

APPLICATION FOR BAJAJ AUTO DEALERSHIP (MOTORCYCLE BUSINESS)

Bajaj Auto Ltd. designs, develops, manufactures and markets a wide range of Motorcycles. The Company's dealerships handle one or more of its brands: Platina, CT100, Discover, Avenger, Dominar, V and Pulsar.

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

INSTRUCTIONS

The Applicant is advised to carefully read the entire Form. The application form is also available on our website www.bajajauto.com

1. 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
2. This Application Form has 4 sections. The Applicant must fill all sections.
3. All financial statements provided with the Application Form must be audited statements, complete with all schedules and the auditor's report.
4. If you have downloaded the application form from our website, then with the mention of provided Reference ID number, you can either mail us the Filled Application Form along with the enclosures to bajaj2wnetwork@bajajauto.co.in OR Upload it through the Upload Application Form section in the website. Note: If you upload form through website, you will have to mail the required enclosures separately via email with the Reference ID mentioned. For any assistance, you may reach us on our number +91 2066106959.
5. No payment is to be done with the Application.
6. Incomplete application forms will not be accepted for processing.
7. On receipt, if the Application is complete, the Applicant will receive an administrative acknowledgement from Bajaj Auto. Applicant to quote the number for all future correspondences.
8. The information provided by the applicant is intended only for the company's use.
9. By emailing the filled application form. The applicant is inviting Bajaj Auto to consider its application for motorcycle dealership. The Company does not assure the applicant of being selected for such dealership.
10. Any information furnishes in the Application is voluntarily provided as the Applicant submits the applications in his own initiative. Bajaj Auto limited reserves the right to reject this application without assigning any reason.
11. Should Bajaj Auto limited find the application if interest, the applicant may be invited for discussions and additional disclosures, including due-diligences.

For further information, please refer to the contact details in the advertisement.

GUIDELINES ON THE FACILITY REQUIRED

Other things being equal, preference would be given to Applicants with an integrated site (i.e. a 3-S facility comprising Sales, Service and Spare Parts under one roof) and to those who have owned premises or premises on long lease. The site proposed must be in an area suitable for customers with adequate visibility and ease of access, and in accordance with the development plans and zoning laws of the local authority.

For the Applicant to identify appropriate facilities and analyze the economic viability of the dealership (Section-B) the following approximations may be taken.

Sr. NO.	Facility	Area/ Quantity
1	Showroom and back office (Frontage-40 feet)	Display Area- min. 1200 sq.ft, Back office- min. 300 Sq., Finance area-min. 200 Sq.ft, Dealer Cabin- min. 100 sq.ft, Vehicle selection area- min. 400 sq.ft, Utility area- min.100 sq.ft, Total Area – Min. 2400 Sq.ft.
2	Workshop Area	Service reception-120 sq.ft, Customer Lounge-200 sq.ft, Spare counter-300 sq.ft, WM-Cabin-75 sq.ft, 6 Bays- 125 sq.ft, Engine room-75 sq.ft, Equipment's- 75 sq.ft, Major Job area- 75 sq.ft, Washing-150 sq.ft, Parking- 500 sq.ft. Change room- 75 sq.ft, Ready for delivery-350 sq.ft, Vehicle movement area- 350 sq.ft. Total area – Min. 2500 sq.ft.
3	Storage/Stockyard Area	Min. 2000 sq ft.
4	Recommended site area for an integrated 3S	5000 to 6000 sq ft.
5	Workshop Interior & Tools & Equipment (Rs.)	15 lakhs
6	Working Capital for vehicle inventory (Approx.)	Equivalent to 30-35 days of retail sales.
7	Working Capital for spare parts (Rs.)	60 days inventory
8	Other Investment: Computers / Showroom Corporate Identity/ Software/Support vehicles (Rs.)	15 lakhs
9	Manpower	
10	Sales	Vol<200-15, 200-300-18, >300-21
11	Service	<1000-21, 1000-1500-25, >1500-29
12	Security and Housekeeping	2 to 3

SECTION-A

Applicant Details (Financial and Ownership Information)

Location where dealership is sought: City / State _____

Name of Applicant: Mr. / Ms. / M/s : _____

Applicant Structure: Company Partnership firm Proprietorship

Contact Person _____ Designation _____

Address of Applicant (Pin-Code must be given)

City: _____ Pin Code: _____ State: _____

Telephone (indicate STD code) _____ Mobile _____

Email _____ Fax _____

Entity proposed for operating the Bajaj Auto Dealership.

