

AARNA ROOTS LLC

Master Engagement Outline

Draft Template — standard structure of a buyer engagement

Purpose

This outline describes the standard structure of an Aarna Roots engagement, from initial brief through to a scaled ongoing relationship. It is a discussion starting point, not a binding service agreement.

Engagement Models

- **Product Sourcing** — buyer provides requirement; Aarna Roots sources, costs and delivers.
- **End-to-End Buying Office** — Aarna Roots manages the complete sourcing lifecycle.
- **Category Sourcing Partner** — Aarna Roots owns specific categories within a broader vendor base.
- **India Sourcing Office** — Aarna Roots operates as the buyer's extended India team.
- **Vendor Development Partner** — Aarna Roots builds and qualifies a dedicated supplier base.
- **Consolidated Buying** — multiple categories and factories, one India interface.

Standard Onboarding Path

Brief → Market Assessment → Supplier Mapping → Shortlisting → Sampling → Costing → Factory Validation → Pilot Order → Performance Review → Scale.

Commercial Structure

Aarna Roots' compensation is commission or service-fee based, built transparently into agreed sourcing terms up front. Specific terms are confirmed in a Master Service Agreement prior to the first pilot order.

Confidentiality

All buyer designs, tech packs, pricing and product development information are treated as confidential under a Mutual NDA, executed prior to detailed brief exchange. See the accompanying NDA Template.

Final engagement terms are documented in a Master Service Agreement specific to each buyer relationship.