



Partner Program 2026

Tvara Sales Platform Partner Program

A partner-first program for selling, implementing, and scaling AI-led sales automation across high-volume sales teams.

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Match every lead with the right product, message, and channel - before the sales team touches it.

Tvara Sales Platform

tvara.global

Why partner with Tvara

Sales teams are flooded with leads, channels, and follow-ups. Partners can turn that operational pain into recurring revenue by helping customers automate, implement, and scale faster.

AI Sales automation wave

Customers want automation that improves speed, clarity, and conversion without adding headcount.

∞ Repeatable services

Partners can package onboarding, setup, playbooks, and managed revenue operations around Tvara.

\$ Recurring upside

Revenue share stays active while the customer subscription stays active, subject to agreement terms.

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Every business that captures leads eventually faces the same question: who should we sell to, what should we offer, and how fast can we follow up?

For partners

Partner outcome

Create a new recurring revenue line through referrals, resale, implementation, customer success, and regional GTM expansion.

For customers

Customer outcome

Faster lead qualification, better offer matching, multi-channel follow-up, and visibility across sales motion performance.

What Tvara does

Tvara is an AI sales platform that helps teams understand lead fit, select the right offering, and trigger outreach across the channels customers already use.

01

Matching Engine

Matches leads against product/service sets so sales teams know who to prioritize and what to pitch.

02

Campaigns

Run outbound and follow-up workflows across email, WhatsApp, and calling channels.

03

Analytics

Track campaign activity, intent signals, lead movement, and performance visibility.

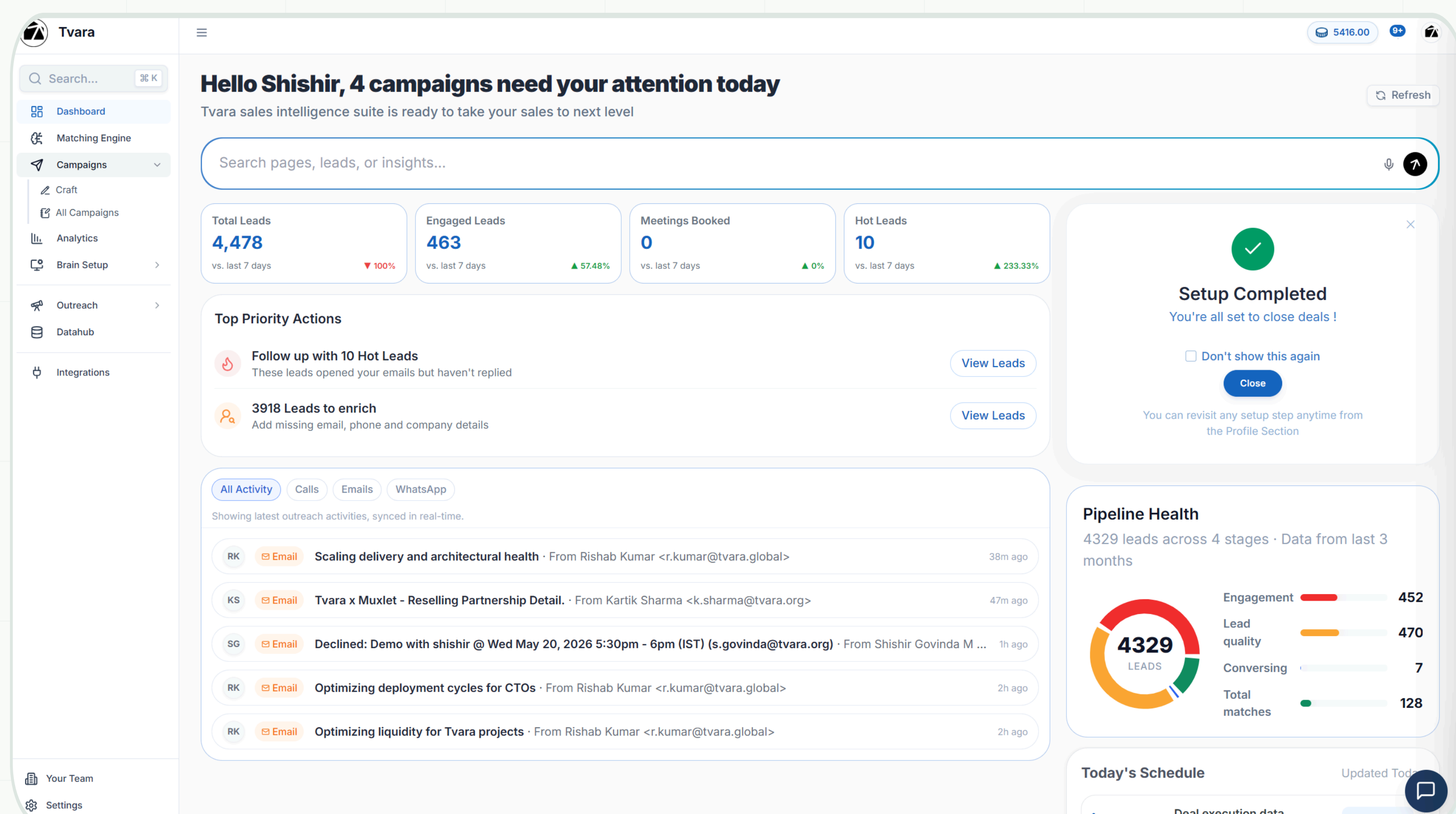
04

Integrations

Connect Gmail, Outlook, Zoho Mail, WhatsApp, Twilio, LinkedIn, APIs, and webhooks.

