

**RASANDIK**  
Passion For Excellence

**APPLICATION  
FOR  
RASANDIK  
MOTORS  
FRANCHISE**

**AUTHORISED MAIN DEALER**

NAME	PLACE

**RASANDIK MOTORS Pvt. Ltd.**  
 Regd. Office: C 4 & 5, First Floor, C Block Commercial Complex,  
 Paschmi Marg, Vasant Vihar, New Delhi - 110 057, India.  
 Ph: + 91-11-26149276 / 77 Fax: + 91-11-26154090

**WORLD CLASS THREE WHEELERS FROM RASANDIK MOTORS**



**Rasandik Motors Pvt. Ltd.**

C 4 & 5, First Floor, C- Block Commercial Complex,  
Paschimi Marg, Vasant Vihar, New Delhi - 110 057, India.

To

Dated: .....

.....  
.....  
.....

Dear Sirs,

Thank you very much for the interest shown in our franchise for Three-Wheelers vide your letter dated .....( Ref: .....).

Since we are in a highly competitive field of three-wheelers, we have stipulated certain minimum requirements keeping in mind our need to effectively cater to the customers.

We have indicated the norms on the facilities and other resources recommended by us in the application form for our ideal showroom and workshop.

We have also enclosed the following formats/reports, which would assist us to process your proposal.

1. Dealership application form.
2. Questionnaire on key promoters.
3. Three-Wheeler Industry ( RTO Registration Data ).
4. Bank reference letter.
5. Layout/blue print of existing/proposed premises ( to be submitted by you ).
6. Photographs of the premises and its surroundings.
7. Report on type of the organization.
8. Dealership location on the city map.
9. Building plan.
10. Any other information you would like to share.

Incase you think that you will be in a position to provide us the required facilities, please immediately send us these formats duly filled in to our above mentioned address.

Thanking you,

Yours truly,

**For Rasandik Motors Pvt. Ltd.**



## INSTRUCTIONS FOR FILLING THE FORM

1. Application form should be filled up in neat and legible hand writing.
2. Fill the form in capital letters only.
3. All information provided in the application form will be kept strictly confidential.
4. All pages must have your signatures in full.
5. The decision of the company with regard to award of dealership or rejection of the application shall be binding and final.
6. Application form completed in all respects must be submitted in ORIGINAL HARD COPY with ALL NECESSARY DOCUMENTS to the following address through courier, registered post or by hand only.

Dealer Development Department

### Rasandik Motors Pvt. Ltd.

C 4 & 5, First Floor, C- Block Commercial Complex,  
Paschimi Marg, Vasant Vihar, New Delhi - 110 057, India.

S. No.	Please Attach the Following Documents	Please tick on Attached	
		Yes	No
1	Layout ( to scale ) drawing of proposed infrastructure / site		
2	Location drawing showing major automobile dealership in vicinity		
3	Photographs of proposed infrastructure / site, if any		
4	City map with the proposed dealership and competitors dealership locations		
5	Bank reference letter		
6	Copies of last two-years balance sheets		
7	Names of major towns / tehsils / block with distance in your district		
8	Organization chart		
9	Family tree of main applicants		
10	RTO data of your district		



## DEALERSHIP APPLICATION

FILL IN CAPITAL LETTERS ONLY

State	District	Town / City
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Name & address of company / applicant

Proposed name of dealership & address

Phone - Office: ..... Fax: .....

Resi.: ..... Mobile: .....

Sales Tax Registration Numbers: State:..... Central:.....	Date of establishment:
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Forms of organization Partnership / Proprietorship <input style="width: 50px; height: 20px;" type="text"/> Private Ltd. Company <input style="width: 50px; height: 20px;" type="text"/> Public Ltd. Company ) <input style="width: 50px; height: 20px;" type="text"/>	Name of the authorized representative
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**Major Shareholders / Partners / Directors**

Name	% of holding

**Present lines of business ( including those of branches, associates etc., if any )**

Name	Year of exp.	Place / Town	Product Line / Brands	Annual turnover Rs. in Lacs



**Facilities ( at the proposed place of operation )**

Facilities	Facilities Building in Sq. Ft.		Location	Frontage in Ft.		Ownership/ Leasehold
	Norm	Proposed		Norm	Proposed	
Showroom / Office	1000			25		
Product Warehouse	(optional)					
Workshop	1000					
Parts - Store	200					

