

APPLICATION FOR TATA MOTORS PASSENGER VEHICLE DEALERSHIP

Tata Motors Ltd. designs, develops, manufactures and markets a wide range of cars and utility vehicles. The Company's dealerships handle one or more of its brands: Zest, Bolt, Indica, Indigo, Aria, Safari, Sumo and Nano.

This Application Form is for a dealership in India only. This Application Form is not an offer document or contract.

INSTRUCTIONS

1. This Application Form has 19 numbered pages. The Applicant is advised to carefully read the entire Form
2. The application must be made by:
 - an existing entity proposing to operate the dealership (Applicant), or
 - if a new entity is proposed to be set up to operate the dealership, the application should be made by an existing entity (Applicant) which shall provide all or most of the funding for the new entity
3. This Application Form has 4 sections. All sections must be filled by the Applicant. Information that does not fit into the space provided in the Application Form should be attached in a numbered Enclosure, with all such Enclosures filed with the Application Form. All Enclosures should be referenced from this Application Form.
4. All financial statements provided with the Application Form must be audited statements, complete with all schedules, notes forming part of accounts and the auditor's report.
5. Applicant to ensure that the Application is signed on pages 17 and 18 and on any copies of the same.
6. The filled in and signed copy of the Application Form and Enclosures, should be sent by mail / courier to:

**Dealer Development Cell
Tata Motors Ltd.
Passenger Vehicle Business Unit
One Indiabulls Centre, 20th Floor
Tower 2-B, 841 Senapati Bapat Marg
Mumbai – 400 013
Board: 022-6658 6000
Email : cardealers@tatamotors.com**

- No payment is to be made with the Application
 - Incomplete Application Forms will not be accepted for processing.
 - On receipt, if the Application is complete, the Applicant will receive an administrative acknowledgement from Tata Motors with a Number. Applicant to quote the number in all future correspondence.
 - The information provided by the Applicant is intended only for the Company's use.
 - By sending the filled Application Form, the Applicant is inviting Tata Motors to consider its application for a passenger vehicle Dealership. The Company does not assure the Applicant of being selected for such dealership
7. Any information furnished in the Application is voluntarily provided as the Applicant submits the Application on his own initiative. Tata Motors Ltd. reserves the right to reject this Application without assigning any reason.
 8. Should Tata Motors Ltd. find the Application of interest, the Applicant may be invited for discussions and additional disclosures, including due-diligences.

SECTION-A

Applicant Details (Financial and Ownership Information)

Location where dealership is sought: City / State _____

Name of Applicant: Mr. / Ms. / Messer / _____

Applicant Structure: **Company** **Partnership firm** **Proprietorship**

Contact Person _____ **Designation** _____

Address of Applicant (No Post-Box permitted, a Pin-Code must be given).

City: _____ **Pin Code:** _____ **State:** _____

Telephone (indicate STD code) _____ **Mobile** _____

Email _____

Entity proposed for operating the Tata Motors, Passenger Car Dealership.

Applicant Company / Firm **New Entity**

If the Applicant is setting up a new Entity, please indicate the type of Entity proposed for the Tata Motors, Passenger Car Dealership.

Individual / Proprietorship

Partnership

Limited Company

1. Information about Directors / Partners / Proprietors who would be involved in the Tata Motors, Passenger Car dealership.

Name	Relationship with applicant	Age	Qualification	Present Occupation	Proposed holding in dealership (%)

2. Provide brief details of the professional experience of each Director / Partner / Proprietor mentioned above.

Please indicate the number of years for which the Director/Partner/Proprietor has handled each responsibility. Indicate any relevant experience in the automobile industry

- i) _____

- ii) _____

- iii) _____

- iv) _____

- v) _____

3. Current Business Activities of Applicant.

Please indicate all the current business activities of the Directors/Partners/Proprietors and its subsidiaries. Also indicate if the Directors/Partners/Proprietors are associated directly / indirectly with any 2/3/4 wheeler automobiles franchisee.

Division / Department / Subsidiary	Business activity and the name of the Key Manager	Annual Turnover (Rs. Lakhs)

4. Provide the audited financial statements for the past 3 years of the Applicant.

The Applicant must submit audited financial statements, even if the proposed dealership will be through a new entity to be formed.

