

MS Agarwal Foundries (P) Ltd.
Rama Towers,5-4-83, 2nd Floor,
TSK Chambers,Opp:Ranigunj Bus Depot,
Secunderabad-500 003

Sheet-1

MS LIFE - DEALER APPLICATION FORM

NAME OF THE FIRM REGISTERED ADDRESS TOWN DISTRICT STATE & PIN CODE CONTACT PERSON MOBILE NOS.	_____

SHOP LAND LINE NO.WITH STD CODE SHOP MOBILE NOS. E-MAIL ID	_____	_____
	_____	_____
	_____	_____

YEAR OF FIRM ESTABLISHMENT GST NUMBER PAN CARD NUMBER	_____

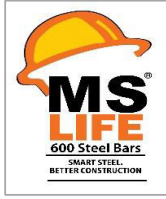
TYPE OF BUSINESS ENTITY **PROPRIETOR** **PARTNERSHIP** **PVT.LTD**

1	NAME OF THE PROPRIETOR/ PARTNERS /	ADDRESS OF RESIDENCE	OTHER INFORMATION	
			BIRTHDAY	
			WEDDING ANNIVERSARY	
			Email ID :	

IN CASE OF PARTNERS FILL IN BELOW

2			BIRTHDAY	
			WEDDING ANNIVERSARY	
			Email ID :	
3			BIRTHDAY	
			WEDDING ANNIVERSARY	
			Email ID :	

Authorized signature with stamp



Sheet-2

Business History : Present Dealership details-Steel-Cement-others dealerships

Dealership /Brand	Company/Supplier Name	Since(Year)	Products	Sale Volume Mts P.A
1				
2				
3				
4				
5				
6				

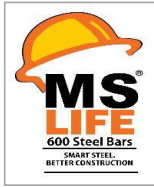
LAST 3 YEARS SALE OF STEEL VOLUME	Year 1	20__ / __	MTs	_____
	Year 2	20__ / __	MTs	_____
	Year 3	20__ / __	MTs	_____
EXPECTED SALE VOLUME IN COMING YEAR	Year	20__ / __	MTs	_____
EXPECTED BUSINESS FOR MS LIFE/ TARGET	MTs P.A: _____			

BANKERS NAME,ADDRESS,Ph.Nos.(Give two Banks Names in case of more than one

1)Bank Name: _____	2)Bank Name: _____
Address: _____	Address: _____
IFSC CODE: _____	IFSC CODE: _____
BANK ACCOUNT No. _____	BANK ACCOUNT No. _____
OD/CC Limit If any Rs. _____	OD/CC Limit If any Rs. _____
AMOUNT OF SECURITY DEPOSIT PAID FOR MS LIFE DEALERSHIP.Rs- 50,000/-	

INTERESTED IN EXCLUSIVE DEALER				
REFERRED DEALER NAME & TOWN (IF IN PARICHAY):				
DETAILS OF INFLUENCER	CATEGORY	Total Nos.	CATEGORY	Total Nos.
	ARCHITECTS		PLANNERS (Municipal)	
	ENGINEERS		BUILDERS	
	MASONS		CONTRACTORS	
HAVING COMPUTER Yes /No		HAVING INTERNET Yes/ No		

Authorized signature with stamp

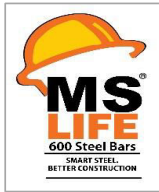


COUNTER SIZE : (SHOP TOTAL STEEL SALE PER YEAR in MT)			
TOWN MARKET SIZE: (TOTAL TOWN STEEL SALE PER YEAR in MT)			
TOWN CEMENT SALES: (TOTAL TOWN CEMENT SALE PER YEAR In MT)			
TOTAL CEMENT DEALERS IN TOWN			
TOWN POPULATION:			
TOTAL CINEMA THEATERES IN TOWN:			
SHOP SIZE IN S.F.T.			
YARD SIZE			
FLEX BOARD SIZE IN S.F.T.			
IN SHOP WALL PAINTING S.F.T			
SHUTTER PAINTING S.F.T			
PROPERTIES	SHOP	OWN	RENTAL
Please mark ✓	GODOWN	OWN	RENTAL
	HOUSE	OWN	RENTAL
DETAILS OF OWN TRUCKS			

*** VENDOR DETAILS FOR MARKETING ACTIVITIES**

SN	Vendor for ↓	Agency Name/ Town	Person Name	Mobile No.
1	FLEX BOARDS			
2	IN SHOP WALL PAINTING			
3	AUTO TOPS			
4	HIGH RISE WALL PAINTING			

Authorized signature with stamp



*** Reference Persons details of Present dealing Companies/Suppliers**

SN	Name of the Person	Designation	Company Name	Mobile No.
1				
2				

1 Comments : _____

2 Comments : _____

Company Credit Policy

Bill to Bill payment to be cleared on or before 20days from the date of Billing.