**Other major “Three-Wheeler” dealerships in your town / city**

Name of the dealership	Location	Brands	Established in

**Servicing capacity ( list of equipment / tools ) available**

Equipment / Tools	Quantity available	Equipment / Tools	Quantity available
COMPRESSOR			
WASHING UNIT			
BATTERY TOOLS			
GENERAL TOOLS			
WORK BENCH			



**Personnel ( proposed for the dealership )**

SALES			SPARE			SERVICE		
Category	Norm	Proposed	Category	Norm	Proposed	Category	Norm	Proposed
Manager	1		Storekeeper	1		Supervisor	1	
Salesman	2		Helper	1		Mechanic	2	
PDI Mechanic	1					Helper	2	
						Washerman	1	
Total	4		Total	2		Total	6	

**Capital structure ( Rs. in Lacs )**

Details	Present Business	Proposed for dealership	Main bankers and address through whom you like to transact if the dealership is offered. ( Please attach references from your main bankers )
Paid up Capital			
Secured Loans			
Unsecured Loans			

**Main source of business / income in your area**

1. Service
2. Agriculture
3. Business
4. Any other (mention)

**Assured minimum business ( in monthly average off take )**

Period	Pick-ups	Passenger	Chassis	Total units
First year				
Second year				
Third year				

**Documents ( applicable documents to be pasted on the respective space available in application form, if any enclosed, please tick )**

<b>ANNEXURE:</b>			
1. Bank reference letter*	<input type="checkbox"/>	5. Dealership location on city map*	<input type="checkbox"/>
2. Partnership agreement	<input type="checkbox"/>	6. Articles of association and memorandum of association, if a private / public limited company	<input type="checkbox"/>
3. Layout / blue print of existing / proposed premisses*	<input type="checkbox"/>	7. Three-Wheeler industry ( RTO registration data )*	<input type="checkbox"/>
4. Photographs of the premises and its surroundings*	<input type="checkbox"/>	8. Copy of last year Balance Sheet*	<input type="checkbox"/>



**Remarks:** Any other information, you would like to share which you feel may be important for your application.

**TERMS AND CONDITIONS:**

INFRASTRUCTURE	REQUIREMENT	
Showroom	1000 Sq. Ft.	
Workshop	1000 Sq. Ft.	
Parts Counter	200 Sq. Ft.	
Workshop Tools ( Special )	as specified by company	
Parts	as specified by company	
<b>FUNDS</b>		
Own	..... Lacs	
<b>SECURITY DEPOSIT</b>	As per company policy from time to time and will be interest free.	
<b>CREDIT POLICY</b>	No credit - all dealings against cash.	
<b>CORPORATE IDENTITY</b>	Company to provide Rasandik Motors	
<b>POLICY (CIP)</b>	Pvt. Ltd. manual to all its dealers, so that identical infrastructure is provided by all of them.	

1. We agree to provide the infrastructure and other dealership facilities in full conformity to the CI Policy of Rasandik Motors.
2. If the dealership is offered, we shall be in a position to commence operations, after completing with all requirements of the company by \_\_\_\_\_( date ).
3. Company reserves the right to change any of the above terms & conditions without prior notice.
4. All the terms & conditions mentioned above are accepted by me / us.

Name

Date

Signature & Seal of the applicant



## QUESTIONNAIRE ON KEY PROMOTER

Dear Prospective Dealer,

We appreciate your interest and enthusiasm in taking up our franchise.  
May we seek your attention to fill up this questionnaire for better understanding.



(1) Please state why are you seeking this venture.

.....  
.....  
.....  
.....

(2) Please state your capabilities & other strengths in handling this business venture.

.....  
.....  
.....  
.....

(3) I can assure spending below mentioned time for respective functions per day.

(a) Sales.....Hours                      (c) Spare Parts .....Hours  
(b) Service.....Hours                      (d) Accounts & Finance.....Hours

(4) Your strategy to make **Rasandik Motors** market leaders in your given area.

.....  
.....  
.....  
.....

