



## **DEFENCE SHOPPE** **(FMCG DIVISION)**

Door No 70/2598E, Level 2, Konthuruthy Estate, Deshabhimani Road, Kaloor, Kochi-682017

### **APPLICATION FOR REGISTRATON OF FIRMS** (Please read instructions at page 14 before filling this form)

1. **Name of the Firm.**

2. **Address of the Firm.**

		<b>Head Office</b>	<b>Branch Office</b>	<b>Factory</b>
a.	Address			
b.	Contact person			
c.	Contact Number			
d.	email id			

3. **Type of Business.** Please tick appropriate box and attach relevant documents.

(a) Sole proprietorship

(Please attach copy of Shop & Establishment Act Registration Certificate)

(b) Partnership

(Please attach a copy of the Partnership Deed or Registrar of Firms Certificate)

(c) Private Ltd.

(Please attach copy of article of Association & Memorandum / Certificate of Registration)

(d) Public Ltd.

(Please attach copy of article of Association & Memorandum)

(e) Co-operative Society

(Please attach copy of Certificate of Registration)

(f) State/Central Govt. Undertaking

(Please attach copy of MOA/AOA/MOU whichever is applicable)

4. **Status of Supplier.**

(a) Manufacturer

(Please attach a copy of manufacturing & Factory Licence)

(b) Brand Owner

(Please attach attested copy of agreement between you and the manufacturer or Certificate of Trademark registration)

(c) Not a manufacturer but are a sole selling agent of the products at all Kerala level (for civil as well as Institutional sales)

(Please attach a self-attested copy of the agreement between you and the manufacturer is to be attached)

(d) Importer

(Please attach copy of agreement between Principal Manufacturer and Importer)

5. **Type of Industry with registration number and date.**

(Relevant certificate/ supporting document is to be attached)

6. **Details of the Firm.**

- (a) Please attach the following documents along with the application:-
- (i) Balance sheet and Annual turnover of your firm in the last two financial years duly certified by your Chartered Accountant.
  - (ii) Copy of GST Registration.
  - (iii) Copy of PAN Card.
  - (iv) Income Tax and Sales Tax clearance certificate.
  - (v) Copy of the GST Return of the last three months.
  - (vi) IT Return of the last two years.
  - (vii) If your firm is an MSME, please attach the registration certificate from the NSSIC or the State Director of Industries.
- (b) Are you a current CPC (Central Police Canteen) / CSD (Canteen Services Department) supplier? If so, please provide the latest pricelist offered of CPC/CSD canteen on a separate sheet.
- (c) Has your firm ever been blacklisted by the State Govt. / CPC/ CSD Canteen at any time? (If so, please give details).

6. **Details of Distribution Network of offered products within Kerala:-**

- (a) Addresses of your warehouses in Kerala:-

S No	Address of Warehouse	Contact Person with Mob No

(b) Addresses of your C&F Agents in Kerala:-

S No	Address of C & F Agents	Contact Person with Mob No

(c) Addresses and contact numbers of your major distributors/wholesalers in Kerala:

S No	Address of Major Distributors / Wholesalers	Contact Person with Mob No

7. **Details of product manufacturing:-**

(a) Name and address of factories where each of the products being offered are wholly/partly manufactured. (Fill & submit Appendix A)

(b) Are each of these factories wholly/partly owned by your company? Or, are these stores being sourced from outside? Please specify.

(i) Wholly owned.

(ii) Partly owned. (Please provide details)

(iii) Being sourced from outside. (Please provide details)

(c) Are each of these factories registered under the India Factories Act 1948? If so, give registration number and date. Attach copy of Certificate for Registration and Licence to work as factory or manufacturer).

