



FACT MARKETING HEAD OFFICE UDYOGAMANDAL.

NORMS FOR DEALER APPOINTMENT

- i) The applicant shall give a Security Deposit of Rs.1,00,000/- in the form of Fixed Deposit, for which interest shall be paid at the rates prevailing in the company.
- ii) The applicant should make own arrangement for storage of not less than 20 MT of Company's products.
- iii) The applicant should have good local standing as certified by Agricultural Officer/VAO/any other public representative.
- iv) The applicant should be a domicile of the State for which he is applying for dealer appointment.
- v) The applicant should produce a bank reference from a nationalized bank.
- vi) Preference will be given to appoint dealers where FACT is under/un- represented in mandals/taluks.

- vii) The applicant should agree to abide by all terms and conditions of the company as stated in the Annexure-I.
- viii) FACT has a policy of conducting e-business. Applicants shall undertake to provide necessary personnel, infrastructure etc as specified by FACT from time to time to comply with the requirements of conducting e-business. At present, payment for fertilizers, is received by FACT through electronic payment (RTGS/NEFT) for issue of fertilizers. The current Terms of Sale to dealer are attached as Annexure - III for the information of the applicants. The company is also processing a contract to give door delivery to the dealers from nearby RHs. As and when the contracts are finalized the same will be extended to the dealers subject to terms and conditions in vogue at that time.
- ix) The appointments of dealers shall be provisionally for a year during which period their performance would be assessed and only those who are adhering to the terms and conditions of the dealership shall be confirmed.
- x) The dealers shall undertake to do sales of at least 25 MT per year with a minimum offtake of 2 to 3 MT per month. Performance will be also assessed based on the

off take of all products in FACT's product range with due weightage for slow moving products, as per FACT's product allocation.

- xi) Statutory requirements and obligations with regard to storage premises will be the responsibility of the dealer.
- xii) Dealer should arrange for fertilizer selling license and all other requirements relating to the Department of Agriculture, of the respective state Government.
- xiii) Dealers would be attached / detached to/from an ASC/SPD/Agency at the discretion of the Management.
- xiv) Once dealers are attached to a particular ASC/SPD/Agency, they will not be serviced directly from other ASC/SPD/Agency. This would be exempted under situations of non-availability of products in the ASC/SPD/Agency.
- xv) The above terms are not exhaustive. They are only illustrative in nature and the selected dealer is required to execute an Agreement with FACT containing other terms also.
- xvi) All instructions detailed in the agreement should be adhered to in letter and spirit.

- xvii) All successful applicants shall take up necessary activities to register/enlist themselves in the appropriate category (wholesale /retail) in the mFMS system. Failure to do so will constrain FACT to review the offer of dealership awarded to the applicant.
- xviii) Our Sales Officer from the RO will be visiting you to inspect the original of the copies the applicant has submitted. The applicant shall make available all the originals for verification, failing which the application is liable to be summarily rejected.
- xix) FACT reserves the right to reject any application for reasons like incomplete/unverifiable details, lack of market potential, over representation of FACT dealers in a particular location, insufficient storage space or offtake commitment etc. The decision in this regard shall be solely with FACT and no complaint/dispute in this regard shall be entertained.

SUBMISSION OF APPLICATIONS

The application along with Annexure (I&II) is to be received on or before 15-11-2012, for consideration, at:

**THE MANAGER (Market Research),
Attention Sri M.S.Pratheep
FACT LTD.,
MARKETING HEAD OFFICE,
EEC BUILDING,
ELOOR, UDYOGAMANDAL,
KOCHI,
KERALA.
PIN: 683501.**



**FERTILISERS AND CHEMICALS TRAVANCORE
LIMITED
MARKETING DIVISION**

ANNEXURE I

Place:

Date :

The Manager (Market Research)
FACT Ltd.
Marketing Head Office
Udyogamandal.

Sir,

I hereby apply for appointment as your Dealer to deal in your fertiliser products in..... and I agree to abide by the following conditions.

