



# Sardar Fertilizers Pvt. Ltd.

A UNIT OF SARDAR GROUP OF COMPANIES

*खुशियों की बहार... सरदार हर बार....*

*Welcome  
to the  
Group*

Name : .....  
M/s : .....  
Associated as : .....  
Contact No. : .....  
Address : .....  
E-mail ID : .....

**Let`s create  
your GROWTH  
STRATEGY  
TOGETHER!**

**Regional Office North**  
394/42, Opp. Officer Mess  
SBI Road, Civil Lines,  
Roorkee-247 667

## The Organization Snapshot

- Deals with Bio & Chem. fertilizers , Cattle Feeds, lubricants, Adhesives, Building Construction Products, & Several Range of fmcg products.
- Quick turnover and relatively low cost .
- India's fmcg sector is 4\* largest Sector in the economy and contribute to around 3million employment opportunities.
- Its principle constituents are household care, personal care food & beverages.
- Characterized by a well established distribution network, low penetration levels, low operating cost, lower per capital consumption and intense competition between the organized and unorganized segments.

## How Big can you Dream

The secret of self-made millionaires is simple: Dare to dream bigger! ... Imagine that you have no limitations on what you can be, have, or do in life. ...

## Company Value

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our 2020 Vision is all about. It creates a long-term destination for our business and provides us with a "Roadmap" for winning together with our bottling partners.

### Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

To make chemical free India to give efficient, competitive, reliable and low cost products.

To refresh the market...

To inspire moments of optimism and happiness...

To create value and make a difference.

### Our Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to business partners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization.

## Company Ladder

Sardar Group of Companies Established by the perfect marketing peoples who leads very prompt in there fields with perfections from there VAST long back experiences so they make this a mile stone as an entrepreneur. They come forward via this company to make dreams comes true.

## Deals in

Sardar Group of Companies is here to deals in Bio & Chem. fertilizers , Cattle Feeds, lubricants, Adhesives, Building Construction Products, Agriculture Products like Pesticides, growth promoters, boosters and several other innovative products with complete range of FMCG products.



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## APPLICATION FORM

Application Form No:

Date:

## PERSONAL DETAIL

PHOTOGRAPH

Customer Name :

Father's Name :

Date of Birth :  Address :

District :  State :  PIN Code :

Phone No :  Mobile

E-mail ID :

## PROFESSIONAL DETAIL

Profession :  Nature of Business (If doing)

Experience  Contact No.

Corresponding Address:

District  State:  PIN Code:

Associated As : 1. Mother Depot  2. C&F  3. Super Stocikest

4. Distributor  5. Dealer

Attached Herewith : Photograph  Address Proof  Pan Card

Security Deposit

Balance Cheque/RTGS/NEFT

Aadhar Card No  Three Blank Cheque with Signature

Two Letter Head with Signature  GSTIN No. :

Employee's Signature

Date:

Customer's Signature

Date:



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Regd. Office: 394/42, Opp. Officers Mess SBI Road, Civil Lines, Roorkee Uttrakhand,  
Phone No. : +91-1332356059, 7906683081 E-mail: sardarfertilizersgujarat@gmail.com Web: www.sardarfertilizers.com

## AGREEMENT

**M/S SARDAR FERTILIZERS PVT.LTD,** a company incorporated under the Companies Act, 1956 on "Minister of corporate affairs "and having its registered office, NOIDA (U.P) herein after referred to as the Principal (which expression shall mean and include its successors in interest and assigns) of the ONE PART.

And

M/S..... a proprietorship firm having its principal place of business at Address ..... And  
represented here in through its Proprietor address .....  
..... Pin Code..... and here in after referred to as the "C&F / SUPER STOCKIST/  
DISTRIBUTORS" (which expression shall mean and include its legal representatives, successors, in interest and permitted assigns) of the OTHER PARTY.

The parties hereto are collectively known as "the Parties" and individually as the party.

