



Best Buddies

THE PARTNER YOU CAN TRUST



BEST BUDDIES

An eminent sales & marketing consultancy specialising in the cycle industry.

With an aim to **revamp the unorganized cycle industry**, our focus is to uplift the cycle manufacturing companies by **providing marketing assistance & resources** to make the industry **organised and independent**. Our team possesses a cumulative experience of **25 years** in the industry.

We are skilled at maintaining **robust relationships** with dealers & merchantile agents, and this has garnered us **long-term associations** in the industry. With our **assistance and support**, the cycle manufacturers are able to execute their operations in a **secure & ethical manner**.



SALES & MARKETING SERVICES



SECURE & ETHICAL OPERATING SYSTEMS



SETTING CYCLE INDUSTRY STANDARDS

LEADERSHIP

Expertise of more than 28 years in sales & marketing with 20 years solely in the cycle industry

Best Buddies envision becoming a **trusted partner of cycle manufacturing companies** under the **dynamic leadership** of our promoter, Mr. Amit Srivastava. He has played crucial roles in renowned companies like **T.I. Cycles of India** (Murugappa Group) as a state head, **Atlas Cycles** (Haryana) as **GM Sales & Marketing**, **AVON Cycles** as a **Vice President of Sales**, etc. He is the guiding light of Best Buddies.

Best Buddies is skilled in the **formulation of exceptional business development** strategies. Best Buddies focuses on transforming the industry and turning the loopholes of the industry into the **biggest assets & strengths**.

“ We don't do different things, we do things differently! ”

AMIT SRIVASTAVA
Founder, Best Buddies



Mr. Amit Srivastava has worked in the top-level management for some of the leading bicycle brands in India.



AVON CYCLES
VICE PRESIDENT OF SALES



T.I. CYCLES OF INDIA
STATE HEAD



ATLAS CYCLES HARYANA
GM SALES & MARKETING

OUR PHILOSOPHY

Our transparent business ethics and structured systems have been the talk of the town



MISSION

To provide a **systematic platform** for cycle manufacturers & mercantile agents to run their businesses in a **secure, profitable & sustainable** way.



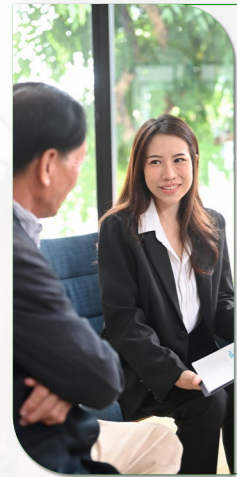
VISION

To integrate the **cycle industry** & create an **organised platform** for the unorganized cycle sector. We aim to **transform the cycle industry** by implementing three stages



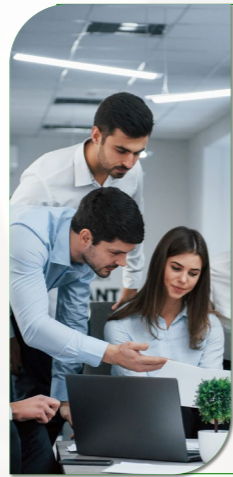
STAGE-1

Providing **sales & marketing** consultancy to cycle manufacturers by **onboarding mercantile agents with Best Buddies**. We **supervise & train** the manufacturers to **increase their operational efficiency**.



STAGE-2

Providing **mercantile agents** with a **systematic platform** by empowering them to drive the market as per their **decisions & experience**. We aim to **uplift the agents** by complying with the laws and maintaining **proper contracts & agreements**, also helping them with **proper GST registrations or ITR filings**.



STAGE-3

To **target big players** and execute their **sales & marketing operations** across India. We aim to **transform the cycle industry** with our **unique strategies & innovative marketing solutions**. Best Buddies aims to make the Indian cycle industry reach at the **top position** in the world.



CORE VALUES

Best Buddies strongly adheres to its **work culture & ethics**. Our principles, **integrity, passion, and commitment** towards work makes us stand out from the crowd. We have developed a **collaborative work environment** where individuals have expertise in their respective fields and carry out their tasks with **utmost sincerity and dedication**. Our **strong core values** are the backbone of our company, helping us carry out our operations effectively.



TEAM WORK

Best Buddies **believes in teamwork** and ensures proper coordination with the team at all levels to **bring out the best output**.



INTEGRITY & INNOVATION

We **carry out our operations with integrity**. Innovation is an integral part of Best Buddies, and we continuously bring **creative & innovative** marketing solutions to our clients.



TRUST AND COMMITMENT

We believe in **developing trust** among our clients by strongly following our business ethics.



TRANSPARENCY

We believe in **100% transparency** and maintain a structured communication system with the manufacturers and agents.

WHY US?

Ensuring to provide the **best sales & marketing services** with a **secure payment policy**

We provide **consolidated marketing strategies** to the cycle manufacturers to execute their business operations in a **secured & systematic manner** which is not possible while dealing with the mercantile agents.

With Best Buddies, not only the cycle manufacturers are benefited, but mercantile agents are also growing. Ensuring to provide **the best sales & marketing services** with **secure payment policy**, we strive to become the **top brand in India**.



MERCANTILE AGENTS VS BEST BUDDIES

Professional technology driven solutions replacing the traditional approach.

ISSUES WITH MERCANTILE AGENTS	SOLUTIONS PROVIDED BY BEST BUDDIES
> Unsecured payment terms	> Secured payment terms
> No agreements	> Authentic agreements & contracts
> No GST/ ITR Filing	> GST Filing/ ITR Filing
> No answerability because of lack of agreement	> Commitment & answerability as per the contract
> Payment risk is involved	> No payment risk is involved
> No written payment terms	> Secure payment terms in writing
> No systematic structure or planning to discuss about the ongoing trends & changing business environment	> Quarterly meetings with the Best Buddies team & manufacturers regarding changing market trends with proper systems & planning

*We envision becoming a **trustworthy partner** for cycle manufacturers*

With a **systematic approach**, we have tapped the **full potential of the mercantile agents** of the cycle industry by providing them with an **organised platform** to deal with the channel partners.

With years of **hard work and conceptualisation**, we have reached a position where we have accumulated all the manufacturers in one place and **supervised them** to carry out their activities in an organised way.



SALES & MARKETING CONSULTANCY

> *Utilising our expertise, we provide sales & marketing consultancy to the cycle manufacturers.*

OMNI-CHANNEL PLATFORM

> *Striving to revolutionise the industry, we provide a systematic platform to cycle manufacturers & agents, enabling them to deal in a secure and structured manner.*



EXECUTION OF SALES & MARKETING

> *We hold the responsibility to analyse, market, & execute the sales operation of the manufacturers without any risk & hassles.*

TRAINING & DEVELOPMENT

> *We supervise, train and assist the cycle manufacturers to build their brand in the market.*



Moving on the path to transfigure the Indian cycle industry by utilising crucial resources & turning weaknesses into strengths and reach the top position in the world.