That I agree to abide by the Norms for Dealer Appointment, given in our notification inviting applications for appointing dealers.

That this appointment is not exclusive and that you have the right to appoint other Dealer or operate your own selling points in the area and that I am not eligible to get any benefit whatsoever on sales effected by them.

That this appointment can be terminated by mutual agreement or by other party giving thirty days' notice and also that you have the right to terminate the same if I do not comply with any of the conditions listed herein.

That I have to comply with all the statutory requirements prescribed by the Central and State Governments or by other Government agencies covering fertiliser sales especially those relating to licensing, record keeping and rendering reports and returns.

The records should be maintained and reports submitted about my sales as required by you from time to time.

That I should draw your Fertiliser Products only from your buffer stock godown/wholesaler to whom I am attached and that I have to pay the prices ruling at the time of taking delivery of the stock and also that I should sell your fertiliser products only at prices not exceeding the consumers selling prices fixed by you from time to time.

That I am entitled to get remuneration only to the extent of margin allowed by the Company as the difference between the Company's Ex-Agro Services Centre selling Price to Dealer and the Prescribed Consumer Selling Price and that no other remuneration is payable to me by the company.

That I have to provide at my cost suitable storage place as prescribed by you and that I have to exhibit at my place of business a "FACT Fertiliser Dealer Board and "Price List" board giving the latest consumer prices.

That once I take delivery of fertiliser stock against payment you will not take back any portion of stocks.

On appointment as your Dealer, I am prepared to keep with FACT a security deposit in the form of Fixed Deposit as specified in the Norms.

I request that early orders may be passed appointing me as your Dealer at.....

The details regarding the application are given in proforma enclosed and all information furnished are true.

Signature:

Name :



**FERTILISERS AND CHEMICALS TRAVANCORE
LIMITED
MARKETING DIVISION**

ANNEXURE II

DETAILS TO ACCOMPANY DEALER APPLICATION

1. Name of the applicant:

- a) Whether it is a proprietary concern/
Partnership firm/Co.op.Institution or
Others? specify :
- b) Educational qualification of Proprietor/
Managing Director :
- c) Whether belongs to SC/ST. If so certificate
issued by Revenue Authorities not below
the rank of Tahsildar enclosed. :

2. Address : Door No./Road/Street :

Village :

Taluk :

District :

3. Proposed place of business with Dist.

a) Door No./Street :

b) Place :

c) Village & Taluk :

d) Krishi Bhavan/Block :

e) District :

4. Present business activities if any :

5. If Co.op.Society or Firm

a) Attach latest :
Audited balance sheet and copy of
Resolution taken

b) Please State

i. Date & Year of Regn. :

ii. Paid up capital :

iii. Number of members :

iv. The person authorised to do business
on behalf of the Society/Firm :

6. If partnership state

- a) The name & address of Partners :
- b) Whether partnership deed copy is enclosed. :
- c) Name of person authorised to do business on behalf of the firm. :

7. If fertiliser dealer, give

- a) Licence No. Date & the firms representing:
- b) mFMS Registration No. :
If not registered willingness to obtain: YES/NO
regn. no. with in 15 days of dealer
appointment
- b) Give the CST No.& State/TIN. If any :
- c) Approx. tonnage of fertilisers sold in the last 2 years, showing each items separately. :

- 8. Facilities for storage with godown capacity :
- 1. Door No./Address :
- 2. Tonnage that can be stocked :
- 3. Rented or Own. :

9. Distance to your place of business, from

	<u>Name</u>	<u>Distance from</u>
a. Nearest FACT Agro Service Centre :		
b) Rail Head specify :		

10. Expected sales of FACT products for a year from your points

<u>Products</u>	<u>Sales in MT</u>
Factamfos	
Urea	
Ammonium Sulphate	
MOP	
Others: Specify	

11. When do you expect maximum sales:

12. Please confirm that FD of Rs 1 lakh will be furnished :

13. Details with value of movable assets/
Immovable assets :
(Document copy to be enclosed in case
of immovable/landed property)

16. Any other particulars :

I hereby agree that, if appointed I shall execute the agreement of dealership as prescribed by the Company and shall provide FD as mentioned above.

