

Application For Authorised Dealer

Name:

Place:



Mahindra
First Choice



DEALERSHIP APPLICATION

PLEASE FILL THIS PAGE IN CAPITAL LETTERS ONLY.



Date:

Town:

State: District/Region:

Name & address of company/applicant:

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Proposed name of dealership & address:

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Telephone (Office): Mobile: Fax:

Residence: Email:

Sales tax registration number:

State: Central: Date of establishment:

Type of organization: Partnership Proprietorship Private Ltd. Company Public Ltd. Company

Name of the authorised representative:

Major Shareholders/Partners/Directors

Name/s	Number of shares	% of holding
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Present lines of business (including those of branches, associates, etc., if any)

Name/s	Years of experience	Place/Town	Product Line/Brands	Annual Turnover (Rs. in Lacs)
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Facilities (at the proposed place of operation)

Facility	Building in sq.ft.	Location	Frontage in ft.	Ownership/Leasehold
	Proposed		Proposed	
Showroom/Office
Car Display
Accessories

What all facilities do you propose to provide for Mahindra FirstChoice franchisee in terms of infrastructure, communication etc?

- a) Land showroom area: x (sq.ft./mtrs)
- b) Parking area in front of showroom: x (sq.ft./mtrs)

Major new car dealerships in your town.

Name of the dealership	Location	Brands	Established in	No. of vehicles sold
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Major pre-owned car dealerships in your town.

Name of the dealership	Location	Brands	Established in	No. of vehicles sold
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Personnel (proposed for the dealership)

SALES		
Category	Norm	Proposed
Manager/Owner
Procurement Executives
Sales Executives
Receptionist
Total

Source of funds for proposed franchisee investment

	Amount	Source	Comments (Encumbrances)
Personal Capital
Borrowed Capital
Additional Fund
Total

Bank Reference:

Name	Contact	Address	STD Code	Phone Number
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Please describe in brief the used car market in your area. Give a brief on customer trends in your area (Attach additional sheet if necessary).

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Where do you plan to position Mahindra FirstChoice in the used car market in your area? What steps to you propose to achieve this? (Attach additional sheet if necessary)

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Is there any legal proceeding/s against you/and of your proposed partners? If so, please give details.

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Assured minimum business (in monthly average)

Period	Period
First year
Second year
Third year

Documents attached

- | | |
|---|---|
| <input type="checkbox"/> a) IT Returns (self or firm) | <input type="checkbox"/> e) Dealership location of city map |
| <input type="checkbox"/> b) Bank guarantee letter | <input type="checkbox"/> f) Articles of Association and Memorandum of Association if a Private/Public Limited Company |
| <input type="checkbox"/> c) Partnership agreement (if partnership) | <input type="checkbox"/> g) Last three years Audited Balance Sheets of your current business/s |
| <input type="checkbox"/> d) Layout/blue print of existing/proposed premises | <input type="checkbox"/> h) Last three years of Profit & Loss statements of your current business/s |

Remarks:

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1. We agree to provide the infrastructure and other dealership facilities in full conformity to the CI standards of Mahindra First Choice Wheels Ltd.
2. If the dealership is offered, we shall be in a position to commence operations, after complying with all requirements of the company by (date).

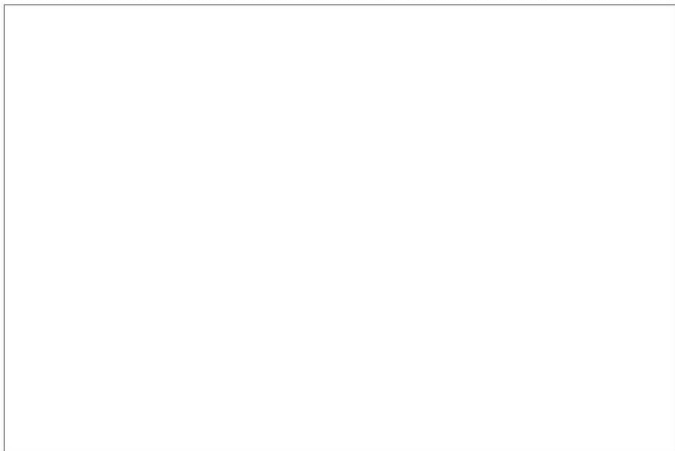
Name:.....

Date:

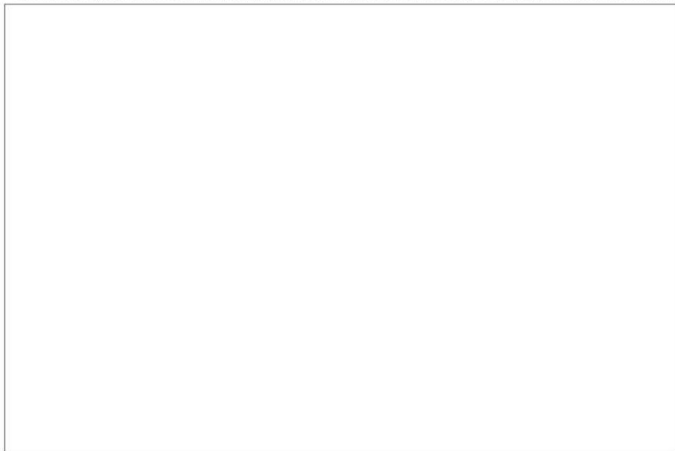
Signature and seal of the applicant

PHOTOGRAPHS

View of dealership along with surrounding shops/buildings (From opposite side, 200 feet **FRONT** of proposed dealership frontage)