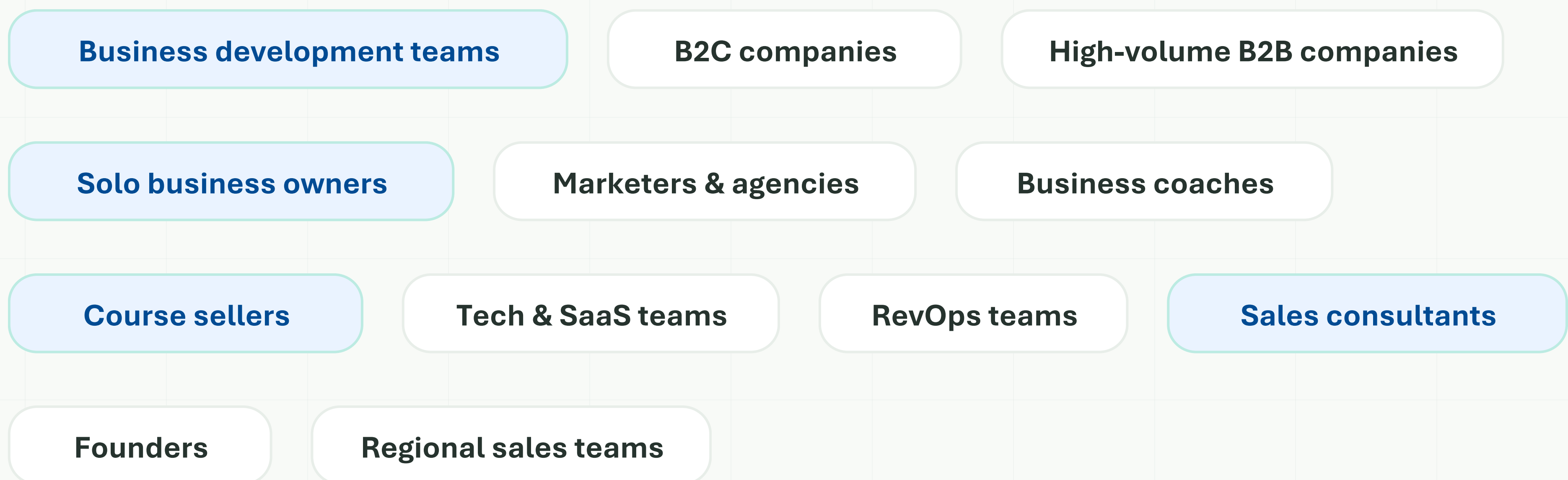
Visuals from the Platform

The below is a screenshot from the dashboard.



Who Tvara is built for

Tvara fits wherever a lead needs to be matched with the right offer, sales message, and next action.



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If the customer has many leads, multiple offers, or repeated follow-ups, Tvara can sit inside the sales motion.

Best fit

High-volume sales

For teams with enough lead volume that manual prioritization becomes a bottleneck.

Best fit

Offer-heavy sales

For businesses selling multiple products, services, packages, or programs.

Best fit

Multi-channel sales

For teams that use email, calls, and WhatsApp to close customers.

Why end customers buy Tvara

The platform is not positioned as another CRM. It helps customers move from scattered lead activity to structured sales action.

Pain

Lead-product mismatch

Customers do not always know which offer fits which lead.

Pain

Slow follow-up

Sales teams lose momentum when outreach depends on manual review.

Pain

Channel fragmentation

Email, WhatsApp, and calls often sit in disconnected workflows.

Pain

Limited visibility

Leaders struggle to see which campaigns, segments, or actions are working.

Tvara converts sales chaos into a guided workflow

Outcome

Better prioritization

Focus on the leads most likely to convert.

Outcome

Matched messaging

Recommend what to pitch based on fit.

Outcome

Faster outreach

Move across email, WhatsApp, and calls faster.

Outcome

Cleaner reporting

Make campaign performance and sales activity visible.

