

Application Code: MEE/ /

GENERAL INSTRUCTIONS

1. **Cost of the application is Rs.5000 plus applicable GST. Currently, the GST is at 18%. Total cost of the application is Rs.5900 (Non-Refundable).**
2. The term "Main Applicant" refers to the applicant who has the largest proposed shareholding, or is the majority partner/managing director in the proposed company. In case of equal partnership, the partner who will be designated as the Chief Executive will be deemed as the main applicant.
3. Appropriate options may be selected from wherever applicable.
4. All sections should be completely filled. Please ensure that all sections/pages are submitted.
5. The relevant information should be provided within the application form itself and should be typed/**hand written** neatly.
6. All figures should be in lakhs only (unless specified otherwise).
7. Additional information may be provided as enclosures. All the enclosures must be firmly attached to the application form.
8. The final selection of application is purely at the discretion of MEE management. MEE shall not give any reason(s) or explanation for selection or rejection of particular applicant.
9. The final selected applicant will be intimated through a letter for signing of Dealer Agreement subject to compliance of terms and conditions if any mentioned in the letter.
10. The applications received would be scrutinized and successful/shortlisted applicants will be intimated through a letter for signing of agreement. The applicant has to note the 3 payment options available IN Schedule 1 and accordingly the option to be chosen by the applicant. The applicant has to choose the relevant payment option box. In any option, the applicant has to pay the first instalment amount on the date of signing the agreement. As per the option selected by the applicant, the schedule of payments for second and third instalment amounts are to be payable on the due dates given in schedule 1.
11. Applicant also to note that failure to comply to the payment schedules as per the options exercised, the company has every right to forfeit the amounts paid.
12. The company will intimate bank guarantee as applicable to the model of the outlet and the same has to be submitted within 60 days from the date of Agreement. Please be noted that bank guarantees obtained from scheduled banks only will be accepted. Any Bank Guarantee obtained from co-operative banks other than scheduled banks will not be accepted.

13. The terms and conditions will include submission of security deposit, documents relating to proof of possession of proposed/approved site for the Retailership, constitution of Retailership etc. in a stipulated time as indicated by MEE.
14. MEE shall take reasonable steps to keep the information submitted by applicant confidential except otherwise the demand of disclosure is from governmental authorities or court of law.
15. All sheets/pages of the application form have to be signed by the applicant.
16. Real estate details
 - a. Please attach valuation certificate by certified values for all the properties shown.
 - b. Please attach chartered accountant certificate for all other assets & liabilities.
 - c. Please attach balance sheet and profit & loss statement for last 3 years for each of the company.
 - d. Please enclose latest CIBIL report for all directors and companies.
17. Financial information

Please attach a certificate from your main banker in support of your financial strength and investment capability. The document should certify the following - no. of years of banking relationship, facilities extended, collateral held for any loans, bank's rating, turnover of current account, credit limit, average monthly balance. Applicant has to show evidence of funds for the format opted as per schedule 2.
18. Banker information
 - a. Please attach photographs of land/premises.
 - b. Please show the location of the premises on the geographic map of your city and highlight the following:
 - i. Petrol pumps around the premises.
 - ii. Major highways/roads/business centers in the vicinity.
19. An applicant may apply for multiple outlets.

The New dealer enrolment process effective 11th September will be as under:

1. The filled in application will be collected from the applicant along with the cost of application Rs. 5900/- Including GST by the SE/ASM. (If not collected earlier)
2. SE/ASM to ensure that the application is filled in to and nothing is left blank and the applicant signs on all the pages including the general instructions.
3. The application after review by ASM and Finance would be routed to TM for either according approval if eligible or reject. If some exception has to be made TM will seek approval from Zonal/Regional Head.
4. Once the application is approved, the applicant will be advised thru a letter informing that the application has been approved and inviting the applicant to sign the Dealership agreement along with the first installment as per the option chosen by him for the format of the dealership. (The issuance of LOI will be discontinued effective 11th Sept 2017 for both new and old dealerships)
5. In respect of the dealers already enrolled prior to 11Th Sept 2017 where in the Dealership agreements have not been signed and LOIs not issued, a communication would be sent to them for signing the agreement with clear dates on balance payments which should not exceed the last option given to new enrolled dealers and the bank guarantees as per the new guidelines.