### WHEREAS:

1. General the Principal owns sales and markets ALL PRODUCTS in the name of "SARDAR FERTILIZERS PVT. LTD.
2. Having taken into consideration the business experience and infrastructure of the second party the principal here by appoints "M/S..... as its exclusive" C&F / SUPER STOCKIST/ DISTRIBUTORS" INCLUDING 20 DISTRICT / 5 DISTRICTS/ 1 DISTRICTS IN..... for Distribute their products.
3. The company shall be responsible to provide to the "C&F / SUPER STOCKIST/ DISTRIBUTORS" stocks worth RS. 45,00,000/- Rs. 28,00,000/- Rs. 17,00,000/- on complete payment although company has collected from second party M/S ..... A Which were treated as token (Security) amount in the company. And rest amount RS. 40,00,000 / Rs. 25,00,000 / RS. 15,00,000 you will have to deposit Via RTGS After getting agreement copy within 7 days. Then company will send your material but you will have to deposit your rest balance.
4. The company here by authorizes the "M/S ..... to distribute the products supplied to them by the company to individual super distributors as per the company price list on receipt of indents based on



market demands, and forwarded by company sales officer, to collect the cost of the products supplied and to remit the sale proceeds in favor of the company fortnightly in the shape of cheque / Bank Draft or RTGS as per the facilities in the area.

5. The company shall provide- 2% / 3% / 5% Commission on Bio agro, FMCG. Calcium. Margin will be decided according to market profit to "C&F / SUPER STOCKIST/ DISTRIBUTORS" on the value of products billed to the super distributors and allows the "C&F / SUPER STOCKIST/ DISTRIBUTORS" Collected from the super distributors as marketing promotional expenses and remits the balance amounts to the company fortnightly.
6. The first party undertakes to compensate the "C&F / SUPER STOCKIST/DISTRIBUTORS" for the due to seepage, Breakage or expiry of stock.
7. If there any breakage and damage/Expiry in material then you have to send video graphy of damage on unloading time and breakage material in the company and you have to give letter in written also.
8. District under the "C&F / SUPER STOCKIST/ DISTRIBUTORS" there will be no direct or other mean or selling product without "C&F / SUPER STOCKIST/ DISTRIBUTORS" If the second party wants to material according to your wishes the company will not take any responsibility of sales damage/expiry product, (which product specially demanded by second party).
9. Goods would be provided as per on "MARKET DEMAND"
10. **MARKETING SUPPORT:**
  - a. The company will provide the latest Marketing Facilities
  - b. Company shall appoint Dealers for Agro & Cattle feed Section in every district
  - c. The company will provide all advertisement and publicity support in the field of "ALLOTED AREA" (Samples, Posters, wall painting) according to market demands
  - d. Godown rent, FOR, Transportation and other facilities as per circumstances.
  - e. Go down rent, FOR., Transportation expenses, you have to bear it self inspite of your investment company will provide extra material to the second party. Or second party can deduct the payment (expences) from rest of the company.
  - f. All facilities will be available on the full payment.

RESPONSE BILETES FOR THE SECOND PARTY. (M/S.....)

- 11 The second party shall deposit Rs. 45,00,000/- Rs. 28,00,000/- RS. 17,00,000/- for enabling the first party to send consignment of stocks.
- 12 The second party Will be responsible for appointing at least Dealer Companies in their area. Only then your goods will be released from the company.
- 13 The second party has to have a Godown in their area to maintain the stocks provided by the company & second party has to maintain an office for the e time meet with the dealers and sales staff.

13. The second party has to collect and maintain overall information about the area and maintain a list of prospective dealers.
14. The second party shall maintain with the help of company sales representatives and report to the company daily /weekly/ monthly information about their allotted area and dealers appointed in each super distributors area. The second party shall also furnish report of the products sold on daily basis to the company with the help of company sales executive.
15. The second party shall be free to place orders at anytime as per the requirement in case Second party act fulfill order as per market demand so company will taken action on second party to dealer's achievements.
16. The second party has to maintain over all stock reports which can be demanded by the company at anytime and any conditions. Strict action can be taken by the company for failure to maintain overall stock reports.

