

# **Aanchal Distributorship Criteria & Norms:**

## **1- General Requirement**

- Applicant Should Experience/Knowledge in the field of FMCG Distributorship business.
- They should have proper investment and proper space.
- They must have a Vehicle and staff for the retailing work in the market.

## **2- Applicant Document Required-**

### **1. Business Entity Requirements:**

- Applicants must be a legally registered business entity (e.g., proprietorship, partnership, or company). Must possess a valid Goods and Services Tax Identification Number (GSTIN) and other relevant licenses.

#### **Supporting Documents required:**

ID Proof: Aadhaar Card/ Voter Card	Current A/C and cancel Cheque.	Shop agreement / Rent
Address Proof: Electricity Bill/Ration Card	GST Registration certificate	Agreement Outlet
2 Photograph, Email, Mobile Number	PAN Card	Trade license Food License

### **2. Experience:**

- Preference for applicants with prior experience in the FMCG, food and beverage distribution.

### **3. Infrastructure:**

- Sufficient Product Storage Space and cold storage facility (freezers) to maintain the product's quality.
- Adequate delivery vehicles equipped with Insulation/refrigeration to ensure cold-chain distribution.

### **4. Financial Stability:**

- Proof of financial capacity Turnover Document of applicant, to meet initial inventory purchases and operational expenses.
- Deposit/advance payment as per company norms.

### **5. Geographical Reach:**

- Capability to cover designated territory or region effectively, including urban and rural areas.

### **6. Commitment:**

- Agreement to promote and maintain Aanchal's brand image and follow company guidelines.

### **3- Aanchal Distributorship Cost:**

The Aanchal Milk distributorship cost can vary depending on the location and scale of the business. Initial costs may include the cost of the Aanchal Product distributorship fee, vehicle and equipment costs, and marketing expenses.

The distributor will also need to invest in a refrigerated vehicle and equipment for storing and transporting the Product. The cost of these items will depend on the size and type of vehicle and equipment needed. Some marketing expenses, such as creating and distributing marketing materials, and operational expenses such as staffing, rent, and utilities, should also be taken into account when calculating the total cost of becoming an Aanchal Product distributor.

- **Security Deposit:** 2 Lakh in the form of Cash/Bank Deposit/DD/FDR (Refundable) or Blank Cheque. In-case of missing or damage of company asset charges will be cut from security amount unless will be refunded fully.
- **Initial Stock Cost:** With Minimum Rs.100,000 Stock with advance payment.
- **Shop cost/ Godown Cost / Cold storage and warehouse facility** will be bear by distributor.
- **Staff Cost** (Minium 2 Marketing Staff Should be) half will be bear by Applicant & half will be bear by company, for initial three-month up to half salary of staff Rs.20000 per Person.
- **Aanchal Product Crates** (Distributor will maintain carats for product storage according to your requirements) it cost per Crates, will be bear by distributor.
- **Vehicle Cost** (Totally Packed Vehicle): will be bear by distributor.

### **4- Product Available for distributorship:**

1. **Self life- up to 2 to 15 Days (Fresh Products)-** Milk, Butter Milk, Curd in Cups, Curd in Poly, Paneer, Butter
2. **Self life- up to 180 Days (Tera Pack Products)-** Tetra pack milk (200 ML, 1000 ML), Tetra pack Sweet Lassi (200 ML), Tetra pack Masala Chanch (200 ML)
3. **Self Life- up to 1 Year (Frozen Products)-** Ice Cream (Party Pack, Family Pack, Candy, Cones, Tubs, Kulfi), Frozen Peas. (500gm, 1kg), Frozen Cut Vegetables (500gm, 1kg).

### **5- Total Product Margin: -**

- 15 to 30 % Product Margin available on MRP.

### **6- Payments Terms: -**

- 100% advance payment against stock order.

### **7- Other Marketing Strategies & Support by organizations-**

- The company will provide material for branding and marketing promotion.
- The Company will assist in online branding and promotion through its social media and digital marketing team by operating Campaign at the locations identified by the distributor.
- The Company will pay part or half of the salary of two marketing staff up to a maximum of INR 15,000 per person on bill reimbursement basis for the initial three months to develop the market in the distributor area.

