



Dear Ones

Thank you for expressing your interest in partnering with hfnlife. This endeavor which is only a few months old is beginning to make its mark in contribution to the Heartfulness movement.

After two successful chapters of hfnlife as an experience store in July and September celebrations, we continue to strive towards our purpose of establishing hfnlife as a steady stream of contribution to the mission.

As a partner with hfnlife, you get a unique platform to participate in the mission's growth story- by contributing a share of your sale at the hfnlife store at the bhandara whilst selling a spectrum of high quality products to a large gathering of abhyasis

[In this document, we would like to share with you a detailed account of how the partner onboarding journey unfolds in hfnlife](#)



To facilitate a smooth onboarding process for all our partners at our experience store at Kanha, Hyderabad, below is a specific list of requirements and information.



Before the celebration



Commercial Discussion and on-boarding : The aspect that hfnlife must generate financial contribution to support our free activities is firmly set in the execution of hfnlife. The foremost step in the partner onboarding process is commercial structure. We welcome the partner to suggest the margin contribution, however to make this effective, we recommend a minimum margin upwards of 30% of sale value. The relationship manager assigned to the partner will assist in the closure of commercial agreement to conclude step 1 of the onboarding process



Catalog Preparation : To ensure smooth and seamless integration of the products for sale at the bhandara, catalog preparation is a vital step. The partner will be required to prepare a simple catalog with items capturing product type, specifications, cost price, selling price, CGST, SGST and the like.



Space Allocation & Payment : Floor space at the store will be available on a chargeable basis. Partners are requested to revert with their preference in size of the stall once available kiosk space matrix is shared. A priority number will be assigned on the of basis receipt of payment for the floor space. Allocation in terms of presence of stall in the store will be based on the priority number.



Other onsite requirements : A rental equipment catalog will be made available for racks, dress forms, lights, extra tables & chairs . Any item required outside of the rental catalog will need to be informed to the RM in advance. The additional props will be against a charge borne by the Partner. Delivery of the rental equipment in catalog will be made post payment.



Marketing & Branding: Partners are encouraged to get their own signage for display at the stall. Please involve the RM in the sales strategy and display plan so that the RM can confirm the feasibility and help ideate before the bhandara.

During & After celebration

The store will open from Jan 20th to 24th, Partners are requested to arrive by Jan 18th and no later than Jan 19th noon.



Volunteer Management : We require partners to get along with them sales staff to assist them in sale of products. There will be hfnlife volunteers but we will not be able to provide volunteers for selling at the stall.



Payment/ Account Information : We require Partners to share the payment bank details, GST related information well in advance with the relationship manager well in time to ensure seamless post celebration account reconciliation



Inventory Management : Partners can start couriering their inventory such that it arrives at Kanha after Jan 15th but no later than Jan 19th. Any unsold inventory will need to be couriered back by the Partner. hfnlife can help introduce you to courier companies, but the responsibility for the inventory shipment will be with the Partner. There will be a storage facility 5 minutes away from the store with transportation available only once a day.

We will have a volunteer assigned as a Relationship Manager to handhold you through the process. We will have periodic conference calls with the larger hfnlife team to answer any questions you may have.

The essence of hfnlife lies in bringing our partners, volunteers, abhyasis customers together, working as a large team towards the larger purpose of making hfnlife an enabler for a meteoric rise of Heartfulness Movement and giving each of us the opportunity of leaving our imprint in the mission's growth story!