



# 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\* **MEENACHI AGRO AGENCY**
- 2) Full Postal Address for correspondence\*:  
Type of Location: Office  Shop  Godown  Residence   
Street Name **2149 SALEM MAIN ROAD**  
**TAMILNADU GRAMA BANK OPPOSITE**  
P.O **KARUMANDURAI** District **SALEM**  
State **TAMILNADU** PIN Code **636138**
- 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   
**A. BAKKIYARAJ**
- 5) Telephone No:  
Office /Shop Landline: (STD Code)        
Residence Landline: (STD Code)        
Mobile\*: +91 **9787787305** WhatsApp Mobile: +91 **9787787305**  
Email ID\*: **bakkiyayaraj.a@gmail.com**
- 6) Preferred mode of communication: Email  Ph.  Whatsapp
- 7) Income Tax Permanent Account No\*: **DYPPB3991D**
- 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 **33DYPPB3991DIZE**
- 11) Pesticide Licence No\* **SLM PNP 44 2026-21** Valid Up to\*  /  /   
Issued By **T.O. IN + DIRECTOR OPD AGRICULTURE**
- 12) Micronutrient Licence No\*  Valid Up to\*  /  /   
Issued By

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



Name\* **A. BAKKIYARAJ**

Gender\*: Male  Female

Relationship with applicant\*: Owner  Partner  Director  Others

**For Meenachi Agro Agency**

**A. Bakkiyaraj**  
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
JU AGRI SCIENCES	2 YEAR	AI	8 / 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
KARUMANDURAI		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

27  
 Tamilnadu  
 KARUMANDURAI (PO),  
 P.N.Palayam (Tk), Salem (Dt), Pin. 636 138  
 Prop: A. BAKKIYARAJ, Dip., Agri.  
 Cell: 97877 87305

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

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

\_\_\_\_\_

\_\_\_\_\_

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

Type	Crop	Approx. Area	Approx. Volume
Field Crops	PADDY	500 AREA	
Field Crops	COTTON	500 AREA	
Field Crops			
Vegetables			
Vegetables			
Vegetables			
Others			
Others			
Others			

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

Molecules	Crops	Key Brands	Approx. Volume
GLYPHOSATE	ALL	GLYCEL	2 LAKH
PARAQUAT	ALL	LABION	3 LAKH

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

Molecules	Crops	Key Brands	Approx. Volume
CARBENDAZIM + MANCO	PADDY	SAAF	1 LAKH

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

Molecules	Crops	Key Brands	Approx. Volume
CHLORPYRIFOS	PADDY	WITAL SOS	
PRO + CVP	COTTON	PROFEX SUPER	

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	QUICK	500	1000
Herbicides			
Fungicides	SPUR 907	250	1000
Fungicides			
Pesticides	STRIKE SUPER	300	600
Pesticides			
Micronutrients			
Micronutrients			

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

**DEVELOPMENT**

\_\_\_\_\_

**MBENACHI AGRO AGENCY**  
 2149, Salem Main Road,  
 Tamilnadu Grama Bank Opposite,  
 KARUMANDURAI (Po),  
 P.M. Palayam (Tk), Salem (Dt), Pin: 636 138  
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 Cell: 97877 87305

**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	1. Signed copy of ID Proof (Aadhaar Card/ Passport/ Driving License) 2. Signed copy of Address Proof (Aadhaar Card/ Passport) 3. Signed copy of PAN 4. Signed copy of GST Certificate (if applicable) 5. Signed copy of Pesticide License 6. Signed copy of Micronutrient License 7. Statement of primary bank account(s) of business evidencing debit and credit transactions, for the last 3 months
Additional documents for Partnership Firm	8. Signed copy of registered partnership deed 9. Authorization from all partners allowing representative to act and sign on behalf of the firm
Additional documents for Private Limited Company	7. Signed copy of Memorandum and Articles of Association 8. BOD resolution allowing representative to act and sign on behalf of the company

