



**ASSURED PETRO SPECIALITIES PVT. LTD**

## **TRUSTROL LUBRICANTS**

### **NEW DISTRIBUTOR APPOINTMENT**

Described below are certain market situations:

- Market/Town/District has Bazaar Trade lube consumption of min. 500 kl p.a. and we have no representation in it.
- Market/Town/District forms whole or part of existing distributor but not performing to expected levels as per the market potential and hence requires replacement.

If a market/town/district falls under any of the conditions above we may commence the process of assessment and appointment of a new distributor.

#### **ROLE OF AN AFTER MARKET DISTRIBUTOR**

- Their prime objective is to develop and service a strong and stable secondary network in Bazaar Trade to achieve desired sales.
- To solicit business (directly or through a dealer) from small and medium fleet owners.
- To solicit business from OEM franchisee dealers.
- Meet and convince all influencers such as mechanics to generate demand for the brand at retail counters.

#### **DISTRIBUTOR SELECTION**

It is ideal that an After Market distributor is:

- Financially sound to support at least next 5 years of company requirements.
- Has good acumen to deal with secondary network in Bazaar Trade.
- Owner is himself involved in day-to-day operations plus can provide an effective team.

#### **ASSESSMENT AND APPOINTMENT OF NEW DISTRIBUTOR**

- Once it is decided that a market needs a new distributor, concerned executives / managers shall use the "Distributor Selection Guidelines" in Annexure "A" to assess Distributors.
- The Distributor Selection Guidelines is a point based evaluation system on 4 broad criteria namely Financial Strength, Infrastructure, Current Business and Market Reputation.
- Executive / Manager must take feedback for prospective new distributor from at least ten retailers per prospect with whom he currently does business. This will help you to evaluate him correctly on his market reputation.
- For all parties met the assessment format needs to be completed by the Executive
- Finalization of the party should be done by the zonal head and in consultation with Head Automotive. This should be on the basis of the various prospects met. After this complete the Application Form as per Annexure "B".
- Only Auto Head is authorized to officially appoint a Distributor by issuing him a Letter of Appointment as per the format in Annexure "C" on the recommendations of zonal head plus the concerned executive



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## **ANNEXURE "A"** **DISTRIBUTOR SELECTION GUIDELINES**

(For Internal Use only)

### **1. FINANCIAL STRENGTH**

<b>CRITERIA</b>		<b>POINTS</b>
Capital Willing To Invest	Less Than Rs 2 Lakhs	0
	Rs 2 To 3 Lakhs	1
	Rs 3 To 8 Lakhs	2
	Rs 8 To 12 Lakhs	3
	Greater Than Rs 12 Lakhs	4
Credit Period To Market	Cash & Carry	0
	30 To 45 Days	1
	45 To 60 Days	2
Current Assets (Immovable Property, Vehicles, Fixed Deposits)	UptoRs 5 Lakhs	0
	5 To 10 Lakhs	1
	10 To 30 Lakhs	2
	Greater Than Rs 30 Lakhs	3

WAYS TO FIND OUT:

1. Discussions, Check Records With Prospective Distributor.
2. Discussions, Check Records With Bankers
3. Discussions, Check With Current Principals.
4. From The Market/Industry.

### **2. INFRASTRUCTURE**

<b>CRITERIA</b>		<b>POINTS</b>
Owner Involvement In New Distributorship	Not Involved	0
	Partly Involved	1
	Fully Involved	2
Dedicated Sales Force Agreed to provide for new distributorship	No Dedicated Sales Force	0
	25 To 50% Dedicated Sales Force	1
	50 To 75% Dedicated Sales Force	2
	More Than 75% Dedicated Sales Force	3
Office Space	No	0
	Yes	1
Warehouse	No	0
	Yes	1
Delivery Vehicle	No	0
	Yes	1
Office Equipment	No Telephone & Computer	0
	Only Telephone	0
	Telephone & Computer	1
	Telephone, Computer, Email	2

WAYS TO FIND OUT:

1. Meeting & Market Feedback.
2. Discussions & Personal Verifications.

Plot No.: 340/2013, Vinayaknagar, Mahanadivihar, Nayabazar P.O., Cuttack - 753 004, Odisha, India,  
Tel : +91 671 7966907 E-mail : trustrollubricants@gmail.com, info@trustrollubes.in

