



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* **SREE ELUMALAYAN AGRO MARKETING**
- 2) Full Postal Address for correspondence*
Type of Location: Office Shop Godown Residence
Street Name **212-53B KAMARAJANAR ROAD**
GRAIN BAZAAR PUDUPEET
P.O **ATTUR** District **SACEM**
State **TAMILNADU** PIN Code **636141**
- 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
KANNAN . A
- 5) Telephone No:
Office /Shop Landline: (STD Code) _____
Residence Landline: (STD Code) _____
Mobile*: +91 **7358958019** WhatsApp Mobile: +91 **7358958019**
Email ID*: _____
- 6) Preferred mode of communication: Email Ph. Whatsapp
- 7) Income Tax Permanent Account No*: **CMXPK3653G**
- 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 **23CMXPK3653G1ZP**
- 11) Pesticide Licence No* **SLM-ATR-SI-2019** Valid Up to* _____ / _____ / _____
Issued By **JOINT DIRECTOR OF AGRICULTURE, TAMILNADU**
- 12) Micronutrient Licence No* _____ Valid Up to* _____ / _____ / _____
Issued By _____

Signature and Photograph of Person Authorized to Represent the Applicant



Name* **KANNAN . A**

Gender*: Male Female

Relationship with applicant*: Owner Partner Director Others

For Sree Elumalayan Agro Marketing

Signature*

Proprietor

Date: _____

PART B: BUSINESS BACKGROUND OF APPLICANT

- 13) Year of Establishment:
- 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
ICHIDAN CROP SCIENCE	6 YEAR	ALL	40 LAKH
ATUL LTD	5 YEAR	ALL	20 LAKH
WILLOWOOD CHEMICALS	6 YEAR	ALL	15 LAKH

- 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.
ATTUR		NO	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 _____

GSTIN: 330MXPK3653G1ZP
SL. No: 3868/SLM/2019
PL. No: SLM/ATR/51/2019
SRI ELUMALAYAN AGRO-MARKETING
212B,53, KAMARAJANAR RAOD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.

PART C: MARKET INTELLIGENCE & SALES PLAN

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

ATTUR

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

Type	Crop	Approx. Area	Approx. Volume
Field Crops	MAIZE	8000 AREA	15 CARU
Field Crops	PADDY	10000 AREA	7 CARU
Vegetables			
Vegetables	TOMATO	500 AREA	5 CARU
Vegetables	CHILLY	300 AREA	3 CARU
Others			
Others			
Others			

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

Molecules	Crops	Key Brands	Approx. Volume
GLYPHOSATE	ALL		
TEMBOTTIONE	MAIZE		

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

Molecules	Crops	Key Brands	Approx. Volume
CARBEN + MANCOZ	COTT		
MANCOZ + METALAX	PADDY		

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

Molecules	Crops	Key Brands	Approx. Volume
EMAMECTIN	MAIZE		
PROE + CYPER	PADDY		

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

Products	Crops	Key Brands	Approx. Volume

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

Name of the Product		Quantity	
		Year 1	Year 2
Herbicides	L. MINATOR	1000	2000
Herbicides	B. BAXIN	100	200
Fungicides			
Fungicides	SPUR 90%	500	1000
Pesticides	.		
Pesticides	SMDO	1000	1000
Micronutrients			
Micronutrients	CHAKA CHAK	100	200

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

GSTIN:33CMXPK3653G12P
 SL. No: 3868/SLM/2019
 PL. No: SLM/ATR/51/2019
 SRI ELUMALAYAN AGRO MARKETING
 212B,53, KAMARAJANAR RAOD,
 GRAIN BAZAAR, PUDHUPET (Po),
 ATTUR (Tk), SALEM (Dt), PIN: 636 141

GSTIN:33CMXPK3653G12P
 SL. No: 3868/SLM/2019
 PL. No: SLM/ATR/51/2019
 SRI ELUMALAYAN AGRO MARKETING
 212B,53, KAMARAJANAR RAOD,
 GRAIN BAZAAR, PUDHUPET (Po),
 ATTUR (Tk), SALEM (Dt), PIN: 636 141.

PART D: FINANCIAL INFORMATION OF APPLICANT

30) Primary Bank Account of Business*:

Name of the Bank

Name & address of Branch

IFSC Code of Branch

Account No Type of Account: Savings/Current/OD

31) Does the applicant have CC/OD facility from any bank*? Yes / No

If Yes, Name of Bank

Name & address of Branch

CC/OD Limit (Approx. in Rs lakhs)

32) Security Deposit* of Rs. paid through Cheque No. / RTGS

33) Is the Office/ Shop used by the Distributor, owned by the Distributor*? Yes / No

If Yes, approx. size Address:

34) Is the Godown used by the Distributor, owned by the Distributor*? Yes / No

35) If Yes, approx. size Address:

36) Number of staff employed by the applicant

37) Does the applicant own any 2-wheeler? Yes / No

If Yes, Number of such vehicles used for Business / Personal / Both

38) Does the applicant own any 4-wheeler? Yes / No

If Yes, Number of such vehicles used for Business / Personal / Both

39) Brief details of property owned by the applicant*:

