



# UNIVERSAL AGRO CHEMICAL INDUSTRIES

16 No., India Exchange Place, 3rd Floor, Room No. 6,  
Kolkata - 700001, West Bengal, India

Website: www.universalagri.net

## APPLICATION FOR DISTRIBUTORSHIP

### PART A: Basic Information of Applicant

- 1) Name of the Organization\* **MADHAB GHOSH**
- 2) Full Postal Address for correspondence\*  
Type of Location: Office  Shop  Godown  Residence   
Street Name **JLN0-112 DAG-NO-A20 KHATIAN-NO-344**  
**ROAD-MUKUNDAPUR MOUZA-MUKUNDAPUR**  
P.O **DHANIKAHALI** District **HOOGHLY**  
State **WESTBENGAL** PIN Code **712302**
- 3) Nature of the Entity\*: Sole Proprietorship  Partnership  Private Limited Co.   
Cooperative/ Society  Others  (Specify) \_\_\_\_\_
- 4) Name of Representative\*: Proprietor  / Managing Partner  / Director  / Authorised Signatory   
**MADHAB GHOSH**
- 5) Telephone No:  
Office /Shop Landline: (STD Code)      
Residence Landline: (STD Code)      
Mobile\*: +91 **9641512833** WhatsApp Mobile: +91 **9641512833**  
Email ID\*: **ghoshmadhab193@gmail.com**
- 6) Preferred mode of communication: Email  Ph.  Whatsapp
- 7) Income Tax Permanent Account No\*: **A1JPG9430F**
- 8) Is the applicant registered under GST\*: Yes  / No
- 9) If yes, is the applicant registered under Composite Scheme of GST: Yes  / No
- 10) GST No **19A1JPG9430F126**
- 11) Pesticide Licence No\* **A-1043(R)PGS-95PP17-18** Valid Up to\*  /  /   
Issued By
- 12) Micronutrient Licence No\* **1920202102A6332048** Valid Up to\* **31/03/2026**  
Issued By

### Signature and Photograph of Person Authorized to Represent the Applicant



Name\* **MADHAB GHOSH**

Gender\*: Male  Female

Relationship with applicant\*: Owner  Partner  Director  Others

*Madhab Ghosh*

Signature\*

Date: **11/09/2021**

**MADHAB GHOSH**  
Mukundapur, Khatian Hooghly

**PART B: BUSINESS BACKGROUND OF APPLICANT**

13) Year of Establishment: 1995

14) Number of years for which you are dealing in Pesticides / Micronutrients:

15) Are you a Distributor of any other company dealing in Pesticides\*: Yes  / No

16) If yes, please share the following details on your business with these companies:

Company Name	Vintage of Relationship (In years)	Key Products Sold Last Year	Approximate Turnover Last Year

17) Are you a Distributor of any other company dealing in Micronutrients\*: Yes  / No

18) If yes, please share the following details on your business with these companies:

Company Name	Vintage of Relationship (In years)	Key Products Sold Last Year	Approximate Turnover Last Year

19) Details of important markets/ regions in your area:

Name of the Market/ Region	Your approx. turnover from the market/ region	No. of your Retailers at the market/ region	Name of key Retailers
			1. 2. 3.
			1. 2. 3.
			1. 2. 3.

20) Are you involved in any other businesses related to agriculture\*? Yes  / No

If yes, please share if you are dealing in

Fertilizers  as Distributor of \_\_\_\_\_

Seeds  as Distributor of \_\_\_\_\_

Others  (specify) \_\_\_\_\_

21) Are you involved in any other businesses **NOT** related to agriculture\*? Yes  / No

If yes, please share broad overview of the nature of business

\_\_\_\_\_

\_\_\_\_\_

**PART C: MARKET INTELLIGENCE & SALES PLAN**

22) For which area do you seek our Distributorship (Area of Operation)\*?

MUKUNDAPUR AREA RELATED.

23) What are the main Crops that are cultivated in this area?

Type	Crop	Approx. Area	Approx. Volume
Field Crops	PADDY	20 ACR	
Field Crops	POTATO	30 ACR	
Field Crops			
Vegetables	Cucumber	5 ACR	
Vegetables	LADIES FINGER	5 ACR	
Vegetables			
Others	MUSTARD	10 ACR	
Others			
Others			

24) Which are the key Herbicides sold in this area?

Molecules	Crops	Key Brands	Approx. Volume
PARAQUATE	ALL CROPS	AMAXON	

25) Which are the key Fungicides sold in this area?

Molecules	Crops	Key Brands	Approx. Volume
METALAXY + MANCOZEB	ALL CROPS	RIDOMIL GOLD	

26) Which are the key Pesticides sold in this area?

Molecules	Crops	Key Brands	Approx. Volume
CHLOROCYPHER	ALL CROPS	DUSBAN	

27) Which are the key Micronutrients/ Crop supplements sold in this area?

Products	Crops	Key Brands	Approx. Volume
BORON	ALL CROPS	CHELAMIN	
LIQUID VITAMIN	ALL CROPS	PAUSHAK	

28) What is your sales plan for our products in the near future\*?

