

Check List for New Dealer Application Form Submission				
Proposed Name of Dealership :		Location:		CVD-DA-004B
Applicants Name :		City:		
Category : UV, LCV, SCV		District:		
		Zone :		
Sr No	Parameters		Yes/No	Remarks
1	Party's request letter for FML dealership.			
	1.1	Party's Application on FML Format with compulsory photograph		
2	Evaluation report of met parties by BM/RM along with recommendation of best party.			
3	Layouts :-			
	3.1	Open Land		
	a	Layout of Open Plot with dimensions in Sq ft demarcating showroom & Workshop with main road & side roads.		
	3.2	Major or Minor Modification		
	a	Layout of existing Showroom & Workshop demarcating dimensions in Sq ft with main road & side roads		
4	Maps :-			
	4.1	District map with FML current & Competition network along with new proposed dealership & Taluka wise Industry. Area Coverage marked in map for new dealer		
	4.2	Location map showing the Competition setup & location set up , its distance from competitors dealerships and from main road. (The layout should replicate as actual location stretch)		
5	Family Tree – Name , Age , Current occupation , Relation , Turn over :-			
6	Photographs:-			
	6.1	Open Land		
	a	External view of site from opposite side of road capturing full frontal view of land		
	b	External view of site from opposite side of road right hand and left hand side from 300 mtrs		
	c	Left hand and right hand side view of front road by standing at the entrance of Open land		
	d	Outside in view of open plot from the entrance of the showroom		
	e	Traffic Flow from Both sides of the road.		
	6.2	Major or Minor Modification		
	a	External view of site from opposite side of road capturing full frontal view of building		
	b	External view of site from opposite side of road right hand and left hand side from 300 mtrs		
	c	Left hand and right hand side view of front road by standing at the entrance of Showroom & Workshop.		
	f	Photographs of showroom & workshop from all inside corners.		
	g	Ceiling of the showroom & workshop - Photo to be taken from one corner in such a angle that ceiling view also come in picture		
7	Bank Credit worthiness statement (Solvency Report)			
8	3 Years Balance Sheet of existing business			
9	Type of proposed firm			
	9.1	Proprietor/Agency Firm		
	a	Registration of the company		
	9.2	Partnership Firm		
	a	Copy of Partnership Deed		
	9.3	Pvt Ltd		
	a	Memorandum of Article		
10	PAN Card Copy (Xerox Copy) – Personal or Existing Firm			
11	11.1	If Own then land owner ship document's copy		
	11.2	If Rented / leased then rent / lease agreement or consent letter from land owner with modification permission		
12	Letter from a local architect that automobile showroom & workshop is possible in that premise.			
Instructions for Completing the Application 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. 4. Submit the completed application form along with all the necessary documents to the following Address. Dealer Development Cell Commercial Vehicle Division Force Motors Ltd. Mumbai Pune Road, Akurdi, Pune 411 035 Phone No. 020 – 27476381 Extn - 4271 Email your query to dd@forcemotors.com 5. 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.				

DEALERSHIP APPLICATION FORM

- Proposed Dealership at :
- Town / City : District : State :
- Products interested in (SCV/LCV/MUV/All Products) :
- Details of individual / Firm applying for Dealership :

Recent Passport Size
Photograph

Name & Address Tel. No. & Fax No / Email id	Type of Firm CST / ST no.	Main Promoter's Name, Age & Qualification, Mobile No & email id
Official Address :		
Residential Address :		

- Present business activity & details.

Nature of Business	Constitution of the Firm	Starting Year	Yearly Turn over (Last five Years)				
			2007-08	2008-09	2009-10	2010-11	2011-12

- Details of Existing Infrastructure & Setup:

Company Name	Location	Area (Sq. Ft.)	Ownership Status	% Share held in company
			<input type="checkbox"/> Own <input type="checkbox"/> Rent <input type="checkbox"/> Lease	
			<input type="checkbox"/> Own <input type="checkbox"/> Rent <input type="checkbox"/> Lease	
			<input type="checkbox"/> Own <input type="checkbox"/> Rent <input type="checkbox"/> Lease	

- Personal Financial Details (in Lacs)

Assets :		Liabilities :	
Fixed Deposits		Mortgages	
Mutual Funds		Term Loan	
Securities			
Real Estate			
Cash in hand			

8 Current Bank Finance Facilities

Bank Name & Address	Type of facility (CC/ BG)	Value (Rs.)	Contact Person of Bank and Mobile Number

9 Proposed Infrastructure for FML Dealership:

Parameter	Showroom	Workshop
Area (Sq. Ft)		
Frontage (Ft)		
Ownership Status (Own /Rental / To be purchased / To be constructed)		
Facility Status Open Land / Ready Structure		

10 Proposed Investment for FML Dealership

Bankers Name & address	Value (Rs.)	Type of facility (CC/ BG)

11 Proposed full time manpower for FML Dealership

Department	Field Sales	Service	Spares	Other staff
Nos.				

12 Existing Population of Vehicles

[illegible]

13 Completion Information

Company	Name of Dealership	Average Sales Per month(Nos.)
M&M		
Tata		
Piaggio		
Eicher		
Ashok Leyland		
Swaraj Mazda		
Others		
Grand Total		

14 Expected Sales for Force (Nos) :

Cat ego ry	Model	2012-13	2013-14	2014-15
Goods	Trump 40			
	Traveller			
	Trax			
	Total			
Passengers	Traveller			
	Trax			
	Total			
Grand Total				
Spare parts (in Rs.)				

15 How much time do you require to create infrastructure and to commence operations

16 Reason for taking FML Dealership

17 Major Challenges in your market

18 Major Opportunities in your market

19 How will you make your dealership success

20 Any additional Information

I hereby declare that all above information is true as per knowledge and information.

Place :

Date :

Seal

Signature of Applicant

Name :

A) Photo of Showroom taken from opposite side of the road clearly showing the complete site with main road in front of site.

4X6"

B) Photo of Showroom taken from Inside showing inside out view of the Showroom (From one Corner of the Showroom)

4X6"

C) Photo of Showroom showing Outside Inview of the Showroom (From entrance of the Showroom)

4X6"

D) Photo of Showroom taken from diagonally opposite left side of the Road i.e approx 300 mtrs

4X6"

E) Photo of Showroom taken from diagonally opposite right side of the Road i.e approx 300 mtrs

4X6"

F) Photo of Workshop taken from opposite side of the Road

4X6"

G) Photo of Workshop taken from Inside showing inside out view of the Workshop (From one Corner of the Workshop)



4X6"

H) Photo of Workshop taken from Outside showing outside in view of the Workshop (From entrance of the Workshop)



4X6"