



Force Motors Ltd.

Dealership Application Form

Instructions for completing the dealer proposal form :

1. This application contains 4 sections. Please fill all the required information.
2. Make sure the application form is complete in all aspects. Incomplete application will not be considered.
3. If you have any query regarding the application process, please contact dealer development cell at prafullak@forcemotors.com
4. Submit the completed application form along with all the necessary documents to the following address:

Dealer Development Cell,
Personal Vehicles Division,
Force Motors Ltd.,
Mumbai Pune Road, Akurdi,
Pune 411 035
Phone No. 020 – 27476381

Or Email a soft copy to prafullak@forcemotors.com & fmlpvddd@gmail.com

5. If the space available is not sufficient to write, please attach enclosures with the application containing the additional details.
6. Please make sure that the information provided is correct. In case of any discrepancy/false information, Force Motors Ltd. has the right to reject the candidature of the applicant. In such case, decision of Force Motors Ltd. shall be final and binding on the parties.

Section I Personal Details:

Proposed Dealership at _____, Dist : _____, State : _____

1. Key Applicants Details *:

- **Name** _____
- **Address** _____
- **City** _____
- **State** _____
- **Phone No** _____
- **Mobile No** _____
- **E mail Id** _____

**Paste Recent
Photograph**

(Digital photograph)

2. DOB (dd/mm/yyyy) * : _____**3. Educational Qualification *:** (Mention your highest and 2nd highest degree)

Qualification (Yes/No)	Degree	Year	Institute
1. Secondary () Graduation () Post Graduation ()			
2. Secondary () Graduation () Post Graduation ()			

4. Experience Details *: (starting with the most recent one)

Company	Designation	From Date	To Date	Duration (Yrs)
1.				
2.				
3.				

* Attach additional sheet for partners / other Directors

Section II

1. Details of any other family members who could be part of the management:

	Member 1	Member 2
Name		
Relationship with the applicant		
Company		
Designation		
Phone no.		
Mobile no.		
E mail id		

Section III Financial and Professional Details:

1. Information on current businesses :

Name of Company		Type of Business	Business Locations	Year of Establishment	Type of Company	Turnover (lacs) (N-2) year *	Net worth (lacs) (N-2) year**	Turnover (lacs) (N-1) year *	Net worth (lacs) (N-1) year **
Automobile Business									
	Total(1)								
Non Auto Business									
	Total(2)								
	Grand Total(1+2)								

* Attach copy of last 2 years audited balance sheets

** N = Current Year

2. Share holdings in current businesses :

Name of Person	Name of Company	Share Holding	Details
1.			
2.			
3.			
4.			
5.			
6.			
7.			

3. Total assets owned by the applicant (in Rs. Lacs) : (Applicable for individuals only)

Name	Movable Assets	Immovable Assets	Total
1.			
2.			
3.			
4.			
5.			

4. Banker's Details :

Bank Name	City / Branch	Dealing Since	Type of Facility (CC / BG / OD)	Sanctioned Limit (Rs. Lacs)
1.				
2.				
3.				

5. Other Details :

- Have you or anyone involved with this application ever applied for Force Motors Ltd. Dealership / service centre / stockist?

Yes / No

- If Yes:

i. When did you apply?

ii. Was your application considered?

- Did you or anybody involved in this application ever loose or resigned from Force Motors Ltd. dealership / service centre / stockistship contract? If yes, please specify.

Section IV Proposed Dealership Details:

1. Name of the Proposed Firm : _____

2. Type of Firm : Proprietary / Partnership / Pvt. Ltd.

3. Proposed share holding pattern :

Name	Relationship	Percentage of shares
1.		
2.		
3.		
4.		
5.		

4. Expected Project Cost (in Lacs) : _____

5. Investment (in Lacs) :

	Long Term	Working Capital
Own Funds		
Term loan		
Total		
Source of funds		
Time frame to source funds		

6. Details of Proposed Site/s :

	Option I	Option II
Location		
Size(sqft)		
Covered Area (sqft)		
Frontage (ft)		
3S setup / Showroom only / Workshop only		
Ownership Status		
Landmark nearby		
Time frame for acquisition		

7. Expected Sales Volume (Units):

	Year I (Per Month)	Year II (Per Month)	Year III (Per Month)
SUV			
MUV			
Total			

8. Market Information :

Manufacturer	No. of Dealers	Dealer Name/s	Sale per Month
Tata Motors			
Mahindra			
Toyota			
Ford			
Mitsubishi			
Chevrolet			
Skoda			
Hyundai			
Honda			
Nissan			
Renault			

9. General Information :

City Population	
Area	
Industries Present	
Other Economic Activities	
Nearby Cities which can be covered	
Any Other information	

10. Do you agree in principal to establish dealership in terms of infrastructure, manpower, equipments, vehicle stocks as per company guidelines.

11. How much time do you require to create infrastructure & commence operations.

12. Why do you consider yourself suitable for Force Motors dealership.

Attachments :

1. A map of city with your proposed land options and all other automobile dealerships in your city
2. Recent pictures of land / proposed sites, if applicable
3. Audited balance sheet copies (last 2 years)
4. CA certified net worth certificate
5. Bank comfort letter
6. Family Tree

Signature & Date

(Name & Designation :)