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SCHEDULE – 1

Options	HIGHWAY/SUB URBAN MODEL	RURAL/URBAN	CONFIRM
Option - 1	1 st instalment – Agreement date – Rs.5,00,000	Rs.4,50,000	
	2 nd instalment – 15days from agreement date Rs.5,00,000	Rs.4,00,000	
	3 rd instalment – 30days from agreement date Rs.5,00,000	Rs.4,00,000	
Option - 2	1 st instalment – Agreement date - Rs.5,50,000	Rs.4,75,000	
	2 nd instalment – 30 days from agreement date Rs.5,00,000	Rs.4,00,000	
	3 rd instalment – 60 days from agreement date Rs.5,00,000	Rs.4,00,000	
Option - 3	1 st instalment –Agreement date - Rs.6,00,000	Rs.5,00,000	
	2 nd instalment – 45days from agreement date Rs.5,00,000	Rs.4,00,000	
	3 rd instalment – 90days from agreement date Rs.5,00,000	Rs.4,00,000	

SCHEDULE – 2

STAND ALONE/SHOP IN SHOP BUSINESS MODEL

Average sale of outlet per day	Bank guarantee per Outlet (In Lakhs)	*Refundable security deposit (In Lakhs)	Total funds required (in lakhs)	Evidence of funds Required (In Lakhs)
Upto 10,000 ltrs	30	15	45	30
10,000 - 15,000 ltrs	50	20	70	45
15,000 - 20,000 ltrs	65	25	90	60
20,000 - 25,000 ltrs	80	30	110	75

*Refundable Security Deposit amounts are subject to change without prior notice and will vary on a site-to-site basis.

RURAL/URBAN BUSINESS MODEL

Volumes	*Refundable security deposit (In Lakhs)	Bank guarantee per outlet (In Lakhs)	Total funds required (in lakhs)	Evidence of funds Required(In Lakhs)
Upto - 5,000 ltrs	12.5	20	32.5	22
Urban – 5,000 to 7500 ltrs	15	30	45	30
Suburban – 7500 to 10,000 ltrs	17.5	40	57.5	38
Highway- 10,000 to 12,500 ltrs	20	50	70	50

*Refundable Security Deposit amounts are subject to change without prior notice and will vary on a site-to-site basis.

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State _____

District _____

Taluka _____

Personal Information

Title _____

Name _____

Name of the Company _____

Date of Birth _____

Contact Info.

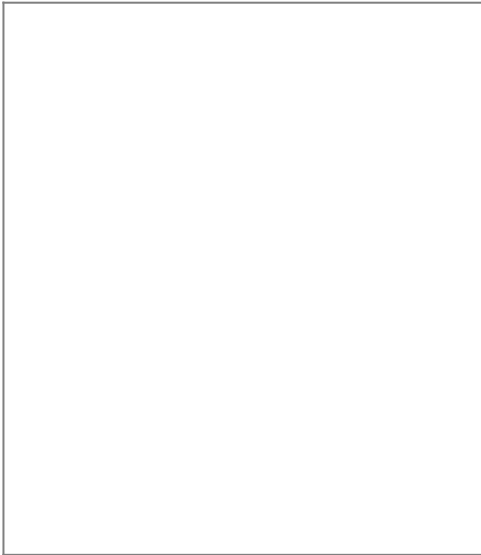
Mobile _____ Landline _____

Email _____

Address _____

City _____ State _____

Pin-code _____



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Educational Background

Educational and professional qualifications of main applicant and other partners / directors

Name	Highest Degree	Institution	Year Passed	Total Work Experience	Major Achievements / Awards / Certification	Brief description of responsibilities
Main Applicant						
Co-Applicant 1						
Co-Applicant 2						
Co-Applicant 3						
Co-Applicant 4						
Co-Applicant 5						

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Business Background

Information for Companies held by Main Applicant

	Company 1	Company 2	Company 3	Company 4	Company 5
Name of the company					
Type of company (Proprietorship/ One Person Company / Limited Liability Partnership / Public Ltd/ Pvt Ltd)					
Year of Incorporation (mm/yyyy)					
Nature of business					
Major achievements / awards / Certifications					
Current CEO					
Total Manpower					
No. of Executives					

