



AADHARSH FOODS, Pavani Residency,
104-Lillis Block, Yelahanka,
Bangalore -560064
Mobile: +91 9740029763
Email: sales@aadharshfoods.com
www.aadharshfoods.com

Distributor – Terms and Conditions

Scope of Work

Order Collection

Taking orders from Retailers in the area by personally visiting the shop / outlets and asking for the product. Distributor must have the necessary salesman who can concentrate on this brand for collecting orders. Company sales force may collect orders once in a while but it is the duty of distributor. Company expects maximum coverage of shops / outlets by distributor in the given area.

Item Supply

All orders taken from retailers / consumers must be supplied to the shop in full. Distributor will fall short of company's expectations if he fails to deliver due to not having stock or misses the order collected.

Payment Collection

Company insists on supplying to retailers / consumers against payment. However, if distributor gives credit, it is his responsibility to collect payment later from them. Company sales force can't be used for this purpose.



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Accounting

Distributor must maintain full books of accounts. Company insists on having a computerized billing system. They should be made available to company officials when required.

Inventory

Distributor must have a godown with sufficient space, it must be maintained clean for stocking company's products. Stock necessary for at least 1 week's sales must be maintained in the godown. The physical stock position must be communicated weekly to company's sales person. All the SKUs marketed by the company must be available for sale.

Purchase

Distributor must purchase items from super stockist after making full payment to the bank account and receive goods delivered at his godown.

Product Introduction

Company sales force will introduce about the product, brand and service to retailers / consumers and convince him to buy our products. It is important that distributor also accompanies the company salesman during such introductory calls. This will help the distributor himself understand the products better, handle objections and introduce the company to retailer being familiar himself.



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Branding

Company will carry out branding activities like advertisements after ensuring adequate placement / supply & satisfactory performance by distributor.

Business Development

Company will work towards developing business in the area by persuading existing outlets to purchase more quantity, handle objections and complaints. Company will also try to train the distributor and his salesman about the product and selling it.

Pricing

Retailer / Consumer Price

Company will fix selling price at which a retailer / consumer should ideally get supplied from distributor. It is defined in company's price list for the distributor information. It can be more if distributor supplies to a remote location, distributor gives credit or urgent delivery, purchase quantity is low. It can be lower if wholesale purchase is made.

Supply Price:

Distributor is supplied by super stockist at a discount of

Bangalore (Urban & Rural), Mandya, Mysore, Tumkur–**10% on MRP**
and Rest of Karnataka / Other states –**12% on MRP**



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MRP: is set at 20% to 30% premium to retail / consumer price. Company won't entertain requests to increase MRP to avoid exploitation of consumers.

Price Includes: cost of final product, packing, transportation, taxes and margins.

Price Updates

Price List is posted on company's distributors' whatsapp group. If required it can also be emailed. Distributors can call up company's sales force to get price updates. Once updated, distributors will get supply at new rates only. No changes will be applied on stock held.

Payment

Purchase Order: To fill up stock in godown for sales, Purchase order must be issued to Super Stockist with list of items and quantities at prevailing rates.

Payment: Payment to be made for full order value by RTGS/NEFT to super stockist bank account.

Goods Receipt: Super stockist will dispatch the ordered items through a transporter after confirming the receipt of payment. Distributor must receive the items at his godown.

Receipt confirmation: On receipt, distributor must check for quantity as in Invoice. In case of any difference, super stockist



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must be informed in the presence of transporter. Also, the bill must be checked for rate, value and taxes. In case of any difference, the same must be informed to super stockist.

Damages/Expiry

Damages due to manufacturing defect like leakage in sealing will be replaced. However, damages due to rat bite, ants, mishandling will not be taken back. Products that are past expiry date will not be taken back. For return, the items have to be sent back to super stockist and he will issue a credit note or send a replacement.

Inventory Guidelines

Generating demand is such a difficult task. But on receiving the order from retailer and not having the stock to supply is very painful. So, distributors are recommended to stock for 10 days sales and all SKUs. Supplying once a week is fine but more frequently will be difficult to super stockist and transporter and they will have a minimum order quantity for supply.

Products packed in Carton Boxes should be kept as directed on the box, it should be kept properly for better strength and to retain the shape of box. Boxes should not be kept on a damp floor. SKUs should be arranged so that they are easily accessible and countable. Old stock must be sold before selling new stock.



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Damages must be returned as soon as possible and as frequently as possible to minimise losses on damage. A separate container must be maintained for keeping damaged packs.

Conditions

Areas: If you have been offered exclusive distribution to your area, then other distributors are not allowed to supply in your area.

Similarly, you are not allowed to supply to another distributor's area. However, if a customer in your area is not served by you, we may ask another distributor to serve that customer.

Other brands: If you have taken up exclusive distribution of "AADHARSH" brand for your area, then you are not allowed to sell similar products of another brand.

Closing Up

A notice of ONE month must be served before stopping distribution and it must be communicated to Sales Officer. Any pending stock will be taken back at prevailing rates.



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Termination

If distributor's performance in terms of sales, supply, pricing, co- operation with company is found unsatisfactory, company is liable to terminate the distribution-ship given and appoint another distributor.

Expenses

Expenses incurred by distributor to perform duties within his scope should be compensated by distributor margin on selling. Company is not liable to bear those expenses.
