

The result: a corridor-level scale decision and a fact base for the next launch.



Choose one corridor. Diligence the channel with us.

Four questions take us from interest to a launch decision:

- 01 Which corridor and member cohort fit your brand?
- 02 Which 10–15 hero SKUs and pack-prices should we examine?
- 03 What commercial structure works for both sides?
- 04 What must be true to approve a 90-day pilot?

10K

members, next month

then +2K / month

Diligence now. Launch next month. Scale with the network.