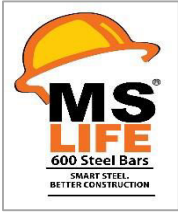
I/We certify that the information given in the application form is correct and complete.
Further, this is to authorize MS Agarwal Foundries Pvt Ltd., to verify our Bank/Trade credential.
Applicant's signature attests financial responsibility to pay MS Agarwal Foundries Pvt Ltd., invoices in accordance with agreed upon terms.

Place:
Date:

Authorized signature with stamp

Subject to Jurisdiction at Secunderabad/Hyderabad
In case of Partnership, all the Partners' should sign

Note: We Certify that we will not have any issues for correspondence done by the Company through mails and SMS related to Business.



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PROSPECTIVE DEALER ASSESSMENT FORM- INTERNAL MEMO

Reasons for Appointing _____
(in order of importance) _____

Town Potential (Total steel sale per year - MTs) : _____
 Expected Sale from this Dlr per year - Mts : _____
 Existing MS Life Dlr's Sale/ Per year (if there) : _____
 Total Steel Dealers in town: _____

BDM Name . _____ **BDO Name.** _____

Please rate the Dealer on the following (5=Excellent, 1=Poor)						Rating
1.Credit Worthiness	5	4	3	2	1	
2.Showroom Location & Ambience	5	4	3	2	1	
3.Experience in Steel Business	5	4	3	2	1	
4.Payment track record	5	4	3	2	1	
5.Reputation in trade	5	4	3	2	1	
6.Relationship with Engineers/Masons	5	4	3	2	1	

CHECKLIST OF DOCUMENTS(COPIES) TO BE ENCLOSED

	YES	N.A.
1.IT RETURNS OF LAST 2 YEARS		
2. BALANCE SHEET FOR 2 YEARS		
3.LAST 6 MONTHS BANK STATEMENT		
4.COPY OF GST No. CERTIFICATE		
5.PAN CARD		
6.AADHAR CARD		
7.VISITING CARD		
8.TWO PHOTOS OF OWNER / PARTNERS		
9.THREE PHOTOS OF SHOP/YARD WITH DIFFERENT IMAGES		
10.COURIER SERVICE PROVIDER NAME (_____)		
11.COPY OF FIRM'S PARTNERSHIP DEED		

Approved By

<u>SIGN</u>	<u>NAME</u>	<u>SIGN</u>	<u>NAME</u>
BDO _____	_____	ACCOUNTS _____	_____
BDM _____	_____	RVM _____	_____
BM _____	_____	GM _____	_____
AGM _____	_____	VP RETAIL _____	_____

NEW DEALER APPOINTMENT PROCEDURE

STEP-1

The Dealer should be 1st or 2nd position in the Market

Dealer application form should be filled completely

After filling-up Dealer application form it should be thoroughly checked

Master Cheque should be collected (Name of the Beneficiary "MS Agarwal Foundries Pvt. Ltd.,)

Master cheque should be undated and signed cheque)

Security Deposit of Rs.50000/- should be credited in to our account before dispatch

Dealer application form should be signed by BDO/BDM/BM /AGM and GM.

Along with Dealer application form his 6 months bank transaction and 3 years Income Tax assessment

Photocopy of Pan Card is to be enclosed

Photocopy of Adhar Card

Photo of the owner

Dealer Credit worthiness should be assessed by BDM/BM/AGM

First supply will be against full advance payment

Certificates to be enclosed as per Assessment Form

STEP-2

POP items: IMMEDIATELY AFTER APPOINTMENT

- (1) Dealer Kit should be dispatched along with Truck
- (2) 10 T Shirts for Hamali
- (3) 30 Brochures
- (4) Cut & Bend Catalogues
- (5) 10 Caps
- (6) Public Notice Board 1 no
- (7) Posters
- (8) 5 Estimation Pads
- (9) 5 Pens
- (10) Magazine

STEP-3:

MARKETING ACTIVITIES WITHIN 15DAYS OF DISPATCH

After First supply

- (11) Flex Board
- (12) Dealer Certificate
- (13) Letter Heads & Visiting Cards

After 2nd Supply

- (14) Wall Painting upto 2000 sft including Shutter Paint

After 3rd Supply

- (15) Auto Tops

After 4th Supply

- (16) High raised wall painting

STEP-4:

Immediate visit of BDO

Subsequent week BDM visit

Mason meet to be conducted within a month & Engineer / Consumer meet to be conducted within 3 months