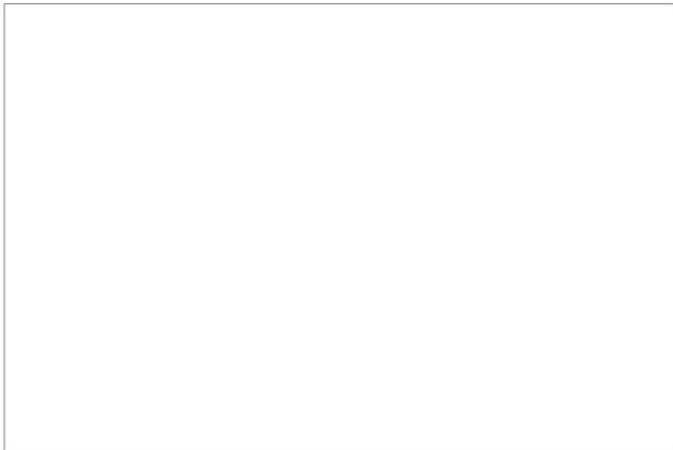


View of dealership along with surrounding shops/buildings (From opposite side, 200 feet **LEFT** of proposed dealership frontage)

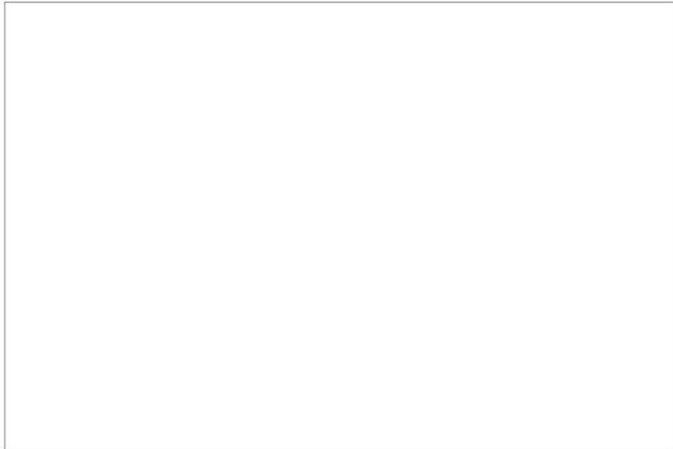


PHOTOGRAPHS

View of dealership along with surrounding shops/buildings (From opposite side, 200 feet **RIGHT** of proposed dealership frontage)



View of dealership along with surrounding shops/buildings (From opposite side, 200 feet **PARKING AREA** of proposed dealership frontage)



UNDERSTANDING AND ACKNOWLEDGEMENTS

LIMITATIONS OF MAHINDRA FIRST CHOICE WHEELS LIMITED OBLIGATION –

It is understood that any Buy and Sell Agreement, Buy Out Agreement, Management Services Agreement, Partnership Agreement, Option, Lease Articles of Incorporation, Corporate By-Laws, Corporate Resolutions, Corporate Minutes or any other agreement or document of any kind whatsoever to which Mahindra First Choice Wheels Ltd. is not a party, by which, nevertheless includes provision making such agreement or document subjected to approval of Mahindra First Choice Wheels Ltd. shall not create any obligations on the part of Mahindra First Choice Wheels Ltd. and it shall be no way liable with respect to the same.

It is further understood that this application does not obligate Mahindra First Choice Wheels Ltd. in any way to enter into agreement with me. Any options on real estate or investments of any kind made by me or any other action taken by me in contemplation of the acceptance of this application are done solely on my own responsibility and do not obligate Mahindra First Choice Wheels Ltd. or any of its representatives in any way.

It is understood that any misrepresentation of any kind by me in this application shall give Mahindra First Choice Wheels Ltd. the right to terminate the Franchisee Agreement.

For the purpose of this application, I hereby acknowledge receipt of notice that a consumer credit or personal report will be obtained by Mahindra First Choice Wheels Ltd. which might include a personal or credit information about me or a business that I have managed or in which, I have been the majority owner and I consent to such a report(s) being prepared for Mahindra First Choice Wheels Ltd. I understand that any such report(s) will be shown to me by Mahindra First Choice Wheels Ltd. and I will be given a reasonable opportunity to respond to and/or clarify any statements, which are contained herein. It is further understood by me that Mahindra First Choice Wheels Ltd. accepts no responsibility for

Applicant/s	Date	Witness	Date
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Evaluation Remarks

Sr. No.	MFCWL Representative	Dealer Representative	Date	Place	Remarks
1.	(Network Manager)				
2.	(Zonal Manager)				
3.	(V.P. Operations)				
4.	(V.P. Network/B.D.)				
5.	(C.E.O.)				

Mahindra
First Choice

Mahindra First Choice wheels ltd

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