



# 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

- Name of the Organization\* **SRI ELUMALAIYAN AGRO TRADERS**
- Full Postal Address for correspondence\*:  
Type of Location: Office  Shop  Godown  Residence   
Street Name **5/19-B vilachery main Road**  
**vilachery madurai**  
P.O **vilachery** District **madurai**  
State **Tamilnadu** PIN Code **625006**
- Nature of the Entity\*: Sole Proprietorship  Partnership  Private Limited Co.   
Cooperative/ Society  Others  (Specify) \_\_\_\_\_
- Name of Representative\*: Proprietor  / Managing Partner  / Director  / Authorised Signatory   
**Santhana Lakshmi**
- Telephone No:  
Office /Shop Landline: (STD Code) \_\_\_\_\_  
Residence Landline: (STD Code) \_\_\_\_\_  
Mobile\*: +91 **9894705094** WhatsApp Mobile: +91 **9894705094**  
Email ID\*: **pasurakasiash@gmail.com**
- Preferred mode of communication: Email  Ph.  Whatsapp
- Income Tax Permanent Account No\*: **AZHP87882G**
- Is the applicant registered under GST\*: Yes  / No
- If yes, is the applicant registered under Composite Scheme of GST : Yes  / No
- GST No **33GAZHP87882G1Z0**
- Pesticide Licence No\* **TN/MTU/TPK/PP/32/2019** Valid Up to\* \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Issued By **Joint Director of Agriculture**
- Micronutrient Licence No\* \_\_\_\_\_ Valid Up to\* \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Issued By \_\_\_\_\_



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

Name\* **R. Santhana Lakshmi**

Gender\*: Male  Female

Relationship with applicant\*: Owner  Partner  Director  Others

**For Sri Elumalaiyan Agro Traders**

**R. Santhana Lakshmi**  
Signature\*

Date: **25/01/2024**

**Proprietrix**

**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 |
|----------------------------|------------------------------------|-----------------------------|--------------------------------|
| Super For Insecticides Ltd | 34 years<br>2021                   | All                         | 21 lacs                        |
| Anu products Ltd           | 7 years<br>2017                    | All                         | 90 lacs                        |
| UPL, KPR,                  | 5 years<br>2019                    | All                         | 60 lacs                        |
| Jairath                    | 9 years<br>2015                    | All                         | 70 lacs                        |

- 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 |
|--------------|------------------------------------|-----------------------------|--------------------------------|
| IFF Co       | 1 year<br>2023                     | All                         | 7 lacs                         |
| (DPL) (Bio)  | 2 years<br>2022                    | All                         | 5 lacs                         |
|              |                                    |                             |                                |
|              |                                    |                             |                                |

- 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 |
|----------------------------|---|---|-----------------------|
| Madurai                    |   | 40  | 1.<br>2.<br>3.        |
| Dindignu                   |   | 30  | 1.<br>2.<br>3.        |
| Theni, Virudunji           |   | 80  | 1.<br>2.<br>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)\*?

MADURAI.

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

| Type        | Crop            | Approx. Area            | Approx. Volume |
|-------------|-----------------|-------------------------|----------------|
| Field Crops | Paddy<br>cotton | 1000 Acres<br>500 Acres |                |
| Field Crops |                 |                         |                |
| Field Crops |                 |                         |                |
| Vegetables  |                 |                         |                |
| Vegetables  |                 |                         |                |
| Vegetables  |                 |                         |                |
| Others      |                 |                         |                |
| Others      |                 |                         |                |
| Others      |                 |                         |                |

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

| Molecules                   | Crops          | Key Brands           | Approx. Volume |
|-----------------------------|----------------|----------------------|----------------|
| Ca x phosphate<br>Emamectin | Paddy<br>Paddy | Wiltwood<br>Wiltwood |                |
|                             |                |                      |                |
|                             |                |                      |                |

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

| Molecules   | Crops | Key Brands | Approx. Volume |
|-------------|-------|------------|----------------|
| carbendazim | Paddy | SAFE       |                |
|             |       |            |                |
|             |       |            |                |

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

| Molecules | Crops | Key Brands | Approx. Volume |
|-----------|-------|------------|----------------|
| Emamectin | Paddy | Wiltwood   |                |
|           |       |            |                |
|           |       |            |                |

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     | Degha-711           | 700 kg   | 1000 kg |
| Herbicides     |                     |          |         |
| Fungicides     |                     |          |         |
| Fungicides     | Super 907           | 100 kg   | 300 kg  |
| Pesticides     | EMZO                | 150 kg   | 250 kg  |
| Pesticides     |                     |          |         |
| Micronutrients |                     |          |         |
| Micronutrients |                     |          |         |

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

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## 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.
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, 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

I, R. SANTHANALAKSHMI acting on behalf of SRI ELUMALAIYAN AGRO TRADERS  
 (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 Sri Elumalaiyan Agro Traders**  
R. Santhanalakshmi

**GST: 33GZHPS7882G1ZO**  
**SRI ELUMALAIYAN AGRO TRADERS**  
**15 / 19-B, Vilachery Main Road**  
**VILACHERY, MADURAI - 625 006**  
 (Seal & Sign of Distributor's Firm\*)

\_\_\_\_\_  
 (Signature of Proprietor / Partner / Director\*)

Date:

Place:

| Name of Company Official | Signature of Company Official |
|--------------------------|-------------------------------|
| <u>J. Shobinika</u>      | <u>J. Shobinika</u>           |

**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 |
| <i>J. Shukla</i>   | <i>J. Shukla</i>              |