



FACT Marketing Head Office

Website Notification dt. 10.04.2012.

Applications in the prescribed performa are invited from existing FACT dealers for appointment as Stock Point Dealers (SPD) in **Dharmapuri, Sivaganga, Thiruvarur, Virudhunagar, Krishnagiri** and **Karur** districts of Tamil Nadu who satisfy the below mentioned norms for Stock Point Dealership. Dharmapuri, Krishnagiri districts belongs to Coimbatore Region, Sivaganga, Virudhunagar to Madurai Region and Karur, Tiruvarur to Trichy Region. Dealers of the particular Region only will be eligible for applying for SPD in the region.

NORMS FOR STOCK POINT DEALERSHIP (SPD) **IN TAMIL NADU.**

a. Evaluation criteria for appointment of SPD in Tamil Nadu

- i) The applicant should be an existing FACT dealer. Exceptions in the case of farmers' co-operative society with significant governmental holdings and Governmental bodies/ Institutions will be permitted.
- ii) The applicant must be capable of giving a Security Deposit of Rs.30 lakhs in the form of interest bearing FD with the company. This is equivalent to the approx. current value of 200 MTs of F/Fos 20-20-0-13 to be stored in his godown. Other conditions remain unchanged.

- iii) The applicant should make own arrangement for storage of not less than 200 MT of Company's products.
- iv) A dealer who is known to have involved in any practice, which violate any of the rules and stipulations under the FCO (Fertiliser Control Order 1985 and amendments thereof), will not be eligible for SPD appointment subject to the aspect that the delinquency of the FCO case should be attributable to the dealer.
- v) Previous history of financial irregularities of the dealer should be studied and unless full dues along with interest is paid by the dealer, he should not be considered. An applicant should have settled all the dues, if any, with interest at least 5 years prior to his appointment.
- vi) Dealers of the particular Region only will be eligible for applying for SPD in the region. However dealers within the same district would be preferable in the case of those districts where FACT does not presently have any SPDs.
- vii) In the event of a dealer getting selected as SPD he should agree for becoming an Exclusive FACT Dealer for all available products of FACT. He may be permitted to trade other products, if FACT does not trade them, subject to storage of such other products in a godown/trading space other than those used for FACT SPD. Such permission from time to time may be given without affecting FACT's image and interests with regard to market share retention, sale under FACT insignia, storage etc. As regards complex fertilizers and Amm Sulphate he shall always be selling FACT products only.

- viii) Between two SPDs a minimum distance of 10 KM will be ensured.
- ix) The appointments of SPDs shall be provisionally for an year during which period their performance would be assessed and only those who are adhering to the exclusivity and other terms and conditions of the dealership shall be confirmed.

b. Operational terms of SPD in Tamil Nadu

Operational terms will be as follows:

- i) Statutory requirements and obligations with regard to Storage premises will be the responsibility of the SPD.
- ii) FACT will arrange to take its product to the stock points, obtain sales tax registration and insurance for FACT stocks. FACT's name board would be displayed in front of the SPD, by the SPD. The Depot and Office should be painted at the Dealer's cost in the colour combination approved by FACT.
- iii) SPDs should arrange for fertilizer selling license and all other requirements relating to the Department of Agriculture, Govt of Tamil Nadu.
- iv) The SPDs should not deal/sell products of other companies and has to be exclusive FACT SPD. Product of other companies will not be allowed to be stored in the SPD godown.