Signature
With Name and
Address

Place :

Date:

CURRENT TERMS OF SALE TO DEALER

Annexure - III

Kerala					(per MT)
	FACTAMFOS	AMM. SULPHATE	UREA	MOP	
Basic Price(incl. of ED)	18,691.00	11,013.00	5,365.00	16,700.00	
Dealer Margin	400.00	250.00	180.00	250.00	
VAT+CESS	As applicable				
Transport Rebate-Ex ASC					
upto 30 KM	150.00	80.00	120.00	150.00	
above 30KM	180.00	100.00	150.00	180.00	
Transport Rebate-Ex RH					
upto 30 KM	180.00	150.00	150.00	180.00	
above 30KM	200.00	180.00	180.00	200.00	

Tamil Nadu					(per MT)
	FACTAMFOS	Zn. FACTAMFOS	AMM. SULPHATE	UREA	MOP
Basic Price(incl. of ED)	18,691.00	19,196.00	11,013.00	5,365.00	16,700.00
Dealer Margin	350.00	350.00	250.00	180.00	250.00
VAT	As applicable				
Transport Rebate-Ex ASC					
upto 30 KM	150.00	150.00	80.00	120.00	150.00
above 30KM	180.00	180.00	100.00	150.00	180.00
Transport Rebate-Ex RH					
upto 30 KM	180.00	180.00	150.00	150.00	180.00
above 30KM	200.00	200.00	180.00	180.00	200.00

Karnataka						(per MT)
	FACTAMFOS	Zn. FACTAMFOS	AMM. SULPHATE	UREA	MOP	
Basic Price(incl. of ED)	18,691.00	19,196.00	11,013.00	5,365.00	16,700.00	
Dealer Margin	350.00	350.00	250.00	180.00	250.00	
VAT	As applicable					
Transport Rebate-Ex ASC						
upto 30 KM	150.00	150.00	80.00	120.00	150.00	
above 30KM	180.00	180.00	100.00	150.00	180.00	
Transport Rebate-Ex RH						
upto 30 KM	180.00	180.00	150.00	150.00	180.00	
above 30KM	200.00	200.00	180.00	180.00	200.00	

Andhra Pradesh						(per MT)
	FACTAMFOS	Zn. FACTAMFOS	AMM. SULPHATE	UREA	MOP	
Basic Price(incl. of ED)	18,691.00	19,196.00	11,013.00	5,365.00	16,700.00	
Dealer Margin	350.00	350.00	250.00	180.00	250.00	
VAT	As applicable					
Transport Rebate-Ex ASC						
upto 30 KM	150.00	150.00	120.00	120.00	150.00	
above 30KM	180.00	180.00	150.00	150.00	180.00	
Transport Rebate-Ex RH						
upto 30 KM	180.00	180.00	150.00	150.00	180.00	
above 30KM	200.00	200.00	180.00	180.00	200.00	

Pondicherry		(per MT)			
	FACTAMFOS	Zn. FACTAMFOS	AMM. SULPHATE	UREA	MOP
Basic Price(incl. of ED)	18,691.00	19,196.00	11,013.00	5,365.00	16,700.00
Dealer Margin	350.00	350.00	250.00	180.00	350.00
VAT	As applicable				
Transport Rebate-Ex ASC					
upto 30 KM	150.00	150.00	80.00	120.00	150.00
above 30KM	180.00	180.00	100.00	150.00	180.00
Transport Rebate-Ex RH					
upto 30 KM	180.00	180.00	150.00	150.00	180.00
above 30KM	200.00	200.00	180.00	180.00	200.00

Note: Contracts for FOL delivery to dealers from Rail Head is under process and as and when finalised it will be extended as per applicable terms and conditions.