For a Proprietorship, please submit financial statements of your businesses certified by your accountant. Kindly indicate the Income Tax and Wealth Tax paid in the past 3 assessment years below, and enclose copies of the Income Tax and Wealth Tax returns for these 3 years.

Name of Applicant (Proprietorship)	Income tax paid in the last 3 assessment years			Wealth tax paid in the last 3 assessment years		
	I	II	III	I	II	III

In case one or more of the Directors / Partners / Proprietor have a Controlling Interests in any other companies, kindly provide details of the business of such company / firms.

Controlling Interest is defined as one, where one or more Directors / Partners / Proprietor hold 50% or more equity in any combination (i.e. single or jointly) in any other Company or Firm. Also provide details of proprietorship firms owned by any Director / Partner.

Please list the Companies / Firms in which the Directors / Partners / Proprietors have a controlling interest below:

Name of Company / Firm	Names of Directors / Partners with Controlling interests (%)

5. Please provide the consolidated financial information of the applicant (Rs. in Lakhs).

Name of the Applicant :

Name of the Company :

Nature of the Company : Proprietorship / Partnership / Limited Company

Financial Details	Year 2011-12	Year 2012-13	Year 2013-14
Total Fixed Asset			
Current Asset			
Shareholders' Funds			
a) Share Capital			
b) Reserves and Surplus			
Long term Loan			
Current Liabilities			
Income			
Expenditure			
Depreciation			
Profit before Interest and Taxes			
Interest			
Profit before Tax			
Total Tax			
Profit after Tax			

6. Banker to the Applicant.

Please list the Bankers of the Applicant and enclose a letter / certificate from each bank indicating the current limits enjoyed (term loan and working capital / cash credit) and duration / time of business relationship with bank.

Name and address of Bank	Duration of relationship	Type of facility	Current Limit (Rs. Lakhs)

7. Existing Relationship with Tata Motors Ltd.

Kindly enclose if the Applicant, or any associate/ group company or firm of the Applicant, has any current or past business relationship with Tata Motors. If there is no relationship, write "No business relationship" below.

8. Potential for conflict of interest.

Please indicate if the Applicant or any of the Partners / Directors, or their immediate relatives (sons, daughters, husband, wife, father or mother) is in any way connected with dealership/ agencies/ OEM for sale of any automobile (2 wheeler, 4 wheeler etc.). If not, write "No potential for conflict of interest" below

9. Applicant dispute with Tax Authorities.

If the Applicant had, or has, any tax liability / dispute with the Income Tax / Excise / Sales Tax Department within the past 3 years, please give a brief resume of the dispute with the amount involved. If not, write "No tax dispute" below.

10. Legal disputes of Applicant.

If there have been legal proceedings filed by the Applicant or against the Applicant in the past 3 years, please specify the amount involved and provide a brief resume of the litigation. If there are no such legal proceedings, write "No legal dispute" below.

SECTION-B

Business Plan for the Proposed Dealership

1. Vehicle sale plan

Please give your estimate (over five years) of the number of Tata Motors Passenger Vehicles you would be able to sell in the city (inclusive of the district in which the city is located) for which you have applied to set up a dealership. In an Enclosure, please outline your reasoning and plan for achieving the vehicle sales indicated.

Brand of Tata Vehicle	Year 1	Year 2	Year 3	Year 4	Year 5
Zest from Tata Motors					
Bolt from Tata Motors					
Tata Nano					
Tata Indigo including Manza					
Tata Indica including Vista					
Tata Safari & ARIA					
Tata Sumo					

2. Vehicle service plan

Please give your estimate (over five years) of the number of Tata Motors Passenger Vehicles you would be able to service in the city for which you have applied to set up a dealership. In an Enclosure, please outline your reasoning and plan to attract the number of vehicle indicated, to your service station.

Brand of Tata Vehicle	Year 1	Year 2	Year 3	Year 4	Year 5
Zest from Tata Motors					
Bolt from Tata Motors					
Tata Nano					
Zest from Tata Motors					
Tata Indigo including Manza					
Tata Safari & ARIA					
Tata Sumo					

3. Spare Parts plan

Please give your estimate (over five years) of Tata Motors spare parts you will sell through your dealership. In an Enclosure, please outline your reasoning and plan to achieve the same.