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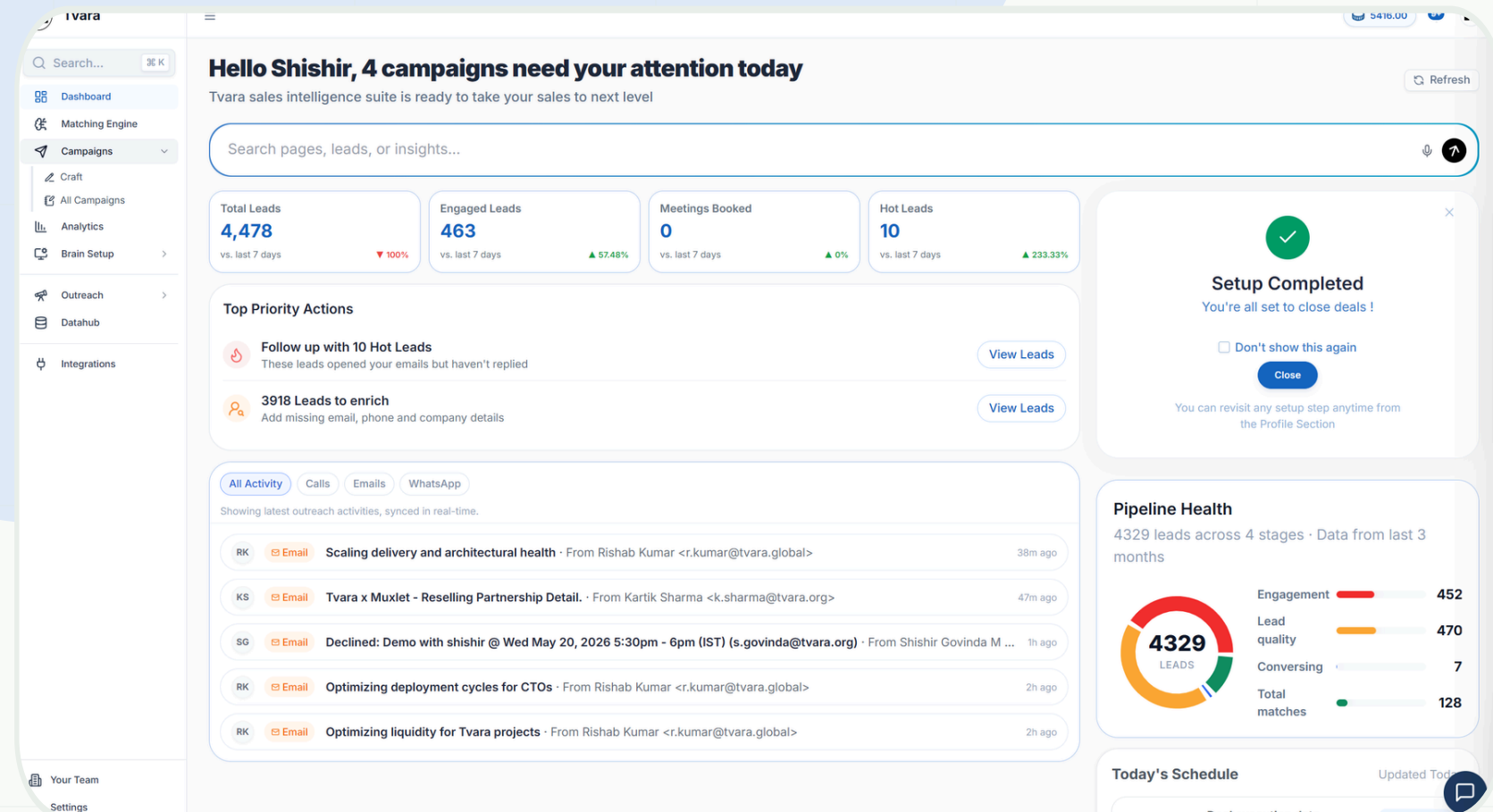
Cleaner reporting