Existing Company / Firm New Entity

If the Applicant is setting up a new Entity, please indicate the type of Entity proposed for the Bajaj Auto dealership.

Individual / Proprietorship

Partnership

Limited Company

1. Information about Directors / Partners / Proprietors who would be involved in the Bajaj Auto dealership.

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

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

Name of Director	Firm Name	No. of Years	Position Held	Experience Details

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.

Name of the Firm	Business activity and the name of the Key Manager	Annual Turnover (Rs. Lakhs)

4. a) Provide the audited financial statements for the last financial year 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 paid in the past 3 assessment years below, and enclose copies of the Income Tax for these 3 years.

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

4. b) Provide the following company documentation.

For Proprietorship firm – PAN

For Partnership firm- PAN + copy of registration of partnership certificate + copy of partnership deed/agreement

For Limited/ Pvt. company- Company PAN + Certificate of incorporation + CIN + Article of association or Memorandum of association

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 2014-15 (Rs Lakhs)	
	Firm 1	Firm 2
Total Fixed Asset		
Current Asset		
Shareholders' Funds		
a) Share Capital		
b) Reserves and Surplus Long term Loan		
Long Term loan		
Current Liabilities		
Income		
Expenditure		
Depreciation		
Profit before Interest and Taxes		
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 Bajaj Auto Ltd.

Kindly enclose if the Applicant, or any associate/ group company or firm of the Applicant, has any current or past business relationship with Bajaj Auto Ltd. 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, 3 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 filled 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 three years) of the number of Bajaj Auto Motorcycles 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.

Category	Year 1	Year 2	Year 3
Vehicle Sales Plan (In numbers)			

2. Vehicle service plan

Category	Year 1	Year 2	Year 3
Vehicle Service Plan (In numbers)			

3. Dealership Revenue Projections

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

Figures in Rs Lakhs

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

4. 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. etc.)	
Total Expenses	

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 (in Rs)
Sales		
Service		
Spare Parts		
Accounts & Administration		
Allied activities (Security and housekeeping)		
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
Head of Sales			
Workshop Manager			
Chief Accountant			

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;

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 40 ft., Depth-50ft and Height 12ft.

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

Application of Funds	(Rs. Lakhs)	Source of Funds	(Rs. Lakhs)	Name of Bank or Financial institution
FIXED ASSETS (SOURCE OF FUND)				
<input type="checkbox"/> Land		Own Funds		
<input type="checkbox"/> Building		Term Loan		
<input type="checkbox"/> Equipment				
<input type="checkbox"/> Others				
Total Fixed Assets		Total FA Funding		
CURRENT ASSETS (WORKING CAPITAL) (SOURCE OF FUND)				
<input type="checkbox"/> Vehicle Inventory		Own Funds		
<input type="checkbox"/> Receivables		Short Term Loan		
<input type="checkbox"/> Spare Parts				
Total Working Capital		Total Working capital funding		



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.

Full Name _____
(Please underline surname)

Business Address (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 _____

Following Compulsory Identity documents need to submitted:

- 1) Aadhar Number _____ Or Passport Number _____

2) PAN Card copy

3) Electric bill or MTNL/BSNL phone bill not older than 3 month

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 Bajaj Auto Motorcycle 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 Bajaj Auto Ltd., please provide details of the same.

10. Membership of Clubs / Social Organizations

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

11. References capable of being contacted for 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		
Gold			Bank Borrowing		
Fixed Deposits			Bank Deposits		
Securities/Bonds/Shares			Personal Loans (Unsecured)		
Real Estate			Income Tax Liabilities		
Household Items			Others		
Business Investments			Others		
TOTAL (ASSET)			TOTAL (LIABILITY)		

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 have been provided in addition to the Accountant's certified financial statement | <input type="checkbox"/> |
| 2. Details of Company documents in which directors / partners / proprietor have controlling Interest are provided | <input type="checkbox"/> |
| 3. Letter from the Applicant's Banker(s) indicating current facilities provided to the Applicant | <input type="checkbox"/> |
| 4. Vehicle sale plan, vehicle service plan, | <input type="checkbox"/> |
| 5. Dealership plan of operation (details of: structure, staffing and facilities proposed) | <input type="checkbox"/> |
| 6. Photographs of the proposed site(s) with map indicating location of sites in the city | <input type="checkbox"/> |

DECLARATION

I/We the applicant confirm the personal data provided is correct and authorize Bajaj Auto Ltd. (and its officials) to scrutinize and validate this data including my credit rating I/We, the Applicant, accept the decision of Bajaj Auto 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 18) 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. Bajaj Auto 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: _____

