

Instructions and Serial wise Guidelines for Filling up Application Form

Applicant has to visit HURL website at <https://www.hurl.net.in/> and click icon "RETAILERS' CORNER" to apply for **Retail Dealership** of HURL. Applicant has to go through all the details and instructions given carefully.

INSTRUCTIONS TO APPLICANTS

1. Before going for the registration please read all the information available on each and every section of "Retailers Corner" carefully.
2. Retail dealership application scrutiny is subjected to realization of application fee of INR 500/- (Non-Refundable) as per payment details provided in the Retail dealership application portal.
3. Application fee can be paid through NEFT/RTGS/IMPS as per details provided and relevant details of payment to be filled by applicant in the portal.
4. All the relevant details to be filled in dealership application portal very carefully and as per instructions and guidelines provided.
5. Wherever required photo, documents, affidavit, undertakings, declaration etc. to be uploaded as per instructions and formats provided.
6. Documents, affidavit, undertakings, declaration etc. format are provided on login page with link "**Download formats or Affidavits / Undertakings / Declarations/ Documents**". Click on given link will lead to **PROFORMA Section** from where all Annexures/Formats can be downloaded
7. Documents/photos file type to be uploaded as per the file formats suggested (png, jpg, jpeg, pdf etc.).
8. Keep Saving your work regularly while filling application form.
9. No physical document will be accepted.
10. Applicants may note that the minimum committed volume plans of various products submitted by them in application form will have bearing on their evaluation for selection as HURL dealer. Therefore, this information has to be provided with proper due diligence.

Sr. No.	Description – How to fill “Retail Dealership Application Form”
Log In	<p>Use Registered Username & Password to “Login” for filling up the application form. After successful login, screen will appear showing basic details filled at the time of registration. Click ‘Next’. Application Form window will appear.</p> <p>The serial wise guidelines for filling up the application form are given as under.</p>
Sr. No.1	<p><u>Applicant Details:</u></p> <p>Applicant’s Firm name will appear automatically. Attach/upload ‘Fertilizer PSU Retail Dealership appointment certificate or Authorized retail dealership certificate on letterhead of Fertilizer PSU’ for the district applied.</p> <p>Applicant’s Firm Type / Nature of firm should be selected from drop down.</p> <p>To establish “Firm Type/Nature of firm” scan document should be uploaded. For Proprietorship Firm – Proprietorship Affidavit <u>(Download Annexure-1 ‘Proprietor Affidavit’ format from PROFORMA section from HURL website, link for which is given on Home page).</u> For Partnership Firm - Partnership deed, For Pvt Ltd / LLP – MOA & AOA; For Others – Document by Laws should be uploaded. <u>All documents must be self-attested.</u></p> <p>Title, Name of Proprietor/Partner/others, Designation, Aadhaar No., Share%, should be mentioned & Passport size photograph (Preferably with white background) should be uploaded, Sum total of “Share%” should be 100 in case of multiple entries. In case of multiple partners/directors/others, click on “Add new line” and enter details.</p>
Sr. No.2	<p><u>Other Details:</u></p> <p>FRC No. should be filled in box and <u>self-attested FRC</u> copy should be uploaded.</p> <p>Auto filled iFMS ID will appear.</p> <p>Upload iFMS ID self-certificate as per format <u>(Download Annexure-2 ‘iFMS ID Self Declaration’ format from PROFORMA section from HURL website, link for which is given on Home page).</u></p> <p>Total Investment in business by the firm should be mentioned <u>“Rs In Lakh”</u>. Shop/Office Floor Area (<u>Sq ft</u>) & Godown Area (<u>Sq ft</u>) for Owned & Hired should be mentioned in the respective box.</p>

	<p>Nearest Railhead Name & Distance from nearest railhead in KMs should be mentioned.</p> <p>Number of Salesman & Number of other Staff should be filled in box.</p>
Sr. No.3	<p><u>Details of Existing Business Operations:</u></p> <p>Applicant will declare its other existing business operation with details such as State, District, Location, Year of establishment of business, Type of business (Commodities Handled e.g. Fertilizer, Cement, Agri Input, FMCG etc.). Turnover for latest audited Financial Year (Rs in Lakh) should be mentioned in box. In case of business at multiple location, please select “Add new line” and give information about other business.</p>
Sr. No.4	<p><u>Volume of Fertilizer Purchased (Company Sale):</u></p> <p>Volume of Fertilizers (Urea, DAP, MOP, NPK, SSP) purchased from company (as per iFMS) should be mentioned in “MT” (Quantities must be upto 3 decimal point) for the specified financial year mentioned in the form.</p> <p>The details mentioned in form should be same as “CA certificate purchase volume of bulk fertilizers” <u>(Download Annexure-3 “CA certificate purchase volume of bulk fertilizers” format from PROFORMA section from HURL website, link for which is given on Home page).</u></p> <p>CA certificate should be on letterhead of CA’s firm and must be stamped and signed by CA.</p>
Sr. No.5	<p><u>Turnover of Latest three FY as specified:</u></p> <p>Details for respective financial year should be provided in the boxes. Amount should be mentioned in “Rs in Lakh” in both “figure” and “words”.</p> <p>CA (Chartered Accountant) certificate for turnover <u>(Download Annexure-4 “CA certificate for turnover for FY” format from PROFORMA section from HURL website, link for which is given on Home page)</u> should be uploaded.</p> <p>The details mentioned in form should be same as “CA certificate for turnover”.</p> <p>CA certificate should be on letterhead of CA’s firm and should be stamped and signed by CA.</p>