THANK YOU

NAME & ADDRESS

SIGNATURE & SEAL





<b>THREE-WHEELER INDUSTRY ( RTO REGISTRATION DATA )</b>	<b>TOWN</b>
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BRAND MONTH	LAST SIX MONTHS RTO REGISTRATION DATA ( IN NUMBERS )						MONTHLY AVERAGE ( IN NOS.)	NO OF DLRS
	<b>PASSENGER 3 + 1</b>							
	1	2	3	4	5	6		
APE								
BAJAJ								
VIKRAM								
ATUL								
KAL								
<b>TOTAL</b>								

	<b>PASSENGER 6 + 1</b>							
APE								
BAJAJ								
VIKRAM								
ATUL								
KAL								
<b>TOTAL</b>								

	<b>LOADER 0.5 TONNE</b>							
APE								
BAJAJ								
VIKRAM								
ATUL								
KAL								
<b>TOTAL</b>								

	<b>LOADER 0.8 TONNE</b>							
APE								
BAJAJ								
VIKRAM								
ATUL								
KAL								
<b>TOTAL</b>								

INDUSTRY
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## **BANK REFERENCE LETTER**

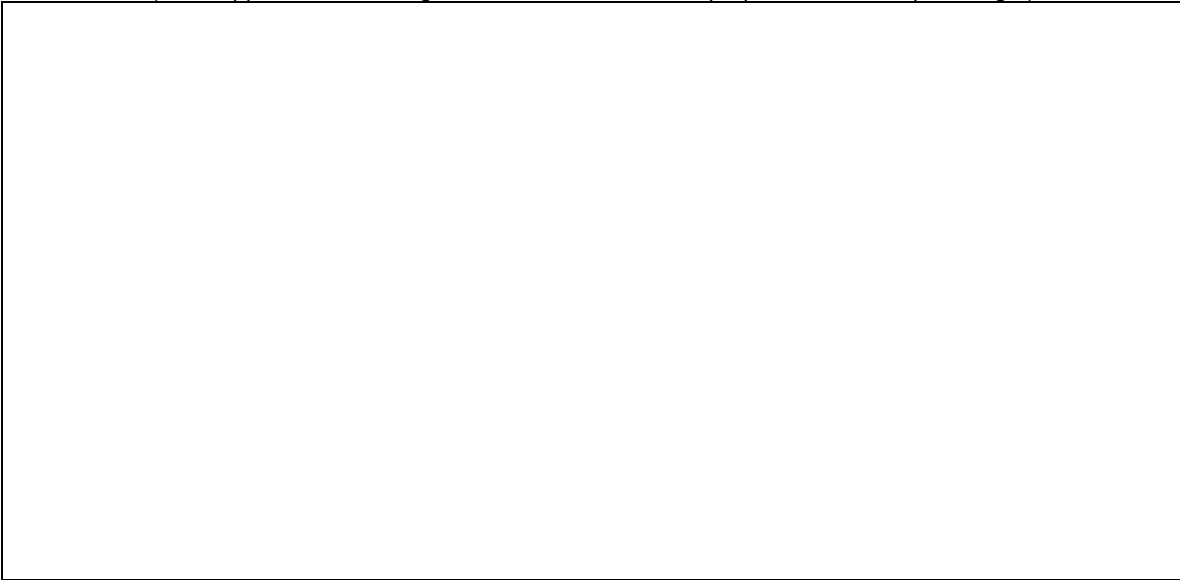
Kindly collect a reference letter from your main banker whose address is given in the application form and staple the same on this page.

