



PARVATI
TRADING COMPANY

CORPORATE PROFILE

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Our Company

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Our Milestone

Who We Are

Today, Parvati Trading Company (PTC) is a Sydney-based wholesale distribution company specialising in a diverse range of branded fast-moving consumer goods (FMCG) products. Founded in 2010, our company's roots were in the heart of Australian trade for food & non-food items with a "customer-first" approach. Over the years, PTC has grown from two founders into one of Sydney's largest leading FMCG distributors – maintaining that same ethos of customer satisfaction & operational excellence has propelled PTC into the forefront of wholesale FMCG trade in Australia.

Our mission is to provide top-quality products at competitive prices, ensuring that both customers & brand partners benefit from superior service, reliability & market presence. As a trusted industry leader for over 25 years, we continuously strive to enhance operational efficiency, innovation & excellence in wholesale distribution.

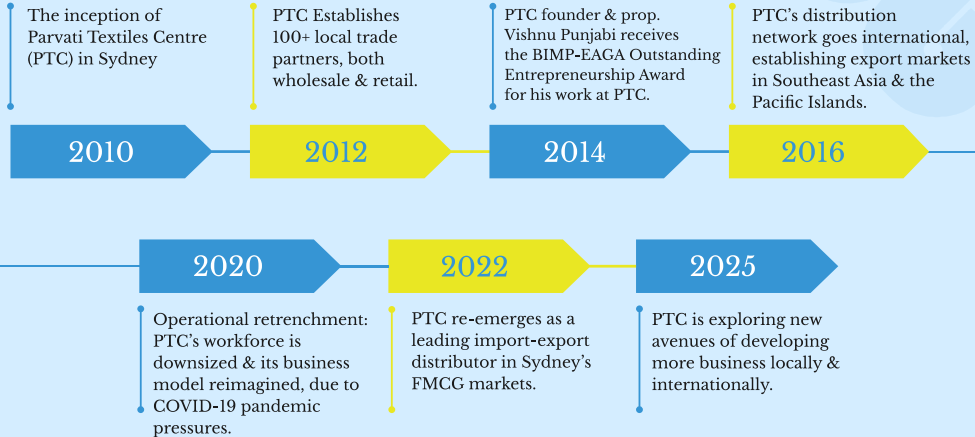
What We Do

At PTC, the customer experience is everything. We ensure that your brands maintain a strong & consistent presence in our serviced markets, with products available at the best price & quality. Our extensive 98% market coverages includes ☐ supermarkets, department stores; mini-marts; independent grocers; hotels, restaurants; cafes, bakeries & cooperative societies.

Our omni-channel distribution network caters to all needs in FMCG, ensuring a seamless supply chain for essential products for foods, beverages, personal care, household goods & much more. With a commitment to speed, efficiency & service excellence, PTC continues to set new benchmarks in FMCG wholesale, solidifying its reputation as a market leader in the region.



Our Beginnings



Business Facts & Figures

Annual Revenue

AUD \$4-5 million

Annual Container Turnover

40-50 containers (20-footers)

Warehouse Capacity

50,000 sqft. / 3,000 pallet locations

Local & Global Affiliates

200+(Sydney, Melbourne, Brunei)

Client Network

15+ partners (nationwide)

Brand Portfolio

30 leading brands

Distribution Channels

5 (delivery trucks, vans & transport vehicles)

Industry Recognition

Founder awarded Top Entrepreneur at the 2014 BIMP-EAGA Awards

With a robust operational infrastructure, extensive supply chain & strong market presence, PTC continues to be a leader in wholesale FMCG distribution across Southeast Asia & Australia.

Home Market Profile



Demographics

Total Population : 5,250,000
Language : English
Religion : Caucasian (55%), Chinese (7%)
Indian (5%) & other



Economic Indicators

Currency : Australian Dollar



Retail & Hospitality Landscape

Franchises : 1,000+
Supermarkets : 3000+
Mini-Marts : 500+
Independent Stores : 500+
Restaurants : 10,000+
Cafés : 2,000+
Hotels and Motels : 100+
Premium Hotels : 50+



Franchise Presence

Brunei hosts a variety of international franchises, including: Starbucks, Mc Donald's KFC, Pizza Hut The Coffee Bean & Tea Leaf Burger King, Jollibee, Fish & Co., Gloria Jean's Coffees.