	Value of Parts in Rs. Lakhs				
	Year 1	Year 2	Year 3	Year 4	Year 5
Spare Parts					

4. Dealership Revenue Projections

Please summarize your assessment of the projected revenues of the dealership for the first year of operations. (in Rs. Lakhs.)

Income from vehicle sales margin	
Other income from sales operations (Sales finance, insurance, registration, accessories etc.)	
Labour earnings in workshop	
Income from spare parts margin	
Other income from workshop operations (Value added services, co-branded products etc.)	
Total revenues from dealership operations	

5. Dealership Plan of Operation

Please summarize the staffing plan of your proposed dealership. In an Enclosure, please provide the details of organization structure, staffing and facilities proposed.

Department	Number of Persons	Average Cost per person
Sales		
Service		
Spare Parts		
Accounts & Administration		
Allied activities offloaded		
TOTAL PERSONS		

6. Key Dealership Personnel

Please list the key dealership personnel in your proposed organization and, if you have already identified someone external to your organization for recruitment, kindly provide details of the same.

Designation	Qualification	Name (if available)	Where is the person currently working

7. Facilities proposed

The facilities required are indicated on page 2 of the application. In light of these requirements, please place a tick mark (✓) in the appropriate box below

Indicate the type of facility being proposed

Integrated 3-S Facility

Separate Showroom & Workshop

If you have indicated an integrated facility above, please mark your answers only in the Showroom section below. If you proposed to have separate showroom and workshop, please indicate your answer separately for each. We request you to answer in accordance with the instruction provided; you are advised to provide further details of your proposed facility in an Enclosure along with organization structure and staffing.

Question	Answer using	Showroom	Workshop (Service & Spare Parts)
Is land available	yes / no		
If available, what is the size of the plot (sq. ft)	give size in sq. ft.		
If available, is the plot owned or leased	owned / leased		
If the plot is owned, is it encumbered	free / encumbered		
If land is not available, do you have a proposed site	yes / no		
How much time will it take to get the site for your purpose	give time in months		
Is there an existing constructed facility suitable for dealership operations	yes / no		
If you propose an existing facility, is it owned or leased by you	owned / leased		
If the existing facility is not owned or leased by you, what is the time frame for getting the same	give time in months		
If you propose an existing facility, what is the floor area available	give area in sq. ft.		
If no constructed facility is proposed, how much time will it take you to construct a facility	give time in months		

Provide the address of the proposed site

Showroom

Workshop

Note:

Minimum frontage required for the plot is 60 ft.
 In Enclosures please provide: photographs of land, building and other infrastructure giving an idea of the layout & surroundings, a city map marking the locations of the facilities. You should have the land title deeds, lease agreements (existing) available for review at the time of due-diligence. However the same is to be provided along with the application.

8. Investment for the Dealership

Please indicate the investment required for the dealership...

Application of Funds	(Rs. Lakhs)	Source of Funds	(Rs. Lakhs)	Name of Bank or Financial Institution
FIXED ASSETS				
<input type="checkbox"/> Land		Own Funds		
<input type="checkbox"/> Buildings		Term Loan		
<input type="checkbox"/> Equipment				
<input type="checkbox"/> Others				
Total Fixed Assets		Total FA funding		
WORKING CAPITAL				
<input type="checkbox"/> Vehicle Inventory		Own Funds		
<input type="checkbox"/> Receivables		Working Capital Loan*		
<input type="checkbox"/> Spare Parts				
Total Working Capital		Total WC funding		

* The margin money for working capital has to be provided by the Applicant through "own funds."

10. Expenses for the Dealership

Please summarize your assessment of the projected expenses of the dealership for the first year of operations.

Figure in Rs. Lakhs

Interest cost on Fixed Asset investments	
Interest cost on Working Capital	
Rentals	
Marketing Expenses (Including service marketing)	
Salary/Wages and incentives	
Other Expenses (Electricity / Water / Municipal tax...)	
Total Expenses	

SECTION-C

Applicants' Personal Details

This must be filled by the Managing Partner / Managing Director / Proprietor, and all Partners / Directors having more than 20% ownership stake in the Applicant Company / Firm.

If additional copies are required please make copies of pages 14 to 19 and place in Enclosures.