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Existing Business Financial Details

(All figures to be mentioned in lakhs)

Table 1	Turnover			EBITDA			Profit after Tax (PAT)		
	2014 - 15	2015-16	2016-17	2014-15	2015-16	2016 - 17	2014 - 15	2015 - 16	2016 - 17
Company 1									
Company 2									
Company 3									
Company 4									
Company 5									
Company 6									

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Table 1	Term Loans			Working Capital			Net Worth		
	2014 - 15	2015-16	2016-17	2014-15	2015-16	2016 - 17	2014 - 15	2015 - 16	2016 - 17
Company 1									
Company 2									
Company 3									
Company 4									
Company 5									
Company 6									

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Real Estate Details

Real estate details	Owned by	Current Market Value (in Lakhs)	Mortgaged (Yes Or No)
Asset 1			
Asset 2			
Asset 3			
Asset 4			
Asset 5			

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Total Assets Owned by the Main Applicant

(All figures to be mentioned in lakhs)

Type of Asset	(In lakhs)
Cash In Bank (savings Ac)	
Fixed Deposit	
Shares(Listed on the stock Exchange)	
Bonds	
LIC/ULIP (Surrender Value)	
Other Securities (NSC, Kisanvikaspatra, etc)	
Total Current Assets	
Real Estate	
Capital Invested in Business	
Total Non Current Assets	
Value of Bank Guarantee for proposed Districts	
% of Assets to BG Requirement	

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Proposed Business

Name of the proposed company _____

Nature of the proposed company _____

Existing / New _____

Shareholder's Name	Relationship with the Main Applicant	Proposed shareholding (%)

Details of Premises

Address _____

Proposed for (Stand-alone / Shop-in-shop) _____

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Business Model (Highway / Urban / Sub-Urban / Satellite)

Type (Built-up / Green field)

Estimated rent of the premises

Acquisition status (Acquired / To be acquired)

Plot area (sq. ft.)

Ownership status (Owned / Leased)

Frontage (feet)

Permissible floor area ratio (FAR)/ Floor surface index (FSI)

Permissible ground coverage

Is power connection readily available? (If no, indicate time required to get the power connection)

Is water connection readily available? (If no, indicate time required to get the water connection)

Nearest petrol pump (Name, Company & Address)

Any other landmark nearby

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Business Plan	Average Per Day			
	2014-15	2015-16	2016-17	2017-18
Head				
IOCL				
HPCL				
BPCL				
Others				

Potential Of Outlet	Average Per Day Projected Sales Per Day	
	2017-18	2018-19
Head		
MEE		
MEE market share (projected)		

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Banker Information

Please provide the details for banks with which main applicant is dealing since last 5 years

Bank Name	Branch Location	Duration of Relationship	Type of Facility	Current Limits (in Lakhs)

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Declaration

I/We accept that the decision of the Board of Directors of My Own Eco Energy Pvt Ltd (MEE) as final and binding. I/We fully understand that, in case any information provided by me/us herein is found to be false or incorrect My Own Eco Energy Pvt Ltd (MEE) reserves the right to reject the application or reverse any decision taken.

Signature_____

Date_____

Site	✓ ✗
Photographs of the premises	
Map of the proposed premises (showing petrol pumps, commercial centers & major landmarks)	
Financials: Balance Sheet (Last 3 years)	
Profit & Loss Statement (Last 3 years)	
Banker's Letter in desired format	
Income Tax and wealth tax returns	
Latest CIBIL report of all directors and companies	
Current Organisational Structure	
Occupation & experience details of directors	
DD of 1lakh (or as directed by the company) favouring 'My Own Eco Energy Pvt. Ltd.'	
DD only in favour of 'My Own Eco Energy Pvt. Ltd.'	

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Other Important Information

Please provide the details of banks with which main applicant is dealing since last 5 years

Have you ever been convicted of a criminal offence (Yes/No)? _____

If yes, details _____

Have you ever been convicted of sales tax/income tax violation (Yes/No)? _____

If yes, details _____

Do you have any financial obligations other than those disclosed above (Yes/No)? _____

If yes, details _____

Have you ever been bankrupt (Yes/No)? _____

(To be filled by sales person)

Name of Sales Person Contacted _____

Date: _____

City: _____