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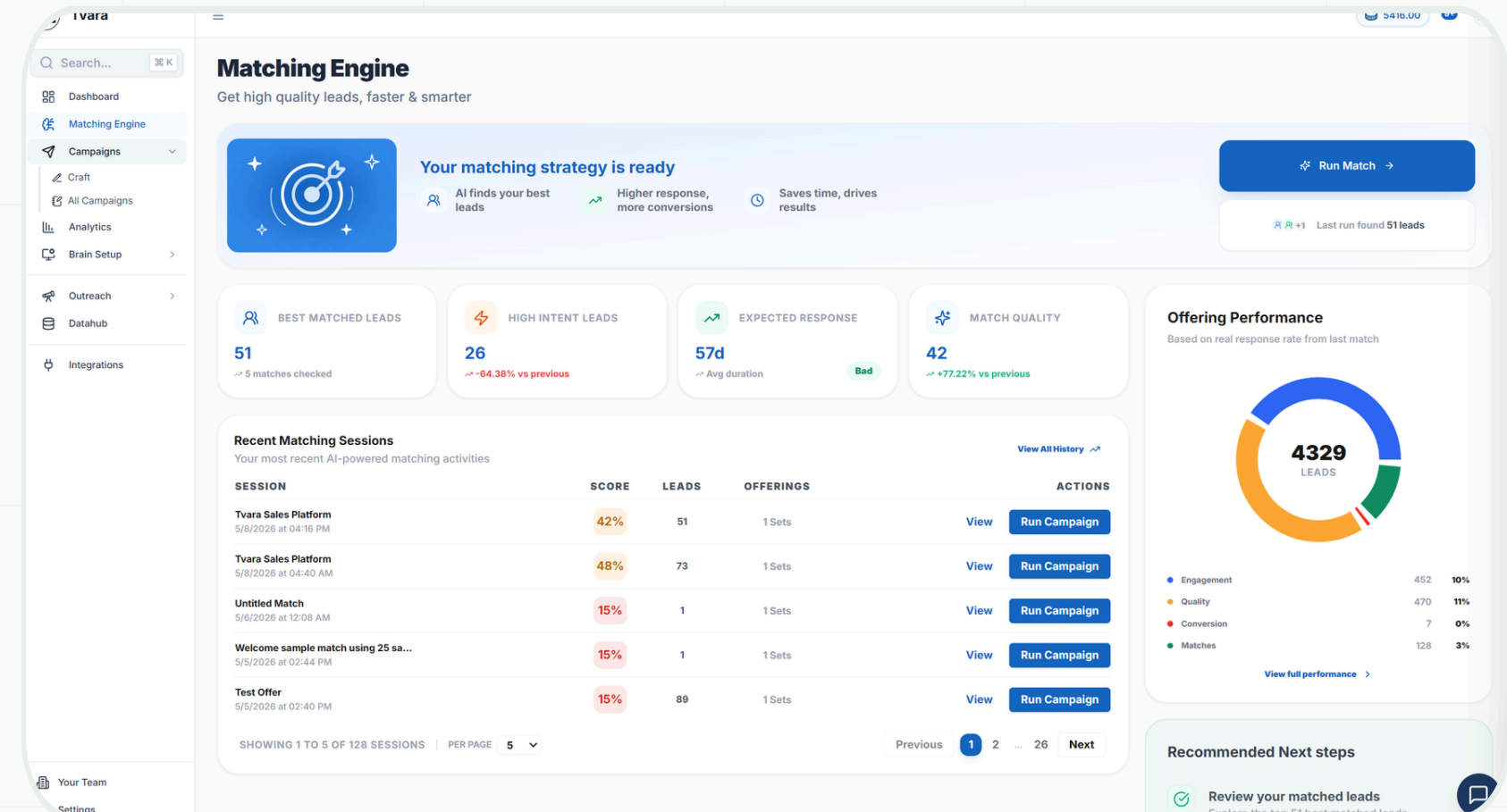
— SCREENSHOTS

Visuals from the Platform

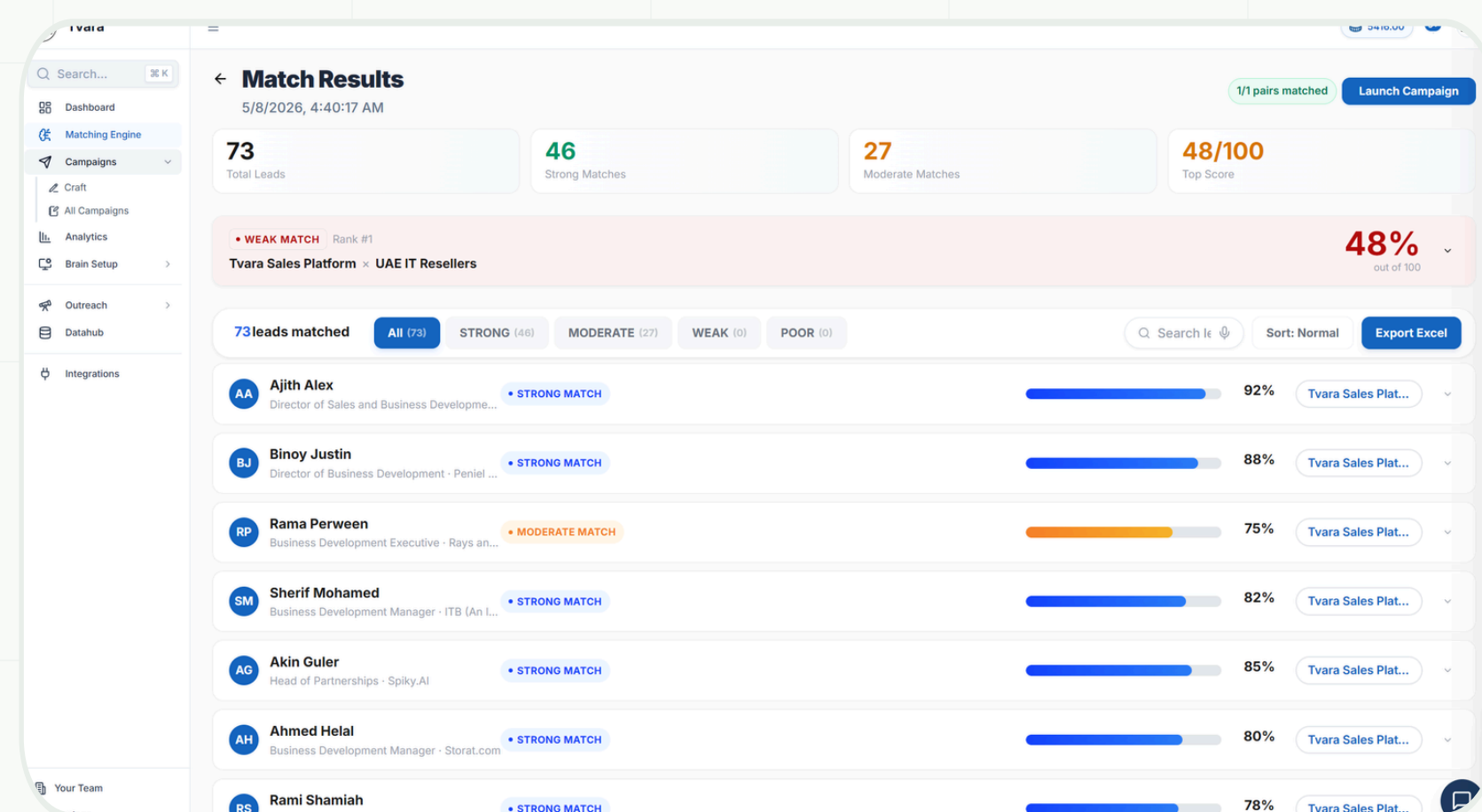
Tvara is designed in a way that suits for all sales requirements.