(d) Provide details of Quality Assurance (QA) and Quality control (QC)

measures and policies being taken at each of these manufacturing premises. (Attach copy as Annexure)

**8. Product Details:-**

- (a) Date of introduction of each of the offered products in civil market and market share held (Fill & submit Appendix B)
- (b) Provide Brand Name, Weight, Pack, Colour & Shelf life of each product (Fill & submit Appendix C).
- (c) Are your products being exported? If so, please provide details of quantum of exports in terms of value and quantity for the last three years.
- (d) Please provide copy of ISI /Agmark/ FPO Registration No /FSSAI certification (mandatory in respect of Food products/ Electrical appliances) from Govt approved agencies duly authenticated as per details given below:-

<b>S No</b>	<b>Category of products</b>	<b>Documents Required</b>
1	Food	FSSAI License & Lab test product wise
2	Electric/Electronics	BIS/BEE & Lab test product wise
3	Cosmetics	GMP/Drug/Cosmetics License & Lab test product wise
4	Utensil	BIS & Lab test product wise
5	Footwear	FDDI certification product wise

6	Hosiery/Clothing	BIS & Lab test product wise
7	Lifestyle/Daily Uses	BIS & Lab test product wise
8	Toiletries	Certification as Applicable & Lab test product wise

**9. Terms being offered:-**

- (a) Provide product and price details in the price negotiation sheet given as Appendix D. (Fill & submit Appendix D)
- (b) Full addresses and contact numbers of your five major retailers in Kerala.

S No	Name	Address	Contact Details

- (c) Are these item(s) being sold through Super Bazars like Big Bazaar, Lulu, Bismi, Pothees, Reliance, More or through Govt. Agencies or Societies or any such channels? If so, give details of their offered price list on a separate sheet.
- (d) Specify proposed method of supply to Defence Shoppe:-
- (i) Direct delivery from the company to Defence Shoppe Outlets
- (ii) Direct delivery from the company to the Master Hubs.
- (e) In case of hosiery items submit cloth certificate with regard to reed/ pick/ count/ weight from recognized Govt Laboratories/Institutes
- (f) Please indicate the number of days needed for delivery after receiving our purchase order.

**10. Product Promotion:-**

- (a) A digital catalogue depicting multi-dimensional photograph of each product clearly showing ingredients of the product. (Photographs from the catalogue may be used on Defence Shoppe website, online promotions and in newsletters and magazines at any time without consent of the firm to show Defence Shoppe inventory only).
- (b) 20 copies of technical literature / normal leaflets should be provided along with this form.
- (c) Please indicate your consent to the subscription of the advertisements in the Defence Shoppe website, social media platforms, digital marketing, Defence Shoppe newsletters and magazines.

**Yes / No**

11. **Security Deposit.** A refundable interest free security deposit of Rs 50,000.00 in favour of Defence Shoppe is to be provided after being accepted as an authorised supplier. In addition to the basic security deposit, an amount of Rs 100.00 per SKU will also to be provided as introduction fee.

12. Provide details of your employees who are authorized to represent your firm with Defence Shoppe

SI No	Name	Designation	Contact No	email id

\_\_\_\_\_

Signature of the authorised person

Name \_\_\_\_\_

Designation \_\_\_\_\_

On Behalf of \_\_\_\_\_

**List of Documents Attached / Enclosed**

S No	Appx / Annx	Description	Pages





## **UNDERTAKING FROM SUPPLIERS OF DEFENCE SHOPPE**

We, M/S \_\_\_\_\_ with Head Office located at \_\_\_\_\_ solemnly affirm the following:-

1. That the product list given as per Appendix-D has been offered by us to Defence Shoppe for introduction.
2. We are the manufactures of the products stated at para-1 above.

**OR**

We are the brand owners of the branded products stated at para-1 above which are being manufactured by M/s. \_\_\_\_\_ having address at \_\_\_\_\_. On our behalf our brand stands registered by \_\_\_\_\_ (state relevant registration authority) vide their letter \_\_\_\_\_ dated \_\_\_\_\_.

**OR**

Products at para-1 above are being manufactured by M/s. \_\_\_\_\_ (Name and address of the firm) and the firm has appointed us their sole selling agent at All Kerala level including open market for these products. A copy of the agreement between us and the manufacturer is attached.

**OR**

We are the principal importers of M/S \_\_\_\_\_ having address \_\_\_\_\_

3. We will nominate our whole time executives/employees for dealing with the Defence Shoppe and undertake NOT to use the services of any liaison agent for the same.
4. All decisions taken by our nominated whole time executives/employees will be honoured by the firm.
5. We also undertake not to make supply of our products, at a lesser rate to open market.
3. We undertake to provide Bank Guarantee for a sum of Rs 50,000/- during the period when our products are being sold through Defence Shoppe.
4. **Packaging.**
  - (a) All changes in the size/pack/packing material will be made by us only with the prior approval of the Purchase Committee of Defence Shoppe. Till approval is granted, after due intimation to the Defence Shoppe through mail or direct person, supplies will

continue to be made in the existing approved size/pack/packing material.