“Overall, the market of Sydney presents a strong & dynamic environment for large-scale product distribution & diversification; characterized by its geographical proximity to Oceanic trade channels, a well-educated population, & pro-commerce government.”

Our Leadership

At Parvati Textiles Centre, visionary leadership has been the driving force behind our 45-year growth & success. Our leaders are committed to excellence, innovation & customer-centricity, shaping PTC into a dominant force in the FMCG distribution sector.



"Business has a responsibility to give back to the community."

As Managing Director, Manish Punjabi drives PTC's strategic growth & market expansion, ensuring the company is constantly seeking new avenues to become a household name for its customers. His leadership fosters strong industry-best partnerships & corporate social responsibility, reinforcing PTC's commitment to sustainable business practices & community engagement.

-Manish Punjabi
Founder & Managing Director



"The most important thing is delivering a first-rate customer experience."

With a sharp focus on operational excellence & customer satisfaction, Hemant Punjabi plays a key role in streamlining PTC's supply chain, distribution efficiency, & service innovation. His leadership ensures that PTC continues to deliver premium products with utmost speed, reliability & quality.

-Hemant Punjabi
Founder & Managing Director

Our Team



Our Pride - A Significant Recognition



The Asia Pacific Entrepreneurship Awards (APEA) is a prestigious recognition that honors exceptional business leaders who demonstrate outstanding performance, innovation, and resilience in building successful enterprises across the Asia-Pacific region. With participation from 16 countries annually, APEA stands as one of the most renowned and distinguished awards in Asia.

In 2015, Vishnu Punjabi, the visionary founder of Parvati Textile Centre (PTC), was honored with the **Outstanding Category Award** at the APEA, alongside other esteemed business leaders from the Brunei, Indonesia, Malaysia and the Philippines-East ASEAN Growth Area (BIMP-EAGA).



From its inception in 1980, PTC has grown into a dominant force in the Fast-Moving Consumer Goods (FMCG) industry, providing high-quality essential products to diverse consumer segments. Under Vishnu Punjabi's leadership, PTC has built a well-diversified product portfolio, ensuring daily necessities reach households, businesses and industries seamlessly.

This prestigious recognition reflects PTC's unwavering commitment to excellence, innovation, and sustainable business growth. With a strong foundation and an ambitious vision for the future, PTC continues to push boundaries, expand its market reach, and set new benchmarks in the FMCG sector across Southeast Asia.

Our Future Expansion

At Parvati Trading Company (PTC), we are committed to driving sustainable growth, market expansion, and industry diversification. Our vision is to establish PTC as a household name synonymous with major international brands, ensuring our continued leadership in the FMCG sector and beyond.

- **Industry Diversification** : We intend to grow our business into a household name that is synonymous with major international brands.
- **Geographical Expansion** : We intend to penetrate new metropolitan cities across Australia, such as Brisbane, Perth, Adelaide & more.
- **Strengthening Supply Chain & Logistics** : We intend to enhance our distribution processes.
- **Strategic Partnerships & Acquisitions** : We intend to enhance our value-added services.

With a strong foundation and a forward-thinking approach, PTC continues to explore new opportunities, strengthen its industry leadership, and drive future growth in the global marketplace.

Our Product & Brand Portfolio

At Parvati Trading Company (PTC), we take pride in offering a diverse range of high-quality products across multiple categories, sourced from leading global manufacturers. Our portfolio includes renowned international brands, in-house labels, and exclusive agency partnerships, ensuring the highest standards of quality, freshness, and reliability for our customers.

Food & Beverages

We supply a premium selection of global food brands, including Bundaberg, Edgell, Ferrero, Kinder, Leggo's, Lipton, Lotus, Mars, Moccona, Nestle, Nutella, San Remo, Sanitarium, Saxa, Wrigley and more. These products are household staples, trusted by consumers for their taste and quality.



Non Food Consumer Goods

Our non-food portfolio includes essential household and personal care products from Head & Shoulders, Band-Aid, Bic, Domestos, Libra, Morning Fresh, Mortein, Nurofen, Panadol, Qilton, Radiant, White King and many others. These brands are recognized for their reliability and are widely used in homes and businesses across Brunei.