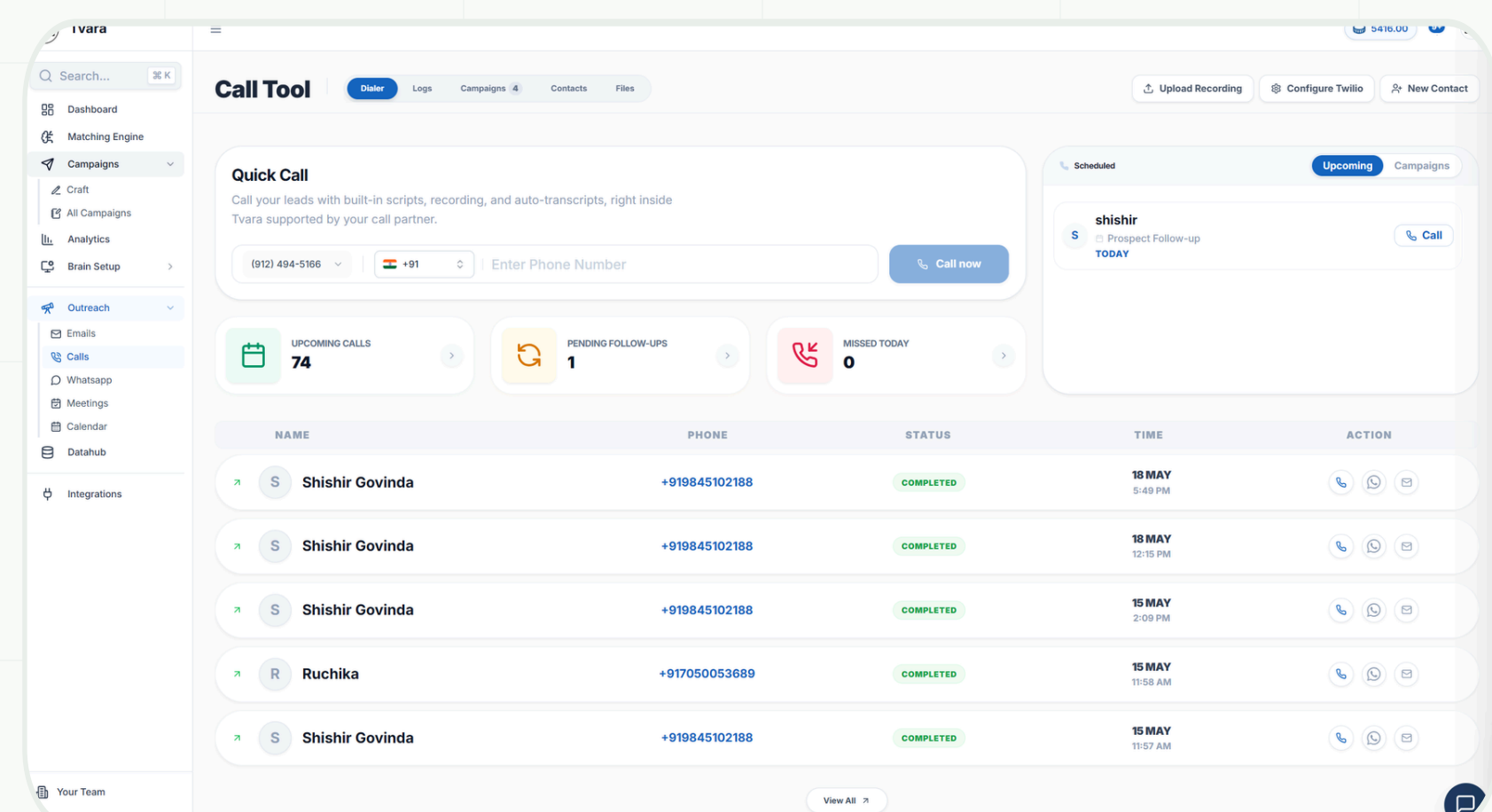
Dashboard View



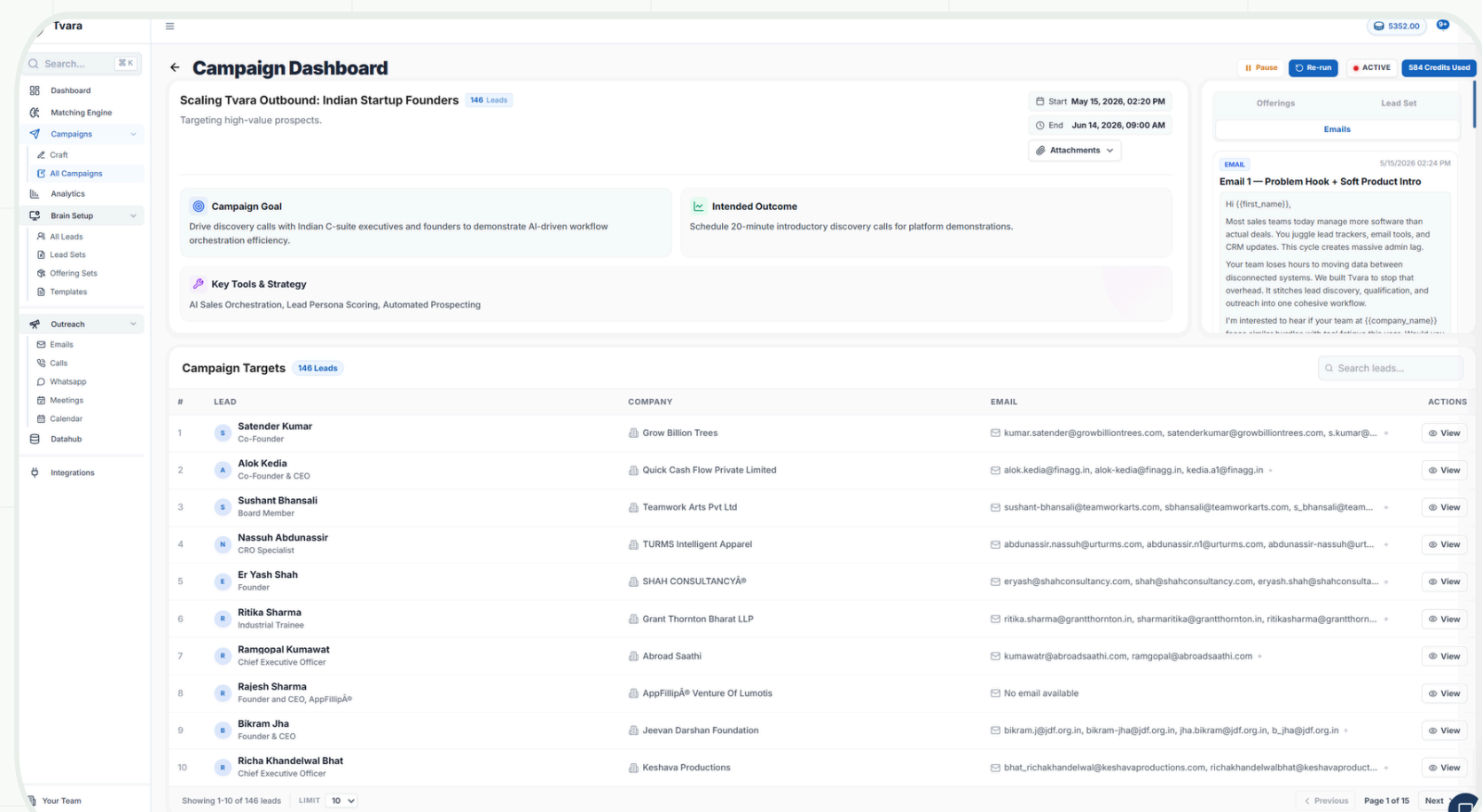
Matching Engine Dashboard



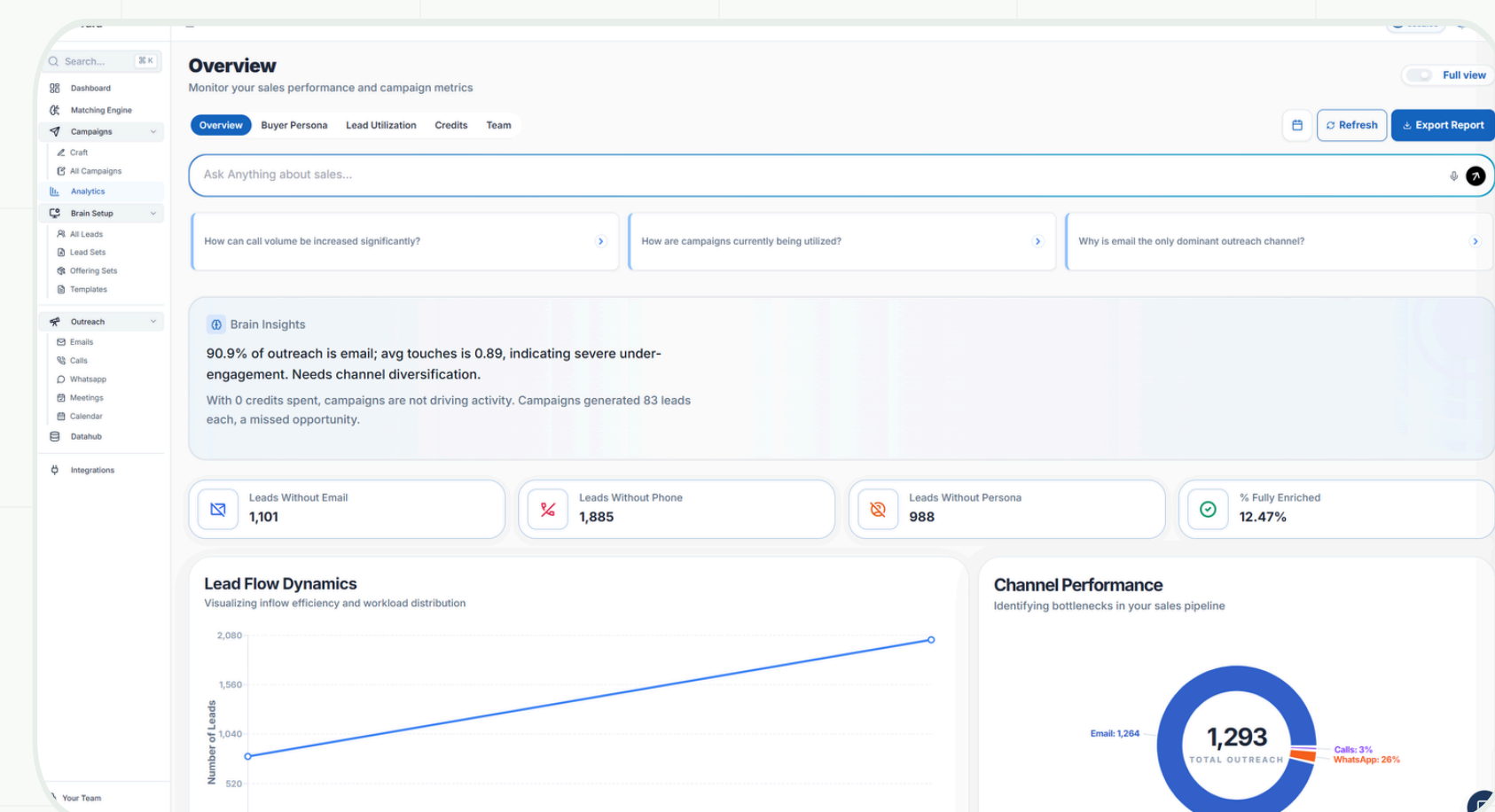
Matching Engine Results



Call Toll



Campaign Dashboard



Analytics

The partner journey

A simple activation path inspired by mature partner ecosystems: learn the product, prove the demo, close first customers, then scale with visibility.

01 Apply

Share partner profile and target market.

02 Agreement

Sign commercial and program terms.

03 Enablement

Product walkthroughs and demo readiness.

04 Demo sessions

Up to 12 assisted demo sessions with the partner team.

05 First clients

Launch initial customers with Tvara support.

06 Scale

Monthly license tracking and growth review.

07 Dashboard

Partner dashboard access after 50+ total active licenses.

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Partners do not need to figure out Tvara alone. The program is designed to move them from interest to demo-ready to revenue-ready.