## GENERAL

17. The agreement is solely based on mutual trust faith and transparent relationship so it is understood and agreed between the parties that during the continuation of this agreement both the parties shall share all relevant business related information with each other in order to maintain a translucent relationship and avoid misunderstanding.
18. The company can order the second party to transfer the material to another party, Even if the 2nd party has not been paid the material. If the second party refuses to do so. And if you ask for payment instead of sending material, then the company can take strict action against the second party.
19. The company will take at least six months time in the business Setup. The setup time will start from the same day on which the second party will make full payment. To increase the sale, the second party will have to cooperate with the company's sales staff and the company. No party will break the agreement rules under any circumstances. If whichever party does this. Then the party itself will be responsible for the loss.
20. This Agreement shall come into force on the date of both Parties executing the same by written authorized signature and, shall subsist for a minimum term of TWO YEARS calendar initially and likely to be extended for similar period at the consent of both parties.
21. Either party or company may terminate this agreement at any time then party or company has to submit 6 month written notice of its intention to terminate this Agreement. First party will be liable to change terms & conditions without intimating to second party.
22. Once the billing is done, neither the order will be changed nor the material will be withdrawn.
23. If in case company send you material without your full payment (which decided by agreement) so that time you will have to deposit rest of amount within 7 days. Otherwise company will cancel your agreement and treat you as dealer and all responsibility have to bear the second party.

24. Company will take 6 months of time to set up business with the help of you.
25. First material will be send by the company itself then second material will be send as per your demand.
26. Company told you to deposit rest of amount on within 7 days after receiving this agreement. If you will not make payment within 7 days after receiving then company will lapse your token amount which you have deposit in a company.
27. If Second party is unable to make payment during dispatching the material and material has breakage or damage then second party is only responsible for that losses and company can take strict action against the second party for recovery their material.
28. If Second party said to First party to generate Agreement on the basis of token amount and first party has sent agreement by mail then term and conditions of the agreement may be valid from writing signed by first party.
29. In case of any dispute and conflict between the 1st and 2nd party to the agreement shall be subject to "ROORKEE" only.
30. IN WITNESS WHERE OF the above mentioned THE PRINCIPAL and THE "C&F / SUPER STOCKIST/ DISTRIBUTORS" have set their hands here onto this DATE ..... Signed and agreed on behalf of.

**Compny Account Details:**

Name: SARDAR FERTILIZERS PVT. LTD.  
Account No. 405150310875043  
Bank Name : Tamilnad Merchantile Bank Ltd.  
IFSC Code: TMBL0000405  
Branch : Roorkee (U.K.)

**2nd Party**  
M/S .....  
**PROPRITOR**  
**WITNESS:**

**1st Party**  
M/S SARDAR FERTILIZERS PVT. LTD.  
**AUTHORIZED SIGNATORY**  
**WITNESS:**

## Broiler Poultry Feed :

Broiler Feed Sardar, one of the fastest growing names in Poultry Feed, is about superior product quality. It helps in better body weight gain and feed conversion ratio.

### Variants

Pre-starter Crumbs (0 to 14 days) : Balanced nutritive feed with uniform crumbs  
Starter Crumbs (15 to 28 days) : Protein, energy and amino acids balanced crumbs feed for uniform growth in flock  
Finisher Crumbs/Pellet (29 to 38 days) : Nutritionally balanced feed to utilize the genetic potential of broilers in finisher stage with uniform crumbs/pellets  
Broiler Concentrate : High nutrition level with adequate medication and free from contaminants. When added with maize, it provides desired growth of broiler.



### Features:-

Scientifically formulated using latest know-how and manufactured at state-of-the-art feed mills. Ideally balanced for protein (amino acid) and energy with highly digestible raw material such as Hypro Soya Doc, Corn Gluten, Sterilized MBM, Soya Oil etc. Supplemented with imported quality, vitamin premix, trace minerals, enzymes immune stimulants and acidifiers which help in better growth and immunity. Helps in precise nutrition of broiler which helps in better body weight gain and feed conversion ratio. Uses NIR facilities for analysis of raw materials and feeds assuring better quality control

### Benefits

Improved Feed Conversion Ratio (FCR) Improved weight gain Better digestibility Reduces pathogen load Reduces mortality rate Releases healthy gut Value for money conversion ratio (FCR, kg feed per kg gain) in good commercial production are: Days

Weight	Feed	Conversion Ration (FCR)
0-21	900 g	1.42kg (feed)
21-43	2.3 kg	1.85 kg

