



## Dealership Application Form

Dealership “ GOLD”		Dealership “ SILVER”		Please put ✓ Mark of your choice ** Refer Clause No. 11 Page No.2
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To  
The Managing Director  
West Bengal Livestock Development Corp. Ltd.  
LB-2, Sector-III, Salt Lake City, Kolkata – 700 106.

Dear Sir,

I/We do hereby apply for appointment as a Dealer for marketing of Chicken and Pork Products/other Products manufactured/ marketed by W.B.L.D.C.Ltd. at your Haringhata Meat Plant My/Our particulars are given below:

1. **Name of the person/concern** :
2. **Address** :
3. **Phone No.** :
4. **location of Selling Counter/Center** :
5. (a) **Trade License with last date of renewal** :
- (b) **License No. (if any) issued By the Health Officer of the Municipal Corporation/ Municipality or such Other Agency of the locality** :
- (c) **fssai(‘license’ / ‘registration)No. :**
6. **Nature of business presently done** :
7. **Approximately quantity of intake per week of different products** :
8. **whether there is a Deep Freezer Refrigerator in the shop and its capacity** :

I/We have read the Terms & Conditions for appointment of Dealership for sale of your Pork and Chickens Products and shall abide by them. Hope you will consider my/our case and me/us your Dealer for your Chicken & pork Products.

Thanking you,

Yours faithfully,

(Signature with Seal)  
(To be submitted in Triplicate)

**TERMS & CONDITIONS FOR APPOINTMENT OF DISTRIBUTORSHIP OF  
CHICKEN & PORK PRODUCTS OF THE HARINGHATA MEAT PLANT.**

1. The appointed Dealer (s) will have their sale outlet on a prominent place/or sufficient go-down space at any approachable area must have Trade & other required Licenses in his/her/their name of selling the Food Products.
2. Application for Dealership will have to be made along with attested copies of Address Proof of the signatory authority, Photo Identity Proof, Telephone No. etc.
3. As per the directives of FSSAI authority, under Govt. of India, an online application for fssai ('license' / 'registration only' depending upon the turnover) is to be made at <https://foodlicensing.fssai.gov.in/index.aspx>, by the Applicant before issuance of the dealership.
4. Appointed Dealer (s) will get the benefit of wholesale price fixed from time to time by the West Bengal Livestock Development Corporation. Ltd.
5. Each selected Dealer will place a firm indent to West Bengal Livestock Dev. Corpn. Ltd. on the date of supply indicating his requirement for the next supply.
6. All products will be supplied subject to the availability in stock on the specified date of supply in standard packaging only.
7. No order will be served without Bank Draft drawn in favour of this Corporation or in cash in favour of West Bengal Livestock Development Corporation Limited or online payment mode.
8. Products will be supplied to the Dealer (s) on specified date preferably between 9.00 A.M. to 5.00 P.M. the date and time of delivery is subject to change due to unforeseen reasons.
9. All products are to be sold by the Dealer (s) at the price fixed from time to time by W.B.L.D.C.Ltd.
10. All products are to be kept properly in Deep Freeze/Refrigerator depending upon the type of product or as instructed.
11. **Registration Fees & Security Deposit:** An amount of **Rs. 25,000/-** (Rupees Twenty Five thousand only) will have to be deposited which will be Non-refundable as One Time Registration Fees for Dealership "GOLD" OR An amount of **Rs. 5,000/-** (Rupees Five thousand only) have to be deposited which will be Non-refundable as 'One Time Registration Fees' for Dealership "SILVER" along with a Security Deposit of **Rs. 1,000/-** against a POS billing cum printing machine exclusively for 'Haringhata Meat' products (Pl. refer to Schedule – 'A' for details).
11. The stock of the Dealer(s) will be liable for inspection by the Authorized Representative(s) (of W.B.L.D.C.Ltd.) as and when required.
12. Product/Products once sold will not be taken back.
13. Any rejection should be done on spot delivery of the products and should be returned to W.B.L.D.C.Ltd.
14. In case of any unfair means adopted by the Dealer, his/her/their Distributorship may be terminated without showing any reason thereof.
15. In respect of any dispute or any point arising out of the above decision of the Managing Director, W.B.L.D.C.Ltd.will be final and binding upon the Dealer.
16. Disputes if any, may be resolved mutually, if not, it may be referred to sole arbitrator, the Chairman of the Corporation or his nominated representative not below the rank of Deputy Secretary be the sole arbitrator for resolution of such disputes. The award of the arbitrator shall be binding on both the parties. The legal jurisdiction will be the Hon'ble High Court, Kolkata.

