

## MARKETING DIVISION

Date: 14.01.2021

### **Inviting Applications for 'Dealer Appointment'**

Applications are invited for appointment of new FACT fertilizer dealers in potential fertilizer markets which are unrepresented / inadequately represented by FACT. The norms have been revised and earlier norms uploaded on 01.01.2021 stands cancelled. For details, please visit our website - [www.fact.co.in](http://www.fact.co.in).

**ASSISTANT GENERAL MANAGER (FS)**

### **NORMS FOR DEALER APPOINTMENT**

1. The applicant should be a domicile of the state for which he / she is applying for dealer appointment.
2. The applicant should be an existing Fertilizer Sales license holder from State Department of Agriculture for which he / she is applying for dealer appointment.
3. The applicant should be having IFMS ID and operating business through PoS machine as mandated by Dept. of Fertilizers, Gol.
4. Rs. 5000/- is to be remitted as an interest free Security Deposit. This is applicable for General category dealers. SC/ST dealers are exempted from payment of security deposit.
5. The applicant should not have any criminal charges or any violation of FCO reported against him / her.
6. The applicant should be possessing a minimum godown capacity of 20 to 30MTs depending on the market conditions. All statutory requirements and obligations with regard to fertilizer storage will be the responsibility of the dealer.
7. If appointed, the dealer should lift minimum of 10 MTs at the time of appointment, annual sales plan for each product will be specified by the FACT officials after appointment. Performance will be assessed based on the offtake of all products range with due weightage for slow moving products, as per FACT's product allocation.
8. Once appointed as FACT Dealer, it is at the discretion of the Management to attach / detach to/from any ASC/SPD/Agency. Dealer shall draw FACT products only from FACT ASC/SPD/Agency to which he/she/firm will be attached and that dealer should pay the company the Dealer price and sales shall be done at prices not exceeding MRPs fixed by FACT.
9. Dealer shall undertake necessary arrangements for making e-payments as FACT receives payments for fertilizers through NEFT/ RTGS/ e-payment to FACT'S designated bank accounts.



10. 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.

11. All instructions in the agreement should be adhered to in letter and spirit.

12. The interested parties may send dealership application (Application forms and further details are furnished in FACT website [www.fact.co.in](http://www.fact.co.in)) to the field offices / Zonal offices.

13. Dealer should arrange for all the below mentioned documents (Both original and duplicate) to FACT official concerned.

Sl. No.	Document	Document to be issued by
1	Fertilizer license	State Dept. of Agriculture
2	Bank Reference Letter	Bank Authority
3	Caste certificate (if SC / ST)	Competent Authority
4	Local Standing Certificate	AO/VAO/any public representative
5	Board Resolution (in case of Co- operative firms)	Competent Authority
6	Partnership deed (In case of partnership firms)	Notary
7	GST registration certificate	Competent Authority

14. The applicant should agree to abide by all terms and conditions of the company in the Annexure I.

15. Applications received will be forwarded through Zonal Office / State Office and sent for approval to Marketing Head Office at Udyogamandal, Kochi where upon further scrutiny by Dealer Appointment committee, Division head will give final approval for Dealer appointment.

16. A dealer agreement in the prescribed format has to be executed upon getting intimation on appointment order.

17. FACT reserves the right to reject any application for reasons like incomplete/unverifiable details, lack of market potential or non-compliance with any of norms mentioned above. No complaint/dispute in this regard against FACT shall be entertained.

18. FACT reserves the right to change the norms from time to time

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**MARKETING DIVISION**

**APPLICATION FOR DEALERSHIP IN FACT**

**ANNEXURE I**

To,  
THE Dy. GENERAL MANAGER  
FACT LTD., STATE OFFICE  
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Dear Sir,

I hereby apply for your Dealership to deal in your fertilizer products at ..... and I agree / confirm the following conditions.

That I am an existing Fertilizer Sales license holder from State Department of Agriculture, and I am applying for dealership and having GST Registration.