43 days weight 2.3 kg and feed consumption 3.27kg

## Layer Poultry Feed:

Chicks Crumble, Grower Crumble, Pre Layer & Layer Pellet (Phase 1 & Phase 2). Nutritionally Balanced SARDAR Poultry Feeds are specially prepared by Accredited Nutritionists based on years of continuous research and biological experiment. These Feeds are produced in sophisticated micro processor controlled feed plants. Immunity & Disease Prevention SARDAR Poultry Feeds are fortified with a number of nutrients, Non Nutrient feed additives and preventive medication so that the broilers (from chick age to adult) can resist common invasions. More Profits SARDAR Poultry Feeds are designed to address a broiler's optimum nutrition levels so that it can grow very rapidly within a short period, ensuring more profits to the farmer. Quality Ingredients, Quality feed The process begins with the selection of raw materials having high nutritional values, Incoming consignments go through nutritional analysis and physical certification. Quality checks are followed by the formulation process. Assured uniformity of growth SARDAR Poultry feeds ensure uniform growth because the energy & protein levels are so meticulously calibrated that a broiler's system can digest and assimilated per a renewed demand. Improved Meat Quality Meat from broiler's fed on a SARDAR diet is found to have better breast conformity yields softer meat, better taste and better digestibility

## Fish Feed :

Vennamei Feed Shrimp Feed Floating Fish Feed : 1mm to 4mm Sinking

Fish Feed: SARDAR Aqua & SARDAR Aqua Super This is the first Fish Feed production unit in Haryana. Our plant situated at Panipat (Haryana) Advantage of SARDAR Fish Feed Specially formulated fish feed that contain all the essential nutrients , Promotes health and immunity. Helps in proper growth



## Cattle Feed:

Super Pashu Aahar / Bhains Special / High Protein Pashu Aahar products are available in 25/50 Kgs packets also for the benefit of the End Consumers. Advantages of SARDAR Cattle Feed Comes in Pelletized Form, Balanced Nutrition for all your cattle, Helps for better milk yield with better quality of milk.





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Phone No.: +91-1332356059, 7906683081 E-Mail ID: sardarfertilizersgujarat@gmail.com Web: www.sardarfertilizers.com

**COMPANY COPY**

M/S .....Paid to "Sardar Fertilizers Pvt. Ltd"

Security Amount ..... RestAmount.....

Rupees in Words .....

Security Amount Date ..... Cheque/NEFT/RTGS No .....

Name of Bank.....

**Sardar Fertilizers Pvt. Ltd**

**Authority Signatory**

**Employee Signature**

**Party Signature**

नोट : हमारी कम्पनी किसी भी प्रकार की Cash Transaction स्वीकार नहीं करती है अगर कोई पार्टी Cash में Transaction करती है तो उसकी जिम्मेदारी पार्टी की होगी ।



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**Authority Signatory**

**Employee Signature**

**Party Signature**

नोट : हमारी कम्पनी किसी भी प्रकार की Cash Transaction स्वीकार नहीं करती है अगर कोई पार्टी Cash में Transaction करती है तो उसकी जिम्मेदारी पार्टी की होगी ।

## Terms & Conditions

S. NO.	FACILITIES & BENEFITS	C&F	SUPER STOCKIST	REGIONAL DISTRIBUTOR	DEALER
	AMOUNT	RS. 40 LAKH	RS. 25 LAKH	RS. 15 LAKH	RS. 5 LAKH
1	SECURITY AMOUNT	RS. 5.00LAKH	RS. 3.00 LAKH	RS. 2 LAKH	50,000
2	GODOWN RENT	Rs. 5000/-	Rs.3000/-	Rs.2000/-	.....
3	TRANSPORTATION	FOR	FOR	FOR	.....
4	INTEREST ON SECURITY AMOUNT	7 % Yearly	7 % Yearly	7 % Yearly	.....
5	COMMISSION	2% On Per Month Sale	3% On Per Month Sale	5% On Per Month Sale	On MRP
6	TEAM	1 RSM, 4 ASM, 20 DSO	1 ASM,5 DSO	1 DSO	.....
7	WORKING AREA	20 Districts	5 Districts	1 Districts	AREA
8	SAMPLING/DEMO	YES	YES	YES	YES
9	ADVERTISEMENT	YES	YES	YES	YES
10	PUBLICITY	YES	YES	YES	YES
11	FARMER MEETING	.....	.....	YES	YES
12	CUSTOMER MEETING	YES	YES	.....	.....