# **Aanchal Distributorship Agreement**

## **On Rs. 100 Stamp:**

This Distributorship Agreement ("Agreement") is entered into as of Date of agreement by and between:

**UCDF LTD:** Uttarakhand Cooperative Dairy Federation Ltd Address: Mangal Parao, Haldwani-263139, Dist-Nainital, State-Uttarakhand

**Distributor Name:** *[Insert name of distributor]* **Address:** *[Insert address]* Contact Information: *[Insert contact details],*

WHEREAS the Company agrees to appoint the Distributor, and the Distributor agrees to distribute the Company's products in accordance with the terms outlined below.

### **1. Appointment**

The Company hereby appoints the Distributor as distributor for the products listed in Section 2 within the territory specified in Section 3.

### **2. Products Covered**

The Company authorizes the distribution of the following products under this Agreement:

1. **Self life-2 to 15 Days(Fresh Products)-** Milk, Butter Milk, Curd in Cups, Curd in Poly, Paneer, Butter
2. **Self life- upto 180 Days(Tera Pack Products)-** Tetra pack milk (200 ML, 1000 ML), Tetra pack Sweet Lassi (200 ML), Tetra pack Masala Chanch (200 ML)
3. **Self Life- Upto 1 Year(Frozen Products)-** Ice Cream (Party Pack, Family Pack, Candy, Cones, Tubs, Kulfi), Frozen Peas. (500gm , 1kg), Frozen Cut Vegetables (500gm , 1kg).

### **3. Territory**

The Distributor is authorized to distribute the Company's products in the following territory: *[Specify the geographic region, e.g., "Haldwani, Uttarakhand"]*

### **4. Term**

The term of this Agreement shall be "**1 year**", beginning on agreement date. Renewal terms may be negotiated upon mutual agreement.

### **5. Distributor's Responsibilities**

The Distributor agrees to:

- Maintain stock levels sufficient to meet market demand.
- Ensure proper cold storage and transportation to maintain product quality.
- Market and promote the Company's products in line with branding guidelines.
- Submit payments in accordance with payment terms outlined in Section 6.
- Achieve sales targets as communicated by the Company.
- Train and manage a distribution network to ensure market reach.
- Provide Monthly sales reports to the Company.

### **6. Payment Terms**

The Distributor will:

- Place orders in advance with "**100% advance payment**".

### **7. Company's Responsibilities**

The Company agrees to:

- Supply products promptly according to orders placed.



- Provide marketing materials and support for promotions and technical support.
- Ensure products comply with quality standards and applicable laws.
- Notify the Distributor of any changes in pricing or policies in advance.

#### **8. Products Pricing and Discounts**

- The Distributor will purchase products at the Company's wholesale pricing.
- The Company may provide volume-based discounts, special promotions, or incentive programs to encourage sales.

#### **9. Sales Targets-**

The Distributor must meet minimum ***sales targets Rs. 100000.00 within Month***. Failure to meet targets may lead to review or termination.

#### **10. Quality Control**

- Ensure that the distributor maintains product quality by following storage and transportation guidelines.
- Include provisions for handling defective or damaged products.

#### **11. Returns, Replacement, and Warranty Policy**

- Defective or damaged products due to manufacturing issues will be replaced upon verification.
- Unsold stock returns are not permitted without prior written approval from the Company.

#### **12. Insurance**

The Distributor shall maintain adequate insurance coverage, including product liability and vehicle insurance for refrigerated transport.

#### **13. Termination**

This Agreement may be terminated under the following conditions:

- Breach of contract by either party.
- Failure to meet sales targets or payment obligations.
- Termination upon mutual consent ***with 30 days' written notice***.

#### **14. Confidentiality**

The Distributor agrees not to disclose any confidential information related to the Company's business practices, pricing, or product formulations.

#### **15. Dispute Resolution**

Disputes arising from this Agreement will be resolved through arbitration. ***The governing jurisdiction will be Director, Dairy Vikash Vibhag Haldwani, Uttarakhand.***

#### **16. Force Majeure**

Neither party will be held liable for failure to fulfill obligations due to unforeseen events beyond their control, such as natural disasters.

#### **17. Miscellaneous**

- Amendments: Any changes to this Agreement must be made in writing and agreed upon by both parties.
- Governing Law: This Agreement is governed by the laws of India.

#### **18. Signatures**

By signing below, both parties agree to adhere to the terms and conditions outlined in this Agreement.

**Company Representative:**

**Distributor Representative:**