



G K Venkatesh

HQ Bangalore

UNIVERSAL AGRO CHEMICAL INDUSTRIES

18 No., India Exchange Place, 3rd Floor, Room No. 5,
Kolkata - 700001, West Bengal, India

Website: www.universalagri.net

APPLICATION FOR DISTRIBUTORSHIP

PART A: Basic Information of Applicant

- Name of the Organization* SUN AGRO TRADERS
STANABOLI FROEDERS, KAIKATTANNI
- Full Postal Address for correspondence*
Type of Location: Office Shop Godown Residence
Street Name SUN AGRO TRADERS, SRI CHANNAKESWAYA
LANE BUDURIN, NEAR VESTI BUS STAND KAIKATTAMA
PO CHENNAI District KOLAR
State KARNATAKA PIN Code 562125
- Nature of the Entity*: Sole Proprietorship Partnership Private Limited Co.
Cooperative/Society Others (Specify) _____
- Name of Representative*: Proprietor Managing Partner Director Authorised Signatory
RAAGHAVENDRA S
- Telephone No: 9035828381
Office /Shop Landline: (STD Code)
Residence Landline: (STD Code)
Mobile*: +91 9035828381 WhatsApp Mobile: +91 9035828381
Email ID*: RAAGHAVENDRA@SUNAGRO.COM
- Preferred mode of communication: Email Ph Whatsapp
- Income Tax Permanent Account No*: 4488813368
- Is the applicant registered under GST*: Yes No
- If yes, is the applicant registered under Composite Scheme of GST: Yes No
- GST No 29AAM49813368124
- Pesticide Licence No* KA/2017/CA/PL/10849-2 Valid Up to 00/10/2017-20
Issued By OTDA KAIKATTALA/UDKVA
- Micronutrient Licence No* Valid Up to* / /
Issued By

Signature and Photograph of Person Authorized to Represent the Applicant



Name* RAAGHAVENDRA S

Gender*: Male Female

Relationship with applicant*: Owner Partner Director Others

For SUN AGRO Traders

RAAGHAVENDRA S
Proprietor

Date: 13/08/2022

PART B. BUSINESS BACKGROUND OF APPLICANT

- 13) Year of Establishment 2015
 14) Number of years for which you are dealing in Pesticides / Micronutrients 9
 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
Judal (P) Ltd	7 years	Grand Anko	0.25 cr
Commandal (P) Ltd	2 yrs	Surpal, Buzar	0.60 cr
Walwood (P) Ltd	7 years	Anylong	0.25 cr
Adama's HD	7 years	Castalia	0.10 cr

- 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
Prize Agrivet	2 yrs	Agro 1000	0.05 cr
Compo J Ltd	Drip ferti	Ag: 12:16 13:06	0.05 cr

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
Chimkora	15 cr	—	1. — 2. — 3. —
Area			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 brief overview of the nature of business

PART C: MARKET INTELLIGENCE & SALES PLAN

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

Chintamani, India

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

Type	Crop	Approx. Area	Approx. Volume
Field Crops	Wheat	1000 Ha	5000 Tons
Field Crops			
Field Crops			
Vegetables	Tomato, Chilli	1000 Ha	10000 Tons
Vegetables	Brinjal, Cucumber	500 Ha	10000 Tons
Vegetables	Beetroot, Onion	500 Ha	10000 Tons
Others			
Others			

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

Molecules	Crops	Key Brands	Approx. Volume
glyphosate	vegetables	Roundup	20000
oxyfluorfen	"	Allygo	20000
Allygo	"	"	60000

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

Molecules	Crops	Key Brands	Approx. Volume
Difenoconazole	Vegetables	Revusol	0.5 Tons
propiconazole	"	Alamo	0.25 Tons
triflurozin	"	Alamo	0.25 Tons

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

Molecules	Crops	Key Brands	Approx. Volume
spinosad	vegetables	Contra	0.25 Tons
spinetoram	"	Deligato	0.25 Tons
fenprophethrin	"	Delta	0.25 Tons

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

Products	Crops	Key Brands	Approx. Volume
Urea	all crop	Urea	0.25 Tons
Urea	"	Urea	0.10 Tons
Urea	"	Urea	0.10 Tons

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

Name of the Product	Quantity	
	Year 1	Year 2
Herbicides	3000	1000
Herbicides		
Fungicides	3000	5000
Fungicides		
Pesticides	3000	4000
Pesticides	3000	4000
Micronutrients	3000	5000
Micronutrients	3000	5000

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

Small packing and New Molecular register

Insert

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 or 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.
- 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

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

For Internal Use

Checklist for Sales Team Member Opening Distributorship

Particulars		Yes	No
Distributorship Form			
1	14 Mandatory fields on Page 1 filled up		
2	4 Mandatory fields on Page 2 filled up		
3	2 Mandatory fields on Page 3 filled up		
4	6 Mandatory fields on Page 4 filled up		
5	4 Mandatory fields on Page 6 filled up		
	Signature of representative added on Page 1		
	Photograph of representative affixed on Page 1		
	Signature of representative added on Page 6		
Supporting Documents			
ID Proof (Aadhaar Card/ Passport/ Driving License)			
	Name on ID proof tallies with PAN		
	Signed and stamped		
	Signed copy of Address Proof (Aadhaar Card/ Passport)		
	Name on address proof tallies with ID Proof		
	Address on address proof tallies with PAN / License		
	Signed and stamped		
	Signed copy of PAN		
	Name on PAN tallies with ID proof		
	Signed and stamped		
	Signed copy of GST Certificate (if applicable)		
	Name on Certificate tallies with ID Proof		
	Signed and stamped		
	Signed copy of Pesticide License		
	Name on license tallies with ID Proof		
	License is valid on the date of form		
	If not, proof of application for renewal has been collected		
	Signed and stamped		
	Signed copy of Pesticide License		
	Name on license tallies with ID Proof		
	License is valid on the date of form		
	If not, proof of application for renewal has been collected		
	Signed and stamped		
	Statement of primary bank account(s) of business		
	Name on account tallies with ID Proof		
	Period is for last 3 months		
	Primary bank account of business with significant transactions		
	Signed and stamped		
Blank Cheques			
	3 cheques		
	Not of any cooperative banks		
	Contains valid signature of representative and stamp		
	Contains no date		
	Is not crossed		
	Security Deposit has been collected		
	Existing Distributor of UACI Seeds & Biotech/ Swarna Seeds		
	Effect on Existing Network		
	Name of the nearest distributors (can be more than 1):		
	Distance from the nearest distributors:		

Proposed Business Volume for this FY (in Rs Lakhs)	
Credit Limit Required (in Rs Lakhs)	

Approved By: (all forms have to be approved by respective GICs)	
Name of Company Official	Signature of Company Official