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### 3. CURRENT BUSINESS

CRITERIA		POINTS
Line Of Business	Not Industry, (Or) Spare Parts, Tyres, Etc	0
	Lube Related	1
	Spare Parts/Tyres, Etc (Or) Industry Related	2
Type Of Operation	Retailer Or Trader	0.5
	Distributor	1
Years In Business	Less Than Two Years	0
	Two To Five Years	0.5
	Greater Than 5 Years	1
Current Business Turnover/ Month	Less Than Rs 5 Lakhs	0
	Rs 5 To 10 Lakhs	1
	Greater Than Rs 10 Lakhs	2
Overdraft Limits With Bank	Less Than Rs 5 Lakhs	0
	Greater Than Rs 5 Lakhs	1
Adherence To Current Business Payment Terms	Delays Or Defaults	0
	Prompt On Cheque	0.5
	Prompt On DD	1

WAYS TO FIND OUT:

1. Discussions, Check Records With Prospective Distributor.
2. Discussions, Check With Current Principals.
3. From The Market/Industry

### 4. MARKET REPUTATION

CRITERIA		POINTS
Level Of Goodwill	Poor	0
	Average	0
	Good	1
Ability To Develop Market	Never Launched New Brand	0
	Launched New Brand But Partly Successful	0
	Launched New Brand Successfully	1
Stability Of Relationships	Poor	0
	Average	0
	Good	1
Honours Commitment	Rarely	0
	Generally	1

WAYS TO FIND OUT:

1. Discussions, Check Records With Prospective Distributor.
2. Discussions, Check With Current Principals.
4. From The Market/Industry

CRITERIA	POINTS	MINIMUM	MAXIMUM
Financial Strength		4 *	9
Infrastructure		5 *	10
Current Business		-	8
Market Reputation		-	4
Total			31

\*Can be appointed if operating on DD/NEFT/RTGS Payments

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**RECOMMENDATIONS**

FOR AREA:-

1. POTENTIAL DISTRIBUTOR:

2. SALES AREA :

AREA EXECUTIVE/MANAGER:

RECOMMENDATIONS OF APPOINTING MANAGER

Zonal Head

CFO Comments



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**ANNEXURE B**  
**DISTRIBUTOR APPLICATION FORM**

**A. GENERAL INFORMATION**

1. Name & Address of the Firm:
2. Name & Address of Parent Firm:  
With Year of Commencement of Business:  
Contact No. & Email ID:
3. Address Of Warehouse If Any:
4. Is Warehouse within Octroi Limit: Yes ( ) / No ( )
5. Constitution of Firm:
6. Residential Address of Partners/Directors:
7. Excise Registration No. If Any:  
Local GSTIN Number (Photocopy to be attached):  
(Photocopy to be attached)

**B. CURRENT BUSINESS INFORMATION**

1. Business Activities Other Than Lubes:  
(Give Complete Details, Use Attachments)
2. Involved In Lubricants Business Yes ( ) / No ( )
3. If Yes, Please Give The Following Details:

BRAND NAME	TURNOVER	AREA OF OPERATION	MAIN CUSTOMERS

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### C. INFRASTRUCTURE

- |                     |                              |                    |
|---------------------|------------------------------|--------------------|
| 1. Office Space     | Yes<br>Owned                 | No<br>Rented       |
| 2. Godown           | Yes<br>Owned                 | No<br>Rented       |
| 3. Delivery Vehicle | Yes<br>Owned                 | No<br>Rented       |
| 4. Sales Persons    | Yes<br>If Yes Please Specify | No<br>The Number : |
| 5. Office Equipment |                              |                    |
| Telephone           | Yes                          | No                 |
| Computer            | Yes                          | No                 |
| E-Mail              | Yes                          | No                 |
| Others              |                              |                    |

### D. FINANCIAL INFORMATION

1. Annual Business Turnover  
For Last 3 Years (Rs. Lakhs)
2. Name and Address Of Banker  
With Account Number
3. Bank Overdraft Limit (Rs Lakhs)
4. Own Investment in Business (Rs Lakhs)
5. P. A. N. Number:

### E. BUSINESS PROJECTIONS FOR THE COMPANY

- |  |                      |          |
|--|----------------------|----------|
| 1. Expected Sales Volume :                     | For First Six Months | KI/Month |
|  | For First One Year   | KI/Month |
|  | Second Year          | KI/Month |
| 2. Investment In Company's Products            |                      |          |
| 3. Target Markets/Customers:                   |                      |          |
| 4. Main Products Required By This Distributor: |                      |          |

Applicant's Signature & Stamp

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