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Channel Partner Registration Form



(A Registered Trademark of Pure & Tasty Foods Pvt Ltd)

Add :- Plot No 1/b, Saher Nagri Industrial Area, Nagri, Ranchi, Jharkhand, Pincode-835303.
ICICI Bank Current Account No- 114905500722, IFSC Code:- ICIC0001149

Kindly fill this form in block letters

Please tick appropriate category

CFA CSA SS DISTRIBUTOR HORECA MT

Channel Partner ID

GST No

(To be filled by Accounts Department)

Area allotted

The area allotted for distribution may be modified in future depending upon performance of the CP.

Photograph

Visiting Card

Name

DOB

MOBILE NO

Name of the Firm

Type Individual Partnership Proprietorship LLP Ltd Co

Correspondence
Address

Email

City

State

Zip

Signature of Sadguna Representative

Signature of Channel Partner with Stamp



Name of FMCG brands with the CP

FSSAI License No Storage area of Sadguna Products in Sq-ft
(If there is no FSSAI License, Kindly obtain FSSAI License in the next 15 days and submit to HO)

Sales Team in Nos Signature of Channel Partner

ID Proof & Bank Details of Channel Partner

ID Proof Voter ID Driving License Passport Aadhar Card PAN CARD

ID Proof No

(Kindly submit self-attested Xerox copy of your ID Proof and GST Certificate)

Bank Account Details -

Account No IFSC Code

Name of Bank Branch

Signature of Channel Partner

Check list of documents to be submitted with this form :-

- 1. Self attested xerox copy of the ID Proof
- 2. Self attested xerox copy of the GST certificate.
- 3. One cancelled cheque of aforesaid bank account of the Channel Partner.
- 4. One Rs10/- cheque of aforesaid account number in favour of Pure and Tasty Foods Pvt Ltd.
- 5. Two security cheque in favour of Pure and Tasty Foods Pvt Ltd.
- 6. Self attested last one year bank statement of the Channel Partner.
- 7. Self attested xerox copy of FSSAI license of the Channel Partner.

Signature of Sadguna Representative

Signature of Channel Partner with Stamp



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Terms and Conditions :-

1. **Profit Margin** :- The company extends the following profit margin to its Channel Partners:-

- (a) SS - 4% + 3% (Logistics Support)
- (b) Distributors – 10%

2. **Claim of Scheme on Products/SKU**:- The goods/products in which the company is running the scheme has to be claimed by the SS/Channel Partners in the subsequent bill. Such claims has to be approved by HO. All such free goods claimed as schemes and approved by HO shall be sent along with subsequent orders of the Channel Partners.

- (i) Retailer Scheme will proceed in the subsequent order after claim and approval.
- (ii) CP Scheme will proceed along with the order.

3. **Channel Partners Eligibility Criteria**:- The Channel Partners' eligibility criteria are as follows:

- (a) The Channel Partner should have more than 2 years of experience in distribution and at least 3 products under his portfolio.
- (b) The Channel Partner should possess Aadhar Card/ Pan Card/GST Certificate, and FSSAI License.
- (c) The Channel Partner should have sufficient cash to invest in the market with the growth of the business.

4. **Channel Partners Code Generation**:- The Channel Partner Code will be generated by the company after submission of the following documents: -

- (a) Name of the firm and Xerox copy of the Trade License if any.
- (b) 1 self-attested Xerox copy of the ID Proof and GST Certificate of the bona-fide person.
- (c) Xerox Copy of FSSAI Registration & GST certificate of the firm.
- (d) 1 cheque of Rs 10/- & 2 security cheques in the name of Pure and Tasty Foods Pvt Ltd.

5. **Credit Policy** :- The company follows the credit policy of 2/0 net 15 from 3rd transaction onwards.

6. **Damage of Goods during transit** : The company will replace the goods received by the channel partners in damaged condition during transit from the factory to the Channel Partner destination. However, the Channel partner should bring such damaged products to the knowledge of HO and should also make a video of such damaged products immediately after receipt of the goods. It is the prime responsibility of the channel partner to inspect such goods immediately after receipt and any such damage reported by the CP should be communicated to HO immediately after such incident on the phone and validating the same with the help of video. Any such claim after 3 days of receipt of goods and any rat bite claim due to bad procurement of goods will not be entertained.

7. **Expiry of Goods** :- The Channel Partner should inform in writing (email) to the HO, stating the quantity and product details of expired goods lying at his end, at least 3 months prior to the expiry of goods. Immediately after such information, the HO will take the appropriate approval of the management and will communicate to the Channel Partner in writing stating:-

- (i) relocation of goods to some other destination.
- (ii) special scheme on such goods enabling prompt sells.
- (iii) special discount on such goods to facilitate sells.

However, inspite of all such aforesaid efforts, if the goods gets expired, then in such case, the goods have to be returned back to the factory. In such situation, the logistics cost from the Channel Partner point to the Company's factory has to borne by the Channel Partner and the goods will be replaced/returned after deduction of 10% on the taxable value of the goods.

8. **Outstanding Collection Procedure** :- The company will produce the PDC cheque before the bank on the 15th day from the date of despatch which is outstanding in the name of Channel Partner. If such cheque deposited in the bank gets bounced, then the company will raise debit note of Rs 1000/- per bounced cheque as fine. Further, the balance cheques will be deposited repeatedly on every 3rd working day of the bank in continuous succession.

I have understood the terms and conditions mentioned by the company in this registration form.

I do hereby declare that all the above information given by me are true to the best of my knowledge and belief.

Date:-

Place:-

Signature of Sadguna Representative

Signature of Channel Partner with Stamp