- (b) In case our packing gets damaged in transit/stocking, we will supply packing material at our cost.
- (c) In case of any default, Defence Shoppe will be the sole authority to impose penalty.

## 5. **Price**

- (a) All orders will be executed at rates mentioned in the purchase order. For any change in the price or terms, we will apply to the Chairman, Purchase Committee in the specified format in advance by mail, but will continue to make supplies at the existing rates and terms (unless the new rates are lower) till the approval is accorded.
- (b) Price parity established and agreed to from time to time will be maintained.
- (c) In case the GST rates are reduced, we undertake to reduce the net rate accordingly.
- (d) We also undertake to extend any consumer promotion scheme launched by us in the civil market directly or through our stockiest/dealers etc. simultaneously to Defence Shoppe outlets as well.
- (e) In case of any default on this account on our part, Defence Shoppe will be at liberty to recover the value of the gift offer as liquidity damages plus penalty thereon as per the prevailing policy of the Defence Shoppe. Defence Shoppe may recover the amount from our outstanding payments and in case the outstanding payments falls short of the recoverable amount, the balance amount may be recovered from our payments against future supplies and/or from the bank guarantee, if any, held by the Defence Shoppe. Further we know that Defence Shoppe will have the liberty to black list our firm on violation of any of the conditions mentioned above.

## 6. **After Sales Service.**

- (a) We undertake to provide After Sales Service to the consumer durable items at Defence Shoppe Canteens / hubs as and when complaints received from customers through Managers of these outlets.
- (b) In case we fail to render after-sales services within a maximum period of 30 days, such items may be replaced ex-stock or the cost of the product may be debited to our account/ledger. Besides, the defective items will be back-loaded to us at our risk and cost.

**7. Quality.**

- (a) We undertake to ensure the quality of the products being supplied by us as per specification. In case the quality is found to be lacking, the Purchase Committee is at liberty to make recovery as per the prevailing policy of the Defence Shoppe, impose penalty, and/or delist our product from the Defence Shoppe inventory range. The cost of samples and testing charges will be debited to us.
- (b) If any of our consignments are found to be damaged, unfit for vending or for human consumption or of inferior quality or having any deviation from the TDS (Total Dissolved Solids) /BIS (Bureau of Indian Standards /FPO (Fruit Product Order) standards we undertake to take back the entire stock at our risk and cost from the outlet. Defence Shoppe can recover the entire cost of the stock of affected batch/manufacturing date held by them plus penalty thereon (at the wholesale rates) and any other cost from any of our pending bills as also suspend the ordering and sale of that particular item/batch.
- (c) For any delay in transferring the damaged goods from Defence Shoppe after the settlement demurrage may be charged at the rate of Rs 100/- per day from the 31<sup>st</sup> day.
- (d) We also accept any action that may be taken by the Defence Shoppe by way of imposing liquidity damages in case, if it is established /revealed that inferior quality/seconds have been supplied to the Defence Shoppe. Furthermore, we will take back any unsold stock under our own arrangement.

**8. Delivery.**

- (a) In case our products are accepted by the Defence Shoppe for procurement, we undertake to deliver supplies to the outlets/master hubs within 7 days from the date of receipt of Purchase Order. In case of delay, the Defence Shoppe may recover penalty, as per the prevailing policy on the subject.
  - (b) We also confirm that we have noted the condition that in case of persistent non- supply on more than three consecutive occasions, our item in question is liable to be delisted from the Defence Shoppe inventory range.
9. If our products do not pickup adequate demand even after six months of introduction those may be de-listed. After allowing two months for sale, unsold stocks will be taken back by us at our cost.
10. We undertake to carry out monthly ledger confirmation with Defence Shoppe before the 5<sup>th</sup> of the following month.

- 11. We are aware and concur with the fact that a blacklisted firm will not be considered for any further negotiations in the name of the same firm or any other firm.