Handholding & enablement

Tvara will work closely with partners and their teams so they become confident sellers, implementers, and product explainers.

12

Demo sessions

Up to 12 assisted sessions to help partners understand the product, demo it, and answer customer objections.

24x7

Technical support

Support through WhatsApp, on-call, and email for technical or product-related questions.

50+

Dashboard unlock

At 50+ total active licenses, partners get a custom dashboard to track and reach the Tvara team.

Training

Demo readiness

Tvara helps partners learn the product narrative, customer use cases, feature walkthroughs, and objection handling.

GTM

Sales enablement

Partners can use provided decks, product notes, positioning, and playbooks to create demand and close clients.

Optional

Light certification

Certification can exist as a credibility layer, but it should not block early partners from starting.

Success

Customer adoption

Tvara can support onboarding flows, product queries, and early implementation guidance for shared customers.

6-month warm-up revenue share

A launch-period incentive designed to help partners invest in GTM, product learning, and early market creation.

Period	Partner share	Tvara share	Purpose
Month 1-3	70%	30%	Aggressive launch incentive for early traction
Month 4-6	60%	40%	Transition period before standard sliding scale

Definition

How it is calculated

Revenue share is based on new active licenses added in that month. Active license = a user who is still paying.

USD

Deal value basis

For standard plans, the share is calculated on the USD plan price. For custom or enterprise deals, it is calculated on the agreed deal value.

“

The warm-up period gives partners a strong early reason to push hard while the market, demo flow, and sales muscle are being built.