**PASTE  
ANNEXURE – 1**

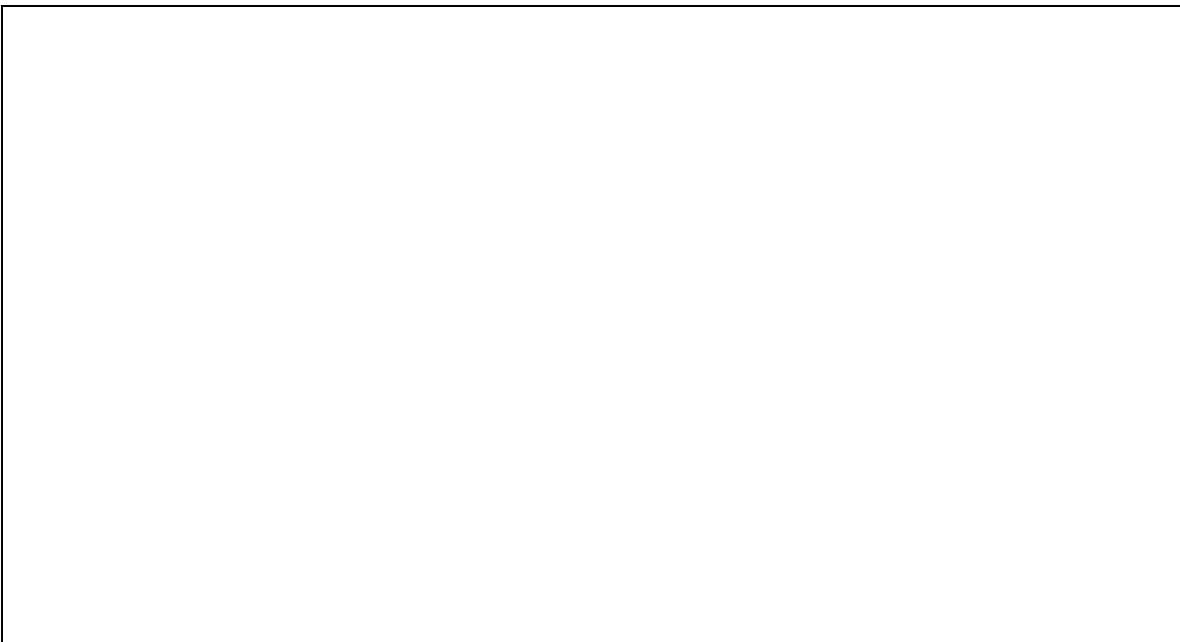


## PHOTOGRAPHS

View of the Dealership premises alongwith surrounding shop / building  
( from opposite side, alongwith 200 feet **LEFT** of the proposed dealership frontage )



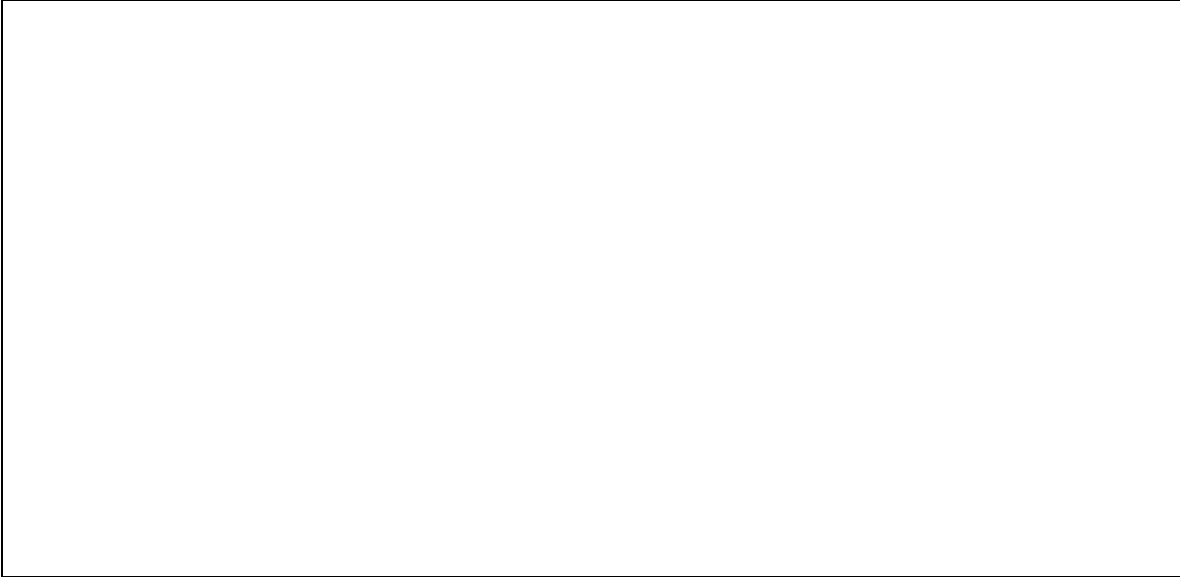
View of the Dealership permises alongwith surrounding shop / building  
( from opposite side, alongwith 200 feet **RIGHT** of the proposed dealership frontage )