N.B:-Persons who are agreeable to abide by the Terms & Conditions as laid down above may apply for Dealership in the enclosed Application form to the Managing Director, W.B.L.D.C.Ltd.at its registered office at LB-2,Sector –III, Salt Lake City,Kolkata-700106

**Schedule – ‘A’**

**(A)Registration Fee (Non-Refundable):-**

**For Dealership ‘GOLD’ –**

- (i) Upon selection, the selected party shall have to furnish a ‘Non-Refundable Registration fees’ of **Rs. 25,000/- (Rupees Twenty Five Thousand) only** in the shape of Demand Draft in f/o- W.B. Livestock Development Corporation Ltd., payable at Kolkata or by cash / RTGS / NEFT within the specified time period as desired by WBLDCL.
- (ii) The Dealer shall be entitled to get a storage freezer of 300 litre(Approx.) capacity (standard make) to promote & run his business uninterruptedly. In addition to that, the dealer shall be entitled to get a ‘Glow Sign Board’ and Rate Chart as per the standard design made by the Corporation. However, if additional storages required due to increased business volume by the dealer, arrangements for extra freezers shall have to be made by the party himself / herself.

**For Dealership ‘Silver –**

- (i) Upon selection, the selected party shall have to furnish a ‘Non-Refundable Registration fees’ of **Rs. 5,000/- (Rupees Twenty Five Thousand) only** in the shape of Demand Draft in f/o- W.B. Livestock Development Corporation Ltd., payable at Kolkata or by cash / RTGS / NEFT within the specified time period as desired by WBLDCL.
- (ii) The Silver category dealer will in no way be admissible to get any storage freezer. However, the Glow Sign Board’ and Rate Chart will be admissible to him / her as usual.
- (iii)The Registration Fees, in no way shall be admissible to be refunded back to the dealers.

**(B) Security Deposit (Refundable): Applicable for both GOLD & SILVER Category.**

- (i) The party shall have to furnish a security deposit of Rs. 1,000/- (Rupees One Thousand) only against which he/she will get a POS machine with pre-loaded SIM card device (hereinafter to be called as – ‘the device’) customized for billing and indenting of ‘Haringhata Meat’ products.
- (ii) The device shall be mandatorily obtained by the dealers for settlement of billing, printing, indenting and other networking synchronization with central server of WBLDCL. The rate of different items of Haringhata Meat, once updated/revised in the central server, shall be updated through synchronization in the customized POS machine also.
- (iii) The Monthly Data charges & other maintenance charges (if any) for the device in order to run the business in a smooth way, shall be inevitably borne by the Dealers only.
- (iv) The device in any way shall be the property of WBLDCL and Dealers must not claim its proprietorship / possession under any circumstances. The Corporation, under its discretion, may withdraw the device from the Dealers in case of cessation of agreement and/or any of its misuse if found so.

- (v) The Security Deposit of Rs. 1,000/- shall be refundable to the Dealers after withdrawing the device, subject to the condition of its (the device) running well and in a good mechanical condition.

Sd/-

Dr. Gouri Shankar Koner  
Managing Director  
W.B.L.D.C.Ltd.

I/We be hereby agree to abide by the Terms & Conditions for Appointment of Dealership of Chicken & pork Products of the Haringhata Meat Plant.

Address : (Signature of the applicant for Dealership)  
with Seal

### What you have to arrange

- Deposit Rs. 26,000/- ( Rupees Twenty Five Thousand) for Dealership 'Gold' or Rs. 6,000/- (Rupees Five Thousand) for Dealership 'Silver' - in form of Demand Draft/Cash.
- Copy of Trade License (Applied for)
- Copy of fssai registration / license (Applied for)
- Minimum 100 Sq. Ft. Outlet
- Non Judicial Stamp Paper amounting Rs. 10/- ( Rupees Ten)
- Address Proof
- Identity Proof
- Tax Pay Receipt Copy if Own outlet or Agreement Copy if Rented Outlet.

### What we shall Provide

- Dealership with huge profit Margin.
- One Deep Freezer of approx. 300 Liters Capacity.
- One Glowsign Board
- Marketing Promotional Assistance

## For Further information contact

Toll Free No. : 1800-2000-823

Email: [info@wbldc.in](mailto:info@wbldc.in)

Website: [www.wbldc.in](http://www.wbldc.in)

WhatsApp No. : 9674444660