Long-term sliding revenue share

After the 6-month warm-up period, partner share is linked directly to new active licenses added in the month.

New active licenses added in a month	Partner revenue share	Tvara share
1-49	10%	90%
50-99	25%	75%
100-149	35%	65%
150+	50%	50%

Retention

Revenue duration

Partner revenue share remains active as long as the customer subscription remains active, subject to the signed partner agreement.

Review

Inactivity policy

If no new active licenses are added for 3 consecutive months, Tvara may pause, review, or terminate the partnership.

Important

Recommended protection

If terminated for cause - fraud, misrepresentation, brand misuse, or unethical setup-fee practices - Tvara may suspend or cancel future payouts.

Partner benefits by scale

Benefits expand as partners prove momentum and bring more paying users into the Tvara ecosystem.

Partner scale	Free partner licenses	Support & enablement	Additional access
1-9 active licenses	0	12 demo sessions + WhatsApp/call/email support	Standard partner resources
10-49 active licenses	1	24x7 technical support	Demo and internal-use access
50-99 active licenses	2	Priority technical support	Custom partner dashboard
100-149 active licenses	3	Growth review support	Scale planning and reporting
150+ active licenses	5	Strategic support	Co-planning and highest revenue tier

Commercial rules & payouts

The model keeps customer subscription payments clean while allowing partners to monetize setup, onboarding, and implementation services separately.

01

Revenue flow

Customer subscription revenue is collected by Tvara first.

02

Payout cycle

Partner revenue share is disbursed on a 30-day cycle.

03

Currency

Commercials are represented in USD across the program.

04

Setup fees

Partners may charge setup or implementation fees separately.

05

Transparency

Any setup fee must be clearly communicated as a partner service fee, not a Tvara subscription fee.

06

Custom deals

Enterprise/custom revenue share is calculated on the agreed deal value.

“

Tvara subscription pricing should remain clean. Partner setup fees are allowed, but must never create the impression that Tvara itself is charging hidden onboarding fees.

Pricing note

Website-listed subscription pricing applies to Tvara product access. Partner-led setup, implementation, training, or consulting fees are separate services.




Technology, channels & infrastructure

Tvara is built around sales channels, integrations, and infrastructure that can support modern partner-led implementations.

Sales channels + connected ecosystem

 Gmail  Outlook  Zoho




Layer 1

Sales channels

Email, WhatsApp, and phone calls for high-touch outbound and follow-up workflows.



Layer 2

Email support

Google / Gmail, Outlook Mail, and Zoho Mail supported for email-led sales activity.



Layer 3

Calling & messaging

Twilio-backed calling workflows and WhatsApp-led customer engagement.

Layer 4

Integrations

LinkedIn context, APIs, webhooks, and 1000+ extensible integration paths.

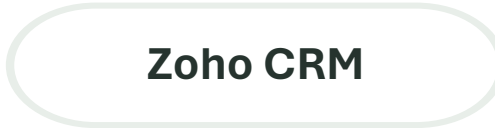
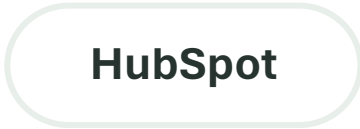
Layer 5

Infrastructure ecosystem

Backed by the tooling and infrastructure needed for modern AI-led sales workflows.

Layer 6

Roadmap

Zoho CRM, HubSpot CRM, Salesforce CRM, QuickBooks, NetSuite, accounting tools, and more native integrations.

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For partners, the value is not just the product. It is the ability to plug Tvara into the customer’s actual sales operating system.”

Market presence & credibility

Tvara is designed for partner-led distribution across markets where businesses need sales automation, follow-up infrastructure, and guided lead conversion.

6 Active markets

Current partner-led presence across India, Ethiopia, Ghana, Kenya, Singapore, and Sri Lanka.

MC backed by

Backed by Marwari Catalysts as part of Tvara's startup journey.

AI sales platform

Built for sales matching, automation, analytics, and multi-channel sales workflows.

Backed by and built on trusted ecosystem layers



Marwari Catalysts



Google Cloud



Current market footprint



India



Ethiopia



Ghana



Kenya



Singapore



Sri Lanka

“

The strongest partner markets are the ones where companies need more than software. They need guided implementation, localized GTM, and trusted sales transformation.

A partner-first AI sales platform built to help businesses sell better across channels, markets, and customer segments.



— ACTIVATION

Next steps

From agreement to activation, the program is designed to move quickly into partner-led demos, first customers, and monthly license growth.

- 1 **Sign the partner agreement**
- 2 **Complete partner onboarding**
- 3 **Attend product and demo-readiness sessions**
- 4 **Launch first customer conversations**
- 5 **Track licenses, payouts, and growth milestones**

Disclaimer

This document is an overview of the proposed Tvara Sales Platform Partner Program and is not a legally binding contract. Final commercial terms, payout eligibility, revenue share duration, setup-fee practices, termination rights, and partner obligations will be governed by the executed partner agreement. Tvara may revise benefits, tiers, and program terms with notice.

Legal entity: What A Day Private Limited, registered in Bangalore, India.