Does the applicant own any land parcels? Yes / No

Does the applicant own any house property? Yes / No

Part E: List of Documents to be Provided

Signed, sealed and dated Distributorship Form along with the following mandatory documents	
For Proprietorship	<ol style="list-style-type: none"> Signed copy of ID Proof (Aadhaar Card/ Passport/ Driving License) Signed copy of Address Proof (Aadhaar Card/ Passport) Signed copy of PAN Signed copy of GST Certificate (if applicable) Signed copy of Pesticide License Signed copy of Micronutrient License Statement of primary bank account(s) of business evidencing debit and credit transactions, for the last 3 months
Additional documents for Partnership Firm	<ol style="list-style-type: none"> Signed copy of registered partnership deed Authorization from all partners allowing representative to act and sign on behalf of the firm
Additional documents for Private Limited Company	<ol style="list-style-type: none"> Signed copy of Memorandum and Articles of Association BOD resolution allowing representative to act and sign on behalf of the company

Customer Care

Email ID: uaci.ngp2@gmail.com / customer.care@universalaagro.com

Mobile No: +91 7410040857 / 8336929010

GSTIN:33CMXPK3653G1ZP
SL No: 3868/SLM/2019
PL No: SLM/ATR/51/2019
SRI ELUMALAYAN AGRO MARKETING
212B,53, KAMARAJANAR RAOD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.

PART F: GENERAL TERMS & CONDITIONS OF BUSINESS

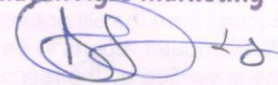
Listed below are our general terms and conditions of conducting business

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.

5
GSTIN: 23CMXP83653G12P
SRI ELUMALAYAN AGRO-MARKETING
212B, 53, KAMARAJANAR RAOD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.

15. The Distributor paying through cheque must ensure that the cheque issued by him is honored on the date of the cheque. If the bank on whom the cheque is drawn, dishonors the cheque for reasons related to "Insufficient Funds", then the company will levy a cheque Dishonor charge on the Distributor without prejudicing its right to seek legal recourse for such dishonor
16. The company will provide a standard credit period of 90 days from the date of the invoice. The company may offer Cash Discounts for paying dues within 90 days, the details of which are usually provided in the Price List or Schemes applicable for the period. Dues remaining unpaid above 180 days will be considered as Overdue. The company may levy interest on Overdue payments
17. The company will not accept any Sales Return unless the material supplied were damaged in transit. For returning such damaged materials, the company follows a Sales Return Policy. The Distributor is required to follow the terms of this policy for matters relating to sales return and obtain prior approval from the responsible SO before dispatching material. The company will not provide any credit for material returned in violation to its Sales Return policy
18. The Distributor is required not to enter into any financial transactions with any member of the sales team, either in the form of material or funds. All such transactions will be considered as personal and unsanctioned and the company will not be liable for the outcome of such transactions
19. The Distributor will not handover any material to any member of the sales team without specific written instruction issued by the Head Office of the company
20. The Distributor is required to maintain the integrity of the packaging in which the products are supplied by the company at all times and is required not to tamper with the packets, designs, logos and trademarks of the company in any way. Any unauthorized use of the company's designs, logos and trademarks will be counted as an infringement of the intellectual property rights of the company
21. The Distributor is required to comply with all requirements of GST as applicable to him, related to periodic Returns, Credit Notes and others with respect to its transactions with the company. Further, the Distributor may be required to share with the company, upon request, documents supporting compliance of such requirements of GST
22. The company will share with the Distributor, an Account Statement at the end of every 6 months either on his registered email or through any other preferred mode of communication. However, the Distributor can ask for his updated account statement at any time by sending email at customer.care@universalagri.in or by calling the Customer Care Helpline at **+91 8336929010**
23. The company will share with the Distributor, a Confirmation of Accounts at the end of each financial year either on his registered email or through any other preferred modes of communication. The Distributor is required to review the account statement and reconcile the balance on the statement with the balance in his books of accounts. Upon completion of review, the Distributor will be required to sign and seal on the Confirmation and hand it over to the TSM
24. In addition to these, the company may from time to time issue communications on these and/ or other business policies which may, from the date of such communication, supersede any business practices or policies previously followed by the company including but not limited to the ones mentioned above
25. Disputes, if any, will be subject to the jurisdiction of the courts of Kolkata, West Bengal

For Sree Elumalayan Agro Marketing



I, _____ acting on behalf of _____
 (Name of the Proprietor / Partner / Director*) (Name of the Distributor's Firm*)

- hereby acknowledge that
1. I have read, understood and agreed to all the terms and conditions of business
 2. All information provided in this form as well as in the enclosed documents, if any, are provided by me and are true to the best of my knowledge and understanding

For Sree Elumalayan Agro Marketing


Proprietor

(Signature of Proprietor / Partner / Director*)

Date:

Place:

(Seal & Sign of Distributor's Firm*)
GSTIN: 33CMXPK3653G1ZP
SL. No: 3868/SLM/2019
PL. No: SLM/ATR/51/2019
SRI ELUMALAYAN AGRO MARKETING
212B, 53, KAMARAJANAR RAOD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.

Name of Company Official	Signature of Company Official

GSTIN: 33CMXPK3653G1ZP
SL. No: 3868/SLM/2019
PL. No: SLM/ATR/51/2019
SRI ELUMALAYAN AGRO MARKETING
212B, 53, KAMARAJANAR RAOD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.

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

GSTIN: 33CMXPK3653G1ZP
SL. No: 3868/SLM/2019
PL. No: SLM/ATR/51/2019
SRI ELUMALAYAN AGRO MARKETING
212B, 53, KAMARAJANAR ROAD,
GRAIN BAZAAR, PUDHUPET (Po),
ATTUR (Tk), SALEM (Dt), PIN: 636 141.