**Customer Care**

**MEENACHI AGRO AGENCY**

**Email ID: [uaci.ngp2@gmail.com](mailto:uaci.ngp2@gmail.com) / [customer.care@universalagri.in](mailto:customer.care@universalagri.in)**

**Mobile No: +91 7410040857 / 8336929010**

Tamilnadu Grama Bank Opposite,  
 KARUMANDURAI (Po),  
 P.M.Palayam (Tk), Salem (Dt), Pin:636 138  
 Pro4: A.BAKKIYARAJ, Dip., Agri.  
 Cell: 97877 87305

## 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

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

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 Prop: A. BAKKIYARAJ, Dip., Agr.  
 Cell: 97877 87305

I, A. BAKKIYARAJ acting on behalf of \_\_\_\_\_  
 (Name of the Proprietor / Partner / Director\*)

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, are true to the best of my knowledge and understanding

For Meenachi Agro Agency

*A. Bakkiyaraj*

Proprietor

(Signature of Proprietor / Partner / Director\*)

*A. Bakkiyaraj*  
**MEENACHI AGRO AGENCY**  
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 Prop: A. BAKKIYARAJ, Dip., Agr.  
 Cell: 97877 87305

(Signature of Distributor's Firm\*)

Date:

Place:

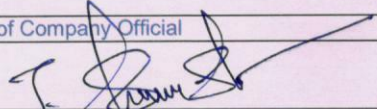
Name of Company Official	Signature of Company Official
J. Sathiesh Kumar	<i>J. Sathiesh Kumar</i>

**For Internal Use**

**Checklist for Sales Team Member Opening Distributorship**

Particulars		Yes	No
<b>Distributorship Form</b>			
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		
<b>Supporting Documents</b>			
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)	

<b>Approved By:</b> (all forms have to be approved by respective GICs)	
Name of Company Official	Signature of Company Official
J. Shukinsha	



**FORM III**

**LICENCE TO SELL, STOCK OR EXHIBIT FOR SALE OR DISTRIBUTE INSECTICIDES,  
INCLUDING STOCK AND USE OF INSECTICIDES FOR COMMERCIAL PEST CONTROL  
OPERATIONS**

( See sub rules (3A) and (4) of rule 10)

License Number : SLM/PNP/ 44/2020-21

License to sell, stock or exhibit for sale or distribute by retail the following insecticide(s) or carrying out commercial pest control operations on the premises situated at, 111/A, Kallupatti Road, Karumandurai, Pethanaickanpalayam, Salem- 636 138. Is granted to MEENACHI AGRO AGENCY, 111/A, Kallupatti Road, Karumandurai, Pethanaickanpalayam, Salem- 636 138.

as specified hereunder:-

Sl.No	Particulars of the insecticide	Name of the Company	Valid upto	Registration number	Date of grant of licence
1	As per Principal Certificate Enclosed	MEENACHI AGRO AGENCY	Permanent	P.C Enclosed	15.02.2021

2. The license is subject to the provisions of the Insecticides ACT, 1968 and the rules made thereunder for the time being in force as well as the conditions specified below.

Place: Pethanaickanpalayam

Date: 15.02.2021

*[Signature]*  
Signature of the licensing officer  
ASSISTANT DIRECTOR OF AGRICULTURE  
PETHANAICKENPALAYAM

**Conditions**

1. The Licence shall be displayed in a conspicuous place in the premises.
2. No insecticide shall be sold or exhibited for sale or distributed or issued for use in commercial pest control operations except in packages approved by the Registration committee from time to time.
3. If the licensee wants to sell, stock or exhibit for sale or distribute or use for commercial pest control operations any additional insecticide during the validity of the licence, he may apply to the licensing officer for issuance of licence for each such insecticide on payment of the prescribed fee.
4. An application for the renewal of the licence for pest control operation shall be made as laid down in sub -rule (3A) of rule 10 of the Insecticides Rules, 1971.
5. Any other condition(s) - may be specified by the Licensing Officer.

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Prop: A. BAKKIYARAJ, Dip., Agri

Cell: 97877 87305

*[Signature]*  
Signature of the licensing officer  
ASSISTANT DIRECTOR OF AGRICULTURE,  
PETHANAICKENPALAYAM.



