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Beyond Oil enters Indian market with distribution agreement

The distributor will market, distribute, and sell Beyond Oil’s proprietary oil filtration solution to restaurants across India

By **Shraddha Warde** | March 3, 2025



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Beyond Oil, a food-tech innovation company dedicated to reducing health risks associated with fried food while lowering operational costs, minimising waste, and enhancing sustainability, announced that it has signed a distribution agreement with Deep Frying Solutions Pvt Ltd, a newly formed company based in Gujarat, India.

Under the agreement, the distributor will market, distribute, and sell Beyond Oil's proprietary oil filtration solution to restaurants across India. The agreement includes an initial order of one full 6T container and establishes a structured purchasing plan with a minimum commitment of four 40-foot containers in the first year. Over the five-year term, the agreement outlines minimum cumulative purchase commitments of 57 containers, representing a total contract value of approximately $9.58 million.

Beyond Oil's entry into India represents a significant milestone in its ongoing expansion efforts, leveraging the distributor's local market expertise to introduce its innovative product to restaurants, hotels, catering services, and institutional food providers. The distributor has committed to conducting structured market outreach, including wholesaler engagement, training programs, and in-market product demonstrations. As part of the agreement, the distributor has received certification from Beyond Oil following the completion of a structured training program in Atlanta, USA.

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