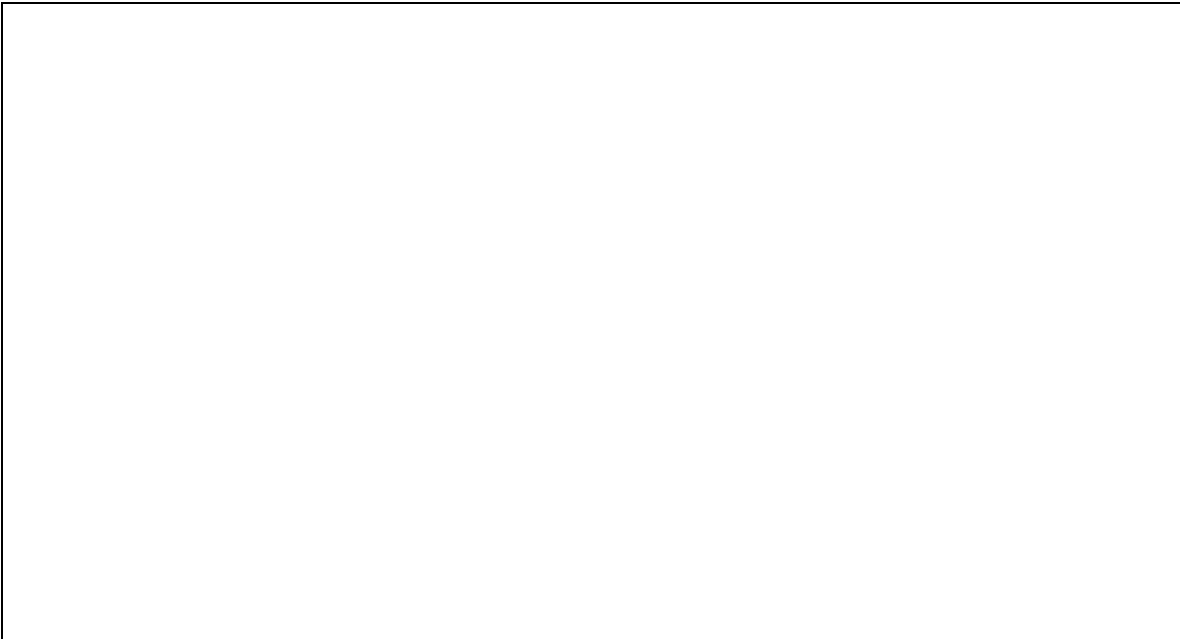


## PHOTOGRAPHS

Complete Dealership premises frontage ( entrance & front board ) from opposite side



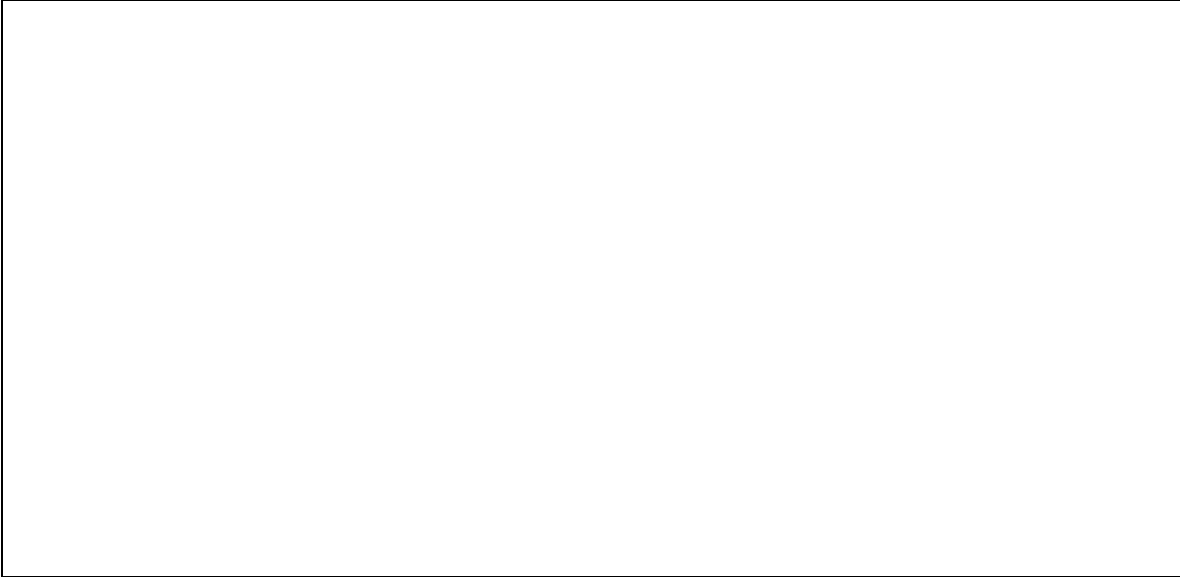
Interior of showroom view from entrance ( take wide angle photograph covering full interior )