Name of the Product		Quantity	
		Year 1	Year 2
Herbicides	QUIK	100 LTR	200 LTR
Herbicides	DAWN	100 LTR	200 LTR
Fungicides	HEXAPLUS	200 LTR	500 LTR
Fungicides	COSMIC 720	20 KG	50 KG
Pesticides	STRIKE 550 <sup>+</sup>	100 LTR	150 LTR
Pesticides	BITONE	100 LTR	150 LTR
Micronutrients	GALAXY	200 KG	500 KG
Micronutrients	CHAKACHAK	100 LTR	150 LTR

29) Please share if you have any suggestions to improve business

FARMERS MEETING , CAMPAIGN CAR , NEW PRODUCT RANGE



## PART F: GENERAL TERMS & CONDITIONS OF BUSINESS

Listed below are our general terms and conditions of conducting business

1. The company will designate an Area of Operation for the Distributor at the time of initiating the distributorship. The Distributor is required to restrict his operations to his designated Area of Operation only and should not venture beyond the area designated. However, subsequently, the Distributor can alter his Area of Operation but only after prior discussion with the responsible company official
2. The company will appoint a Sales Officer (SO) to serve the Area of Operation designated to the Distributor. While the SO will be first point of contact for the Distributor and should be able to resolve all queries of the Distributor, the Distributor can at any point contact the senior sales officials of the company responsible for this area. Further, for any queries the Distributor can contact the Head Office of the company by sending email at **customer.care@universalagri.in** or by calling the Customer Care Helpline at **+91 8336929010**
3. In addition to the SO, the company may appoint one or more permanent/ temporary sales team members to serve the area as it deems fit. The sales team members will primarily focus on conducting sales promotional activities in the area and engaging with existing or potential customers. The Distributor will be required to support the local sales team by guiding their sales promotional activities
4. The Distributor can place his orders with the respective SO either verbally or in writing or through any documented communication. A confirmation of the material ordered by the Distributor will be shared with him on his registered mobile via SMS/ Whatsapp at the time the order is entered into the company's CRM solution. In case of any issues, the Distributor is required to contact the SO urgently after receiving the intimation
5. The company will deliver material only against confirmed orders placed by the Distributor with the SO. In case the Distributor ever receives any material not ordered by him, either in terms of quantity, packing sizes, or products, the Distributor is required to inform the company about the discrepancy, within 48 hours of receiving the material by sending email at **customer.care@universalagri.in** In the absence of any such emails or other documented communications, it will be assumed that the material received was as per orders placed
6. The company may deliver material at the location specified by the Distributor through 3rd party transporters either in full or part load. At the point of receiving the material from the transporter, the Distributor will be required to physically inspect the material and check the quantity, weight and condition of material supplied
7. The company will only dispatch material which are in saleable & good condition. So, if any damaged material is ever received by the Distributor, it is likely that the goods got damaged in transit. In such a situation, the Distributor should not accept the material and should urgently inform the respective SO of the company about the damage. If the Distributor accepts the material from the transporter, it should be only under express instruction of the respective SO. Further, the Distributor is required to send email at **customer.care@universalagri.in** on this incident within 48 hours of receiving the material. In the absence of any such emails or other documented communications, it will be assumed that the material received was not damaged in anyway
8. The Distributor may be required to pay to the transporter the freight charges at the point of accepting delivery only after inspection of material. The Distributor may be reimbursed for the freight paid either in part of full either by way of deduction from the bill or through a Credit Note
9. If the Distributor reports to have received any material not ordered by him or any material damaged in transit, and the same is verified by the responsible company official, the company may take back the material in question and may make the appropriate adjustments in its books of accounts
10. The company will send a hardcopy of the invoice along with the material. On receipt of the invoice, Distributor is required to reconcile the quantity, packing size and product mentioned on the invoice with the material received. In case of any discrepancy, the Distributor is required to inform the company about the issue within 48 hours of receiving the material by sending email at **customer.care@universalagri.in** In the absence of any such emails or other documented communications, it will be assumed that the material received is as per invoice
11. The company will issue an official Price List of its products covering the area of operation of the Distributor at the beginning of each season. However, the company may revise the Price List from time to time. The Distributor is required to obtain a copy of this Price List or revisions made thereafter either from the respective SO or by sending an email at **customer.care@universalagri.in** The company will invoice its products only at the prices mentioned on the Price List. The Distributor should not expect any prices other than those mentioned on the Price List unless there is a documented communication of the same issued by the Head Office of the company.
12. The company may from time to time, issue benefit schemes covering the Distributor's area of operation. These benefits are typically linked to prompt payments and bulk sale volumes. The Distributor is required to obtain copies of these schemes from the respective SO or by sending email at **customer.care@universalagri.in** The company will provide these benefits only by following the specific terms and conditions mentioned in the scheme. The Distributor should not expect any benefits other than those mentioned on the scheme unless there is a documented communication of the same issued by the Head Office of the company.
13. The company will only sanction the prices and benefits/ schemes mentioned on documented official communications issued by the Head Office of the company. The company will be under no obligation to accept any claims by the Distributor on prices or benefits/ schemes not mentioned on any official communications issued by the Head Office of the company for the Distributor's area of operation. If the local sales representatives commit any special prices or benefits/ schemes, the Distributor is required to obtain an official communication of the same issued by the Head Office of the company before acting on the basis of such commitments
14. The company will accept payment only through Fund Transfers (RTGS/ NEFT/ IMPS) or crossed cheques drawn on any banks other than cooperative banks. The company will not accept any payments in cash. However, if in any special circumstances, the company agrees to accept payment in cash, the Distributor is required to obtain a Money Receipt of the company for such payments from the company official accepting this payment