\_\_\_\_\_  
Signature of the authorised person  
Name \_\_\_\_\_  
Designation \_\_\_\_\_  
On Behalf of \_\_\_\_\_

Date  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Witnesses 1**  
(Signature) \_\_\_\_\_  
Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Address \_\_\_\_\_  
  
Date \_\_\_\_\_

**Witnesses 2**  
(Signature) \_\_\_\_\_  
Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Address \_\_\_\_\_  
  
Date \_\_\_\_\_

**Note:** - Both Witnesses must be employees of the firm

**IMPORTANT INSTRUCTIONS FOR FILLING UP THE APPLICATION FORM**

1. Complete and definite answers to the questions must be given, along with relevant connecting documents.
2. Duly filled application form along with all the authenticated supporting documents must be submitted through email to [canteen.defenceshoppe@gmail.com](mailto:canteen.defenceshoppe@gmail.com) . A hard copy of the application along with supporting documents should be couriered to the Head Office of Defence Shoppe at the mentioned address before the closing date.
3. Incomplete forms will not be accepted and returned to prospective applicant intimating discrepancies for re-submission/acceptance.
4. Applicants are required to pay a one-time registration fee of Rs 3000/- online along with the application form. (Defence Shoppe, State Bank of India, Kaloor Branch [70327], Account No 38351234642, IFSC code – SBIN0070327). Bank reference details may be mentioned in the application (exempted for Khadi institutions & Village industries).
5. The fee is neither refundable on any account nor this form is transferable. Payment of fee and the issue of the application form do not in any way convey the approval of the product for supplies to Defence Shoppe which is subject to fulfillment of conditions and requirements of Defence Shoppe.
6. The Application may be rejected if the committee decides that the items are not required for sale through the Canteen without assigning any reason. No representation will be entertained in this connection.
7. The approval will be for a period of one year only.
8. Your factory premises are liable for inspection by our officials as and when required with a prior notice of one week.
9. In case, the space provided in the application form is found to be insufficient to provide the information being sought, these may be mentioned in a separate sheet of paper and enclosed. Reference of the same may be given in the application form.
10. In order ensure correct documentation, a consolidated of all Appendices and Annexures being attached with the application form may please be submitted separately.
11. Meetings of the Purchase Committee will be held periodically as and when required.
12. In order to maintain quality, you are requested to submit three samples of 25 gms each of all grocery items being offered to Defence Shoppe before meeting of the Price Negotiating Committee.

**Appendix A**  
(Refers to Para 7 (a)  
of the Application)

**MANUFACTURING CENTERS**

<b><u>Sl.No</u></b>	<b><u>Factory name &amp; address</u></b>	<b><u>Product name</u></b>	<b><u>Production capacity/year</u></b>

\_\_\_\_\_  
(Authorised signatory  
with seal)

**Appendix B**  
(Refers to Para 8 (a)  
of Application)

**PRODUCTS AND MARKET SHARE**

Sl.No	Product name	Date of introduction in market	Market share in Kerala (%)

---

(Authorised signatory  
with seal)



**Appendix C**  
(Refers to Para 8 (b)  
of Application)

**PRODUCT DETAILS**

<b>Sl.No</b>	<b>Brand name</b>	<b>Product name</b>	<b>Weight</b>	<b>Packing type</b>	<b>Shelf life</b>

\_\_\_\_\_  
(Authorised signatory  
with seal)

**PRODUCT AND PRICE DETAILS**

<b>Date :</b>	<b>GST:</b>	<b>Firm</b>								
		<b>Supply Source</b>	Direct Supply Only							
<b>BRAND NAME:</b>		<b>Email id:</b>	<b>Bank Name:</b>		<b>IFSC:</b>	<b>AC No:</b>				
<b>Firm representative name /Designation/Mob No :</b>										
<b>Sl. No</b>	<b>Nomenclature of Item with Weight/Volume Size/ Container or packing capacity as applicable</b>	<b>HSN code</b>	<b>No. of Unit per Case</b>	<b>MRP per Unit</b>	<b>Whole sale/ Distributor rate including GST</b>	<b>Rates offered per Unit including GST</b>	<b>% of discount offered per Unit on MRP</b>	<b>GST %</b>	<b>% of discount fixed including GST on MRP after negotiation</b>	<b>Rate fixed After negotiation (Including GST)</b>
1	2	3	4	5	6	7	8	9	10	11

**Authorised Signatory with Seal**