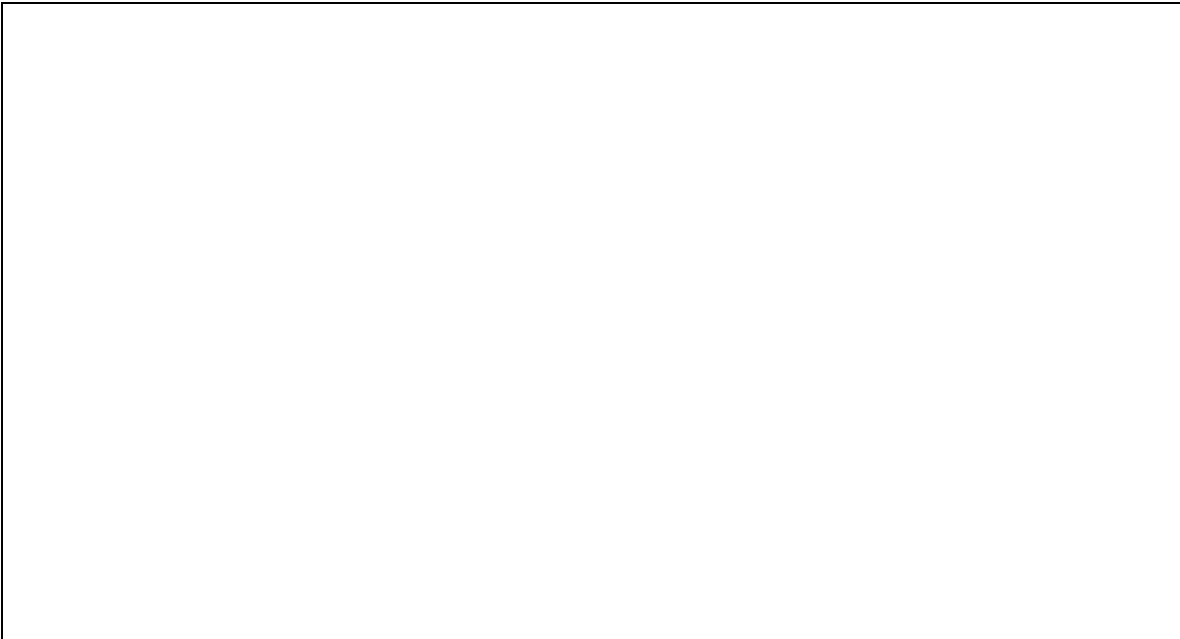


## PHOTOGRAPHS

Spare parts counter proposed for RASANDIK MOTORS ( as viewed by customers )



Service shop interior proposed for RASANDIK MOTORS ( as viewed by customers )





## PHOTOGRAPHS





## PHOTOGRAPHS





## TYPE OF ORGANIZATION

SL NO.	TYPE OF ORGANIZATION	DOCUMENT REQUIRED
1	Proprietorship	Enclose stamped affidavit on this page
2	Partnership	Enclose Xerox copy of the partnership Deed on this page
3	Private / Public Ltd.	Enclose MOU and article of association on this page

PASTE  
ANNEXURE - 1 AND 6





## LOCATION OF PROPOSED FRANCHISEE ON CITY MAP

1. Hand drawn neat sketch of the town, showing major roads, landmarks, bazaars and competitor dealerships. ( use next page )

COLOUR CODES TO BE ADOPTED:

A. Your existing / proposed outlet	Blue
B. Competitors outlets	Red
C. City landmarks ( Bus Stand, Railway Station etc. )	Green
D. Market place	Black

2. A rough neatly hand drawn sketch plan of the proposed premises with measurements of showroom, workshop, spares counter etc., clearly marked. ( use next page )

PASTE  
ANNEXURE – 5



## **SHEET FOR DRAWING LOCATION MAP**



## **SHEET FOR DRAWING BUILDING PLAN**



## NOTES

A series of horizontal dotted lines for writing notes.



## FOR OFFICE USE ONLY

Received by:.....

Shortlisted:  YES  NO

Rejected:

S. No.	Description	Max. Marks	Min. Marks	Marks Obtained	Marks After Visit
1	Sales Tax number	5	3		
2	Present Line of business	10	6		
3	Last year turnover	10	6		
4	Showroom	15	12		
5	Workshop	15	12		
6	Frontage	10	8		
7	Service capability	10	5		
8	Manpower	5	3		
9	Investment	10	8		
10	Photograph	5	2		
	<b>Total</b>	<b>100</b>	<b>66</b>		

### After Personal Visit

S. No.	Description	Excellent	Very Good	Good
1	Market Reputation			
2	Attitude towards business			
3	Upkeep of present business			
4				
5				

Remarks of Area Sales Officer:

Recommendations:

Sr. Manager ( Sale & Service )

Director