இந்திய அரசாங்கம்  
Government of India



பாக்கியராஜ்  
Bakkiyaraaj

தந்தை ஆண்டி ஆண்டி  
Father ANDI ANDI  
பிறந்த நாள் / DOB 15/03/1996  
ஆண்பால் / Male



3646 0493 1317

எனது ஆதார், எனது அடையாளம்



இந்திய அடையாள ஆணைப்பகுதி  
Unique Identification Authority of India

முகவரி S/O ஆண்டி மேல்  
வீதி தொடடிதுறை  
கருமந்துறைஅஞ்சல்  
ஆத்தூர்(வட்டம்).  
சின்னகல்ராயன்மலை-வடக்குநாடு Chinnakalrayanhillsvadakkunadu,  
கருமந்துறை, சேலம் தமிழ்நாடு Karumanthurai, Salem, Tamil  
636138 Nadu, 636138

3646 0493 1317



1947



help@uidai.gov.in

WWW

www.uidai.gov.in

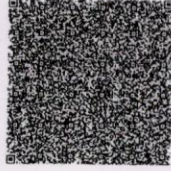
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आयकर विभाग  
INCOME TAX DEPARTMENT

भारत सरकार  
GOVT. OF INDIA



स्थायी लेखा संख्या कार्ड  
Permanent Account Number Card  
DYPPB3991D



01082018

नाम / Name  
BAKKIYARAJ

पिता का नाम / Father's Name  
AANDI

जन्म की तारीख /  
Date of Birth  
15/03/1996

A. Bakkiyaraj  
हस्ताक्षर / Signature

इस कार्ड के खोने/पाने पर कृपया सूचित करें/लौटार्णः

आयकर पैन सेवा इकाई, एन एस डी एल  
5 वी मंजिल, मंत्री स्टर्लिंग,  
प्लॉट नं. 341, सर्वे नं. 997/8,  
मॉडल कालोनी, दीप बंगला चौक के पास,  
पुणे - 411 016.

*If this card is lost / someone's lost card is found,  
please inform / return to :*

Income Tax PAN Services Unit, NSDL  
5th Floor, Mantri Sterling,  
Plot No. 341, Survey No. 997/8,  
Model Colony, Near Deep Bungalow Chowk,  
Pune - 411 016.

Tel: 91-20-2721 8080, Fax: 91-20-2721 8081  
e-mail: tininfo@nsdl.co.in

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Prop: A. BAKKIYARAJ, Dip., Agri.  
Cell: 97877 87305



(Amended)

Government of India  
Form GST REG-06  
[See Rule 10(1)]

Registration Certificate

Registration Number :33DYPPB3991D1ZE

1.	Legal Name	AANDI BAKKIYARAJ			
2.	Trade Name, if any	MEENACHI AGRO AGENCY			
3.	Additional trade names, if any				
4.	Constitution of Business	Proprietorship			
5.	Address of Principal Place of Business	TAMILNADU GRAMA BANK, 2149, SALEM MAIN ROAD, Karumanturai, Salem, Tamil Nadu, 636138			
6.	Date of Liability				
7.	Date of Validity	From	14/12/2020	To	Not Applicable
8.	Type of Registration	Regular	 Signature valid		
9.	Particulars of Approving Authority	Digitally signed by <b>UMAKANT KARIYAPPA TALWAR</b> and Services Tax Act, 2017 GOODS AND SERVICES TAX NETWORK-07 Date: 2022.12.12 12:00:23 IST			
Signature					
Name	UMAKANT KARIYAPPA TALWAR				
Designation	Superintendent				
Jurisdictional Office	PERIYANAICKENPALAYAM				
9. Date of issue of Certificate	12/12/2022				
Note: The registration certificate is required to be prominently displayed at all places of Business/Office(s) in the State.					

This is a system generated digitally signed Registration Certificate based on the approval of application granted on 12/12/2022 by the jurisdictional authority.

**MEENACHI AGRO AGENCY**  
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