S. NO.	FACILITIES & BENEFITS	C&F	SUPER STOCKIST	REGIONAL DISTRIBUTOR	DEALER
	AMOUNT	RS. 40 LAKH	RS. 25 LAKH	RS. 15 LAKH	RS. 5 LAKH
1	SECURITY AMOUNT	RS. 5.00LAKH	RS. 3.00 LAKH	RS. 2 LAKH	50,000
2	GODOWN RENT	Rs. 5000/-	Rs.3000/-	Rs.2000/-	.....
3	TRANSPORTATION	FOR	FOR	FOR	.....
4	INTEREST ON SECURITY AMOUNT	7 % Yearly	7 % Yearly	7 % Yearly	.....
5	COMMISSION	2% On Per Month Sale	3% On Per Month Sale	5% On Per Month Sale	On MRP
6	TEAM	1 RSM, 4 ASM, 20 DSO	1 ASM,5 DSO	1 DSO	.....
7	WORKING AREA	20 Districts	5 Districts	1 Districts	AREA
8	SAMPLING/DEMO	YES	YES	YES	YES
9	ADVERTISEMENT	YES	YES	YES	YES
10	PUBLICITY	YES	YES	YES	YES
11	FARMER MEETING	.....	.....	YES	YES
12	CUSTOMER MEETING	YES	YES	.....	.....



# Cattle Feed Range



मुर्गी दाना सरदार पैलेट्स

सरदार बिनोला खल

सरदार सरसों खल

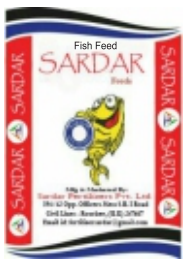
सरदार चुरी

सरदार चौकर

कैल्शियम



## FMCG, Building & Automotive Products



**Complete  
Range  
of  
FMCG for Daily Needs**





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## ANIMAL FEED



Liquid Calcium  
Milk Booster  
Pashu Aahar



**FISH FEED**



**Poultry Feed**  
Pig Feed  
Dog Feed

## COMPANY SUPPORTS

Attractive Advertisement  
Delivery of Time  
Sales Network  
Farmers Meeting & Demo  
Experts Consultation  
Transportation Facility\*  
And Many other Social  
& Promotional Activities

## Reliability

Best Quality Product at  
Competitive Rates  
Long Durabilities  
Customer Care Services  
Modern Packaging  
Environmental & User Family Products

## Agriculture Product

Antibacterial Powder  
Plant Growth Regulator  
Growth Promoter  
Cooper, Zinc, Sulphur  
Calcium Sulphate  
Wetting Agent (Wet)  
Flower Growthers  
Boron  
Nutrients  
DAP (Bio/Chem.)  
Vermi Compost  
Thio Urea

## Automobile Products

Mobil Oil, Grease  
Coolant etc

## Building Construction Products

Cement  
Wall Putty  
POP etc.

## FMCG

Wheat Flour  
Agarbatti, Dhoop  
Hawan Samagri  
Floor Cleaner / Phenyl  
Tea  
Detergent Cake  
Detergent Powder  
Rice  
Mustard Oil / Refined Oil  
Mineral Water  
Salt  
Papad  
Dish Bar  
Hair Oil  
Hand Wash  
Shampoo  
Complete Masala Range  
Face Cream, Baby Lotion  
Sauces, Soda Water etc

Liquid Polish (Shoe)  
Coffee  
Sharbats  
Henna  
Hair Colors  
Liquid Bleach  
Soft Drinks  
Dry Fruits  
Pulses  
Tissue Paper  
Aluminium Foil  
Vinegars  
Tomato Ketchup  
Hing  
Blue Liquid/Dry  
Bath Soap  
Mehandi  
and Several Other Products  
for Daily Needs



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www.facebook.com/sardarfertilizers



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Regional Office

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**Unit of :**

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S.R. Retails  
Sardar Fertilizers