- v) Labour will be provided by SPD and all matters regarding payment to labour and responsibility of complying with relevant labour laws of state/center will rest with the SPD.
- vi) Dealers would be attached/detached to/from an SPD at the discretion of the Management.
- vii) All the sub dealers of SPD, who are non-FACT dealers has to become FACT dealers as per the company's guidelines.
- viii) Once dealers are attached to a particular SPD, they will not be serviced directly from ASC/other SPD. This would be exempted under situations of non-availability of products in the SPD. The transport charge will be as applicable based on actual distance from SPD point, which will be certified by Sales Officers.
- ix) The SPD would be paid the following charges.
 - Unloading charges :Rs.15/MT
 - Loading charges : Rs.15/MT
 - Storage charges : Rs.10/MT} one time payment /month
 - Service charges : Rs.10/MT} for outgoing Quantity only.The terms will be reviewed once in 3 years.
- x) Stationery items for documentation would be provided by FACT.
- xi) The performance of the SPDs will be reviewed periodically. The SPDs will be appointed on a probation basis and on review after one year only confirmation will be given. Performance will be assessed based on the SPD's off take of all products in FACT's product range with due weightage for slow moving products.

- xii) SPD shall allot a quantity not less than 50% to the dealers of FACT attached to him.
- xiii) Installation of PC, broadband connectivity etc will be required at the SPD. SPD has to necessarily employ fulltime computer savvy personnel. Expenses in connection with the ERP license will be deducted from the services charges or other dues to the dealer if it is not paid otherwise.
- xiv) At any point of time value of stock stored with SPD will not exceed the SD amount. Inspections of the SPD by the nominated officer of the company will be done once a month. Since the stock is company's property it is being stated in unambiguous terms that the nominated officer of the company shall be the authority to allocate the supplies between the SPD and dealers attached there to.
- xv) The appointments of SPDs shall be provisionally for an year during which period their performance would be assessed and only those who are adhering to the exclusivity and other terms and conditions of the dealership shall be confirmed.
- xvi) 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.
- xvii) All instructions detailed in the agreement should be adhered to in letter and spirit.

c. **Submission of applications**

Interested active dealers of FACT may apply in the below mentioned format to :

**THE MANAGER MARKET RESEARCH,
FACT LTD.,
MARKETING HEAD OFFICE,
EEC BUILDING,
ELOOR, UDYOGAMANDAL,
KOCHI,
KERALA.
PIN 683 501.**

The applications must be received at the above address on or before 25.04.2012.



**FERTILISERS AND CHEMICALS TRAVANCORE LIMITED
MARKETING DIVISION**

APPLICATION FORMAT FOR STOCK POINT DEALERSHIP
In Tamil Nadu

1. Full Name of the dealer:

2. Dealer code:

3. Postal address of the applicant
with pin code etc.

4. Permanent address:

5. Name and address of the stock point:
Proposed:

6. Quantity of FACT products sold by the dealer in the past 5 years:

:

- a) Factamfos
- b) Ammonium Sulphate
- c) Urea
- d) Muriate of Potash
- e) Bio-FACT
- f) Bagged Gypsum
- g) Other Products

7. Quantity of Competitor products sold by the dealer in past 5 years.

- a) 20:20:0:13 / 20:20:0
- b) Ammonium Sulphate
- c) Urea
- d) Muriate of Potash
- e) D.A.P
- f) Other Complexes
- g) Other Products

8. No. of sub-dealers the dealer is presently having.

9. Total Business expected product-wise for a year.

- a) Factamfos
- b) Ammonium Sulphate
- c) Urea
- d) M.O.P
- e) Bagged Gypsum
- f) Bio-FACT

10. The dimensions and capacity of the godown with address and sketch to be provided.

11. Security Deposit to be provided by the Dealer
(Rs. 30 Lakhs as Fixed Deposit)

12. Financial Details.

- a) Immovable Properties
- b) Movable Properties
- c) Details of encumbrance free immovable properties
- d) Details of current liquid assets

13. Distance of the nearest ASC/SPD from
the proposed point.

14. Copies of IT certificate & audited
accounts enclosed or not*
PAN/TIN Nos.....

I hereby agree that, if appointed I shall execute the agreement of SPD as
prescribed by the company and shall provide SD as mentioned above.

Signature
Name & address
seal

Place:

Date:

*Please enclose self-attested copies of Income Tax certificate for the year 2010-
11 and previous 2 years and annual audited accounts for the last three years. (If
copies of these certificates are not produced along with the application the
reasons thereof may be stated)