That this appointment is not exclusive and that you have the right to appoint other dealer or operate your 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 without any prior intimation if I do not comply with any of the conditions listed herein or in case of non-compliance of FCO norms, by issuing a Registered letter.

That I have to comply with all the statutory requirements prescribed by the Central and State Governments or by other Government agencies covering fertilizer sales. All records shall be maintained and reports about my sales shall be submitted as required by you from time to time.

That I shall draw FACT products only from your Sales points or godown / Railhead to where I will be attached and that I should pay the company at Dealer Price for the stock and that I should sell your products at prices not exceeding the MRPs 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 Dealer price (Price at which FACT product is sold to the dealer) and MRP. No other remuneration is payable to me by the company.

That I shall arrange for a minimum godown capacity of --- MTs and that I have to exhibit a "FACT Fertilizer Dealer" Board and "Price List" board displaying the latest consumer prices, at my cost.

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

That I agree to abide by all the 'Norms for Dealer Appointment' given in your website notification '*Inviting Applications for 'Dealer Appointment' dated 14.01.2021.*

That I am in possession of Point of Sales (PoS) machine for fertilizer sales operations and FACT fertilizer sales transactions shall be made through the PoS machine and hence FACT need not provide me any PoS machine.

I confirm that I do not have any criminal charges or any violation of FCO reported against myself.

I shall execute Dealer Agreement as per proforma prescribed by FACT

Hence, I request you to appoint me as FACT Dealer at ..... I hereby declare that all information furnished here in Annexures I & II are true.

Place:

Date:

(Signature)

Name & Address of the Dealer

**MARKETING DIVISION**

**APPLICATION FOR DEALERSHIP IN FACT**  
**ANNEXURE II**

1. Name of the Applicant / Firm: .....

2. Name of the proprietor (and partners, if any)/ Manager: .....

3. Age & Qualification: .....

4. D. No & Full Address with PIN code: Village/ Mandal/Taluk / District/State:  
.....  
.....

5. GST NUMBER: ..... PAN: .....

AADHAAR: .....

6. Telephone/Mobile: .....

7. E-Mail: .....

8. IFMS ID: Wholesaler: ..... Retailer: .....

9. Category: General / OBC / SC / ST (If SC/ST attach copy of Caste certificate)

10. If Partnership firm, attach partnership deed copy

If Co-operative firm, attach Board Resolution/ copy of the Certification of Registration

11. Fertilizer License No. & Validity:

Wholesaler: .....

Retailer: .....

12. Major Crops in/around your place of business:

Villages/Markets	Crops	Area(Ha)	Kharif	Rabi/summer

13. If already in fertilizer business, specify companies and annual off take from each firm during last 2 years

Firm	Product	2019 - 20 (MTs)	2020 - 21(MTs)

14. Godown Area: Own (Sq. Ft) ..... Hired (Sq. Ft) .....

15. Nearest Railhead & distance (in Kms): .....

16. Nearest FACT Sales point/warehouse & distance: .....

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17. Number of Fertilizer Dealers operating in this location and estimated total annual sales:

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18. Details of property in the name of proprietor/partners/firm

Asset	Address	If Hypothecated/ Pledged	Appx. Value (Rs.lakhs)

19. Estimated Annual off take of fertilizers if FACT Dealership is given:

Products	Kharif	Rabi	Total (MT)
Factamfos			
Amm. Sulphate			
MOP			
Organic			
Others(specify)			
Total			

20. Whether in possession of PoS machine? YES / NO

21. Has the applicant ever been booked under the ECA/FCO Act? If so, give details

I / We confirm that the information given above are true. In case any information is found incorrect even at subsequent stage, FACT Management will have the sole discretion for termination of dealership forth with. I/We also undertake to abide by terms and conditions of appointment. We hereby authorize Mr/Ms .....

Proprietor/ Managing Partner to deal with you and bind ourselves individually and severally for any liability arising out of this dealership.

Place

**Signature of the applicant**

Date:

(Seal of the firm)

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