The logo for BAND-AID, featuring the brand name in bold red capital letters with a blue underline.The logo for Domestos, featuring the brand name in white italicized capital letters inside a blue oval with a red swoosh.The logo for Bic, featuring a small yellow figure holding a torch next to the brand name in bold black capital letters inside a yellow oval.The logo for Libra, featuring the brand name in white cursive script inside a blue brushstroke shape.The logo for Morning Fresh, featuring the brand name in green capital letters with a red swoosh above it.The logo for Mortein, featuring the brand name in white capital letters inside a red shield shape with a black outline.The logo for Nurofen, featuring the brand name in bold red capital letters next to a red and yellow circular graphic.The logo for Panadol, featuring the brand name in red capital letters inside a white shield shape with a black outline.The logo for Qilton, featuring the brand name in white capital letters inside a purple rectangle.The logo for Radiant, featuring the brand name in white capital letters next to a colorful rainbow graphic.The logo for White King, featuring the brand name in white capital letters inside a red shield shape with a black outline.

Our Competitive Edge



We source directly from manufacturers to guarantee maximum freshness & authenticity.



Our products are re-labeled exclusively for Parvati Trading Company to meet market needs.



We distribute both leading global brands & in-house products, ensuring a strong competitive presence.



Every product in our portfolio is carefully selected to meet the industry standards for safety, quality & customer satisfaction.

By continuously expanding our product portfolio, PTC remains committed to delivering excellence, ensuring that households, businesses, and industries in Brunei have access to the best brands from around the world.

Our Go-To Market Strategy

Connecting our Brands to Consumers

Our company ethos of “putting the customers' needs before our own” is at the forefront of our supply chain excellence strategy. Your job is to find & enjoy the products you love, our job is to make sure the brands & products you love are easy to find & ever-present.



Mass Reach Strategies

At Parvati Trading Company (PTC), we believe in creating meaningful engagement with our customers through strategic marketing initiatives, publicity campaigns, and community-driven events. Our approach ensures maximum brand visibility while strengthening our connection with consumers across Australia.

Publicity & Public Relations

THAIFEX Anuga Asia 2023

"In May 2023, PTC co-signed exhibiting in THAIFEX Anuga Asia at Bangkok's Impact Centre with FMCG partner, Treasures Unlimited Pty Ltd. The team primarily promoted our Australian export ranges to the Asian buyer market, as well as networked with industry peers to proliferate our local import ranges for Australia. Overall, THAIFEX gave great international exposure & remains a valuable asset for future business development."



Fine Food Australia 2024

"In September 2024, PTC co-signed exhibiting in the annual Fine Food exhibition at Melbourne's MCEC with FMCG partner, Treasures Unlimited Pty Ltd. The team showcased our top selling brands & promoted our import & export ranges to various industry peers of the Australian & global buyer market. Overall, the Fine Food fair is a consistent bankable point of promotion as it gave Parvati Trading good local exposure & recognition for future trade."



Vendor & Distributor Opportunities

At Parvati Trading Company (PTC), we believe in fostering strong, long-term partnerships with vendors and distributors to create mutually beneficial growth opportunities. With over 40 years of industry expertise, we have established ourselves as the largest distribution company in Brunei, holding a dominant market share of 70% and ensuring 98% local market coverage.

Why Partner with Us

- **Unmatched Market Reach** : Your products will be strategically placed across supermarkets, hypermarkets, mini-marts, independent stores, hotels, and restaurants, ensuring maximum visibility.
- **Established Reputation & Experience** : You can rely on our experience in retail and FMCG distribution, spanning four decades.
- **Comprehensive In-House Operations** : We manage your brands under one roof, including marketing, merchandising, sales, logistics, warehousing, and promotions, ensuring seamless product distribution.
- **Synergistic Trade Relationships** : Your brand will remain ever-present in the market, backed by efficient supply chain management and competitive pricing.
- **Diverse Product Portfolio** : Your brand will be promoted alongside our diverse product portfolio.
- **Commitment to Excellence** : Your brand will be key to achieving high customer satisfaction, supply chain efficiency, product reliability, sustainability, and community engagement, ensuring long-term market success.

Our

Market Presence

Over the next 10 years, Parvati aims to become a key wholesale distributor in Sydney & greater New South Wales.
The team is committed to delivering supply chain excellence in FMCG trade.



PARVATI
TRADING COMPANY

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