Full Name _____
(please underline surname)

Business Address (No Post-Box permitted, Pin-Code must be given)

City _____ Pin-Code _____ State _____

Residential Address (No Post-Box permitted, Pin-Code must be given)

City _____ Pin-Code _____ State _____

Phone / electronic contact

Please provide the STD codes and circle the number at which you prefer to be contacted

Home _____ Business _____

Mobile _____ e-mail _____

1. Personal Data

Date of Birth	Annual Emoluments drawn from the Applicant Company / Firm	Do you have any medical ailment that may prevent you discharging your duties	Hometown / Permanent Residence, if different from residential address indicated earlier.

2. Educational Qualifications & Professional Training

Course	Date Completed	Company / Institute, City, Country

3. Family

Spouse's Name	Spouse's Education	Name of Children	Age of Children

4. If any family members work in the Applicant Company / Firm, kindly provide details below

Name	Qualification	Role	Annual Emoluments

5. Business / Employment history

Business Name / Company employed at	Type of business	Period from - to	Position Held

6. Briefly describe your major achievement / success story.

7. Why do you believe that you will make a success of the Tata Motors Passenger Vehicle dealership?

8. Will you personally manage the dealership operations? If not, why?

9. If you, or your family, have any current or past business relationship with Tata Motors, please provide details of the same.

10. Membership of Clubs / Social Organizations

1. _____ Member Since (Year) _____
2. _____ Member Since (Year) _____
3. _____ Member Since (Year) _____

11. References capable of being contacted for a written recommendation.

Professional: Please provide details of your Banker, Lawyer and Chartered Accountant.

Full Name & Address	Occupation	Years Known	Phone Number (with STD code)
	Banker		
	Lawyer		
	Chartered Accountant		

12. Personal Financial Position

Asset Class	Asset Details	Value in Rs. Lakhs	Liability Class	Liability Details	Amount in Rs. Lakhs
Cash			Bank Borrowing		
Securities			Personal Loans (unsecured)		
Real Estate			Income Tax Liabilities		
Household Items			Others		
Business Investments					
TOTAL (A)			TOTAL (L)		

How much of your net worth [Total (A)-Total (L)] are you prepared to invest in a Tata Motors dealership

Rs _____ Lakhs

Time frame to liquidate assets if the present cash available does not meet investment plans

_____ month(s)

Signature _____

Date _____

Name _____

SECTION-D**Checklist and Declaration**

Please place a tick mark (✓) against each item to ensure completeness of the application.

1. Audited Financial Statements for the last 3 year of Applicant have been provided. For Proprietorship, the Income Tax and Wealth tax returns have been provided in addition to the Accountant's certified financial statements
2. Details of entities in which directors / partners / proprietor have controlling interest are provided
3. Letter from the Applicant's Banker(s) indicating current facilities provided to the Applicant
4. Vehicle sale plan, vehicle service plan, spare parts plan
5. Dealership plan of operation (details of: structure, staffing and facilities proposed)
6. Photographs of the proposed site(s) with map indicating location of sites in the city
7. All Enclosures have been filed and are indexed and referenced from this Application Form
8. Applicant has signed and dated pages 18 and 19. Additional Applicant's Personal Details (as required) have been placed in the Enclosures and signed by the relevant individuals

DECLARATION

I/We, the Applicant, accept the decision of **M/s Tata Motors Limited** as final and binding.

I/We, the Applicant, have not been convicted in any court for any offense.

I/We, the Applicant, have read and understood the entire Application Form (pages 1 to 19) and have fully filled in Section-A, Section-B, Section-C and Section-D.

I/We fully understand that in case any information provided above is found to be false / incorrect, **M/s. Tata Motors Limited** reserves the right to reject the application or reverse any decision taken on the basis of this information.

Signature _____
(Proprietor / Managing Director / Managing Partner)

Date _____

Name _____

Place _____

Designation _____

ACKNOWLEDGEMENT COPY

Name of the applicant : _____

Address of the applicant: _____

Subject : Acknowledgement of receipt of your application form

Dear Applicant,

We acknowledge the receipt of your duly filled application form for the dealership at _____

For all your future correspondence with us, kindly quote the form number mentioned below.

To be filled by applicant

Acknowledgement from Tata Motors

Date of Submission	
Name of Authorized Signatory	
Signature	

Date of receipt	
Form Number	PVBU
Signature	