Sr. No.6	<p><u>Companies and Annual Off take:</u> Applicant should mention annual off-take (Purchase) from each company for the last completed Financial Year i.e. 2023- 24 (As per iFMS Data). The “Name of company” and “Year of commencement of Dealership with the company” should be mentioned. Product wise (Urea, DAP, MOP, NPK, SSP) quantity should be mentioned in “MT” (Quantities must be up to 3 decimal point). In “Territory covered” area to be mentioned as Block/Sub District /District. In case of multiple company dealership, click on “Add new line” and provide the details.</p>
Sr. No.7	<p><u>Name of Sister concerns in fertilizer Business:</u> Sister concerns firm details in fertilizer business with details of Companies represented and annual off-take (Purchase as per iFMS) is to mentioned. Urea, DAP, MOP, NPK, SSP quantity should be mentioned in “MT”. In case of multiple sister concern firms, click on “Add new line” and provide the details.</p>
Sr. No.8	<p><u>Number of farmers dealing with:</u> Farmers serviced during the last financial year should be mentioned as per format given <u>(Download Annexure-5 “Number of farmers catered during last FY 2023-24” format from PROFORMA section from HURL website, link for which is given on Home page).</u> A self-attested declaration on letter head of firm should be uploaded.</p>
Sr. No.9	<p><u>Estimated annual off-take (plan) of Fertilizers from HURL:</u> Relevant figures/details (only numerical value) should be mentioned in separate boxes provided for all the months and all the products mentioned. No box should be left blank, instead “0 (Zero)” should be used if required. Quantity mentioned for all the products should be in “MT”.</p>
Sr. No.10	<p><u>Estimated annual off-take (plan) of Products from HURL:</u> Relevant figures/details (only numerical value) should be mentioned in separate boxes provided for all the months and all the products mentioned. No box should be left blank, instead “0 (Zero)” should be used if required. Quantity mentioned for all the products should be in “MT”.</p>

Sr. No.11	<p><u>Bank account details:</u></p> <p>All required details such as Name of bank, Place, Branch, IFSC code, A/c No., Account type, Credit Limit (Rs. in Lakh), etc. should be provided. Upload bank reference letter <u>(Download Annexure-6 ‘Bank reference letter’ format from PROFORMA section from HURL website, link for which is given on Home page)</u> for each bank account detail. Bank reference letter should be on letterhead of bank, signed and stamped by bank officials and also signed by All Proprietor/All Partners For multiple account details “Add new line” option should be selected. Bank reference letter should be as per the format provided and issue date shall be 01.06.2024 onward.</p>
Sr. No.12	<p><u>Financial arrangement availed for Fertilizer Business:</u></p> <p>Care should be taken to fill “Amount (Rs. In Lakh).” All boxes should be filled for all criteria mentioned in Sr. No. 12. No box should be left blank instead “0 (Zero)” should be used if required.</p>
Sr. No.13	<p><u>If Applicant is Income Tax Payee:</u></p> <p>If the applicant firm is Income-Tax Payee, PAN No. of Individual in case of Proprietorship, and Firm PAN No. in case of Partnership/Pvt Ltd/LLP/Other is to be provided in box and a self-attested PAN copy is to be uploaded. Year up to which assessed should also be mentioned. GST No. is to be suitably mentioned in the box and self-attested copy of the same is to be uploaded.</p>
Sr. No.14	<p>Self-attested ITR copy, Balance sheet copy and Profit & Loss statement copy is to be uploaded for last 3 specified completed Financial Years. All the pages of all documents should be signed and stamped by the Proprietor, Partners, Directors, others, etc. Separate attachments should be made for separate financial years and separate kind of document as mentioned on application form page.</p>
Sr. No. 15	<p>Amount of money you can invest in business with HURL should be mentioned in “Rs in Lakh”.</p>

Sr. No. 16	Select Yes/No as per details sought. If yes please give details in the box provided.
Sr. No. 17	Select Yes/No as per details sought.
Sr. No. 18	Select Yes/No as per details sought. If yes please give details in the box provided.
Sr. No. 19	<p><u>Declaration:</u> Small check box at the start should be ticked (selected) to submit declaration. Name of authorized signatory should be filled as required.</p> <p>Name(s) of Proprietor/Partners/Directors/others, etc. shall auto populate, and signature of all mentioned names must be uploaded in the attachment space provided. Declaration certificate for authorized signatory <u>(Download Annexure-7 'Authorized signatory of the Firm' format from PROFORMA section from HURL website, link for which is given on Home page)</u> on firm letterhead to be suitably uploaded as required.</p>
Application Form (End page)	<p>Click 'Save' to save the changes or editing made.</p> <p>Click 'Save & Next' to move from Application Form page to 'Preview' page.</p>
Preview Page	<p>After filling the Application form; Need to check in "Preview" about the details & attachments filled up in application form are correctly updated and uploaded.</p> <p>In case of any updation / correction, click "Back" and update the figures/Numbers/Details in application form page & then Click 'Save & Next' to move to Preview page. If all updation is correct, then click 'Save & Next' to move to 'Payment page'.</p>
Payment Page	<p>Please make payment of INR 500/- (non-refundable) as per the Bank details provided on Payment page. After making payment, please enter the details of payment transaction / acknowledgement in the boxes provided on 'Payment page'.</p> <p>Attach payment acknowledgement copy (screen shot of</p>

	completed transaction showing relevant details). Click on 'Final Submit' button to submit the application.
Success	Message will appear as under: "Your application for HURL Retail Dealership has been submitted successfully".