

	DAL MARKETING SOLUTIONS LIMITED Regd Office: 20/1, I Floor, II Main Road, CIT Nagar, Chennai 600 035. Phone No.9360311122. CIN: U52190TN2013PLC092247 Mkg Office: 23-B, 2nd Floor, Muthu Meenakshi Thirumana Mandram, Chinnakanmai St., Goripalayam, Madurai-625002. Phone:0452-4361225. Email:dalmarketingsolutions@gmail.com	Affix recent passport size photo	
<u>DAL CITY STORES</u> <u>FRANCHISE APPLICATION FORM</u> (FILL IN CAPITAL LETTERS, STRIKE OUT THE DETAILS NOT APPLICABLE)			
Name			
Father/Husband Name			
Residential Address			
	City/Town:		
	State :		
House	Owned/rental/leased/single or joint ownership		
Vehicles owned	Two wheeler/Four wheeler/both/none		
Date of Birth	Gender	M/F	
Qualification			
Contact No.			
Email			
Marital status	Single/Married		
No. Of Dependants	Children		Adults
No. Of earning persons			
Occupation			
Monthly Income			
Family Income			
Investment capacity			
i) At Present			
ii) After 3 months			
Business Experience if any			
Nature of Business			
Nature of involvement(Proprietor, Partner, Director etc.,			
No. Of years			
Type of Franchise required	MASTER FRANCHISE/INDIVIDUAL FRANCHISE		
Franchise Area			

Current infrastructure which can be made exclusively available for Franchise i)Whether having any premises	Yes/no
ii)If yes, nature of premises	Owned/rental/leased/single or joint ownership
iii)Whether office is ready for use	Yes/no
Facilities (Inverter,Computer,Printer, Internet facility with wifi etc.,)	
Reference Name	
Address	
Occupation	
Years of Relationship	
Contact No.	
Other information if any	
DECLARATION	
<p>I apply for Franchise after having read and understood the Franchise Offer Document and declare to protect and preserve the contractual obligations of the Franchisor. Further, I declare that the details and information provided by me herein above are true to the best of my knowledge and belief. I declare that if the company on verification finds any misrepresentation of facts, company may terminate the franchise.</p>	
PLACE : DATE :	SIGNATURE
<p>FOR OFFICE USE ONLY</p> <p>After verification, I hereby affirm that the references and the facts are true and correct.</p> <p>Authorised Signatory</p> <p>Name _____ Date: _____</p>	<p>FRANCHISE NO.</p> <p>Director Franchise Signature</p>



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DAL CITY STORES

FRANCHISE OFFER DOCUMENT

Business	<p>We provide excellent and world class marketing and branding solutions in the field of FMCG, Apparel, Beauty & Personal Care, Construction & Real Estate, Consumer Electronics, Fashion Accessories, Food & Beverages, Health & Medical, Home Appliances, Travels ,Tourism and Hospitality, Sandalwood Plantations, Insurance products, Media & Advertising, Investments, Gold Loan, Housing Loan, Chits , Online marketing etc.,</p> <p>We invite Master Franchises and Individual Franchises to sell the above products and services of us throughout Tamil Nadu.</p>			
Franchise Type	<p>Master Franchise for each District</p> <p>Individual Franchise for each wards City (Corporation), Urban (Municipalities, Town Panchayat), Rural (Blocks and Village Panchayat)</p>			
Territory	Master Franchise	Supply products and services to Individual Franchises under their control		
	Individual Franchise	Sell the products and services to the DMSL card holders viz., DAL CARD, DISTRIBUTOR CARD, MBA CARD, DAL CUSTOMER CARD, CHAIRMAN CARD and to the common public		
Investments		Investment		
	Type	Franchise Fee	Establishment fee will be given as product	Refundable Security deposit without interest (Software and trademark usage)
	Master Franchise	5 lakhs	400000	100000
	City	1 lakh	80000	20000
	Urban	25000	20000	5000
	Rural	10000	8000	2000

Income	Opportunity of earning Rs.500 to 1000 per day. Commission on direct sales and 2 % commission on Turnover in the products and services supplied/sold. (Commission percentage varies according to the products)
Eligibility	Office space around 100 Sq ft. Computer with printer, scanner and internet connection(preferred) Owned / Rented premises for the proposed Franchise / Financial capability to run a Franchise.
Duration	Duration of franchisee is 1 year and can be renewed as per terms and conditions.
Benefits	Wide range of products and services(annexure I) Wide range of confirmed DMSL Customers in your area. Master Franchise can appoint Sales Executives upto 10 members and can sell products directly apart from supplying products to the Individual Franchises. Product offers and Discount benefits
Obligations	Sale of Products and Services above Rs.10 lakhs will incur sales tax. All state and central laws and taxes should be adhered strictly. The Franchisor will provide the required software to make systems operational Franchisee shall arrange location for Franchise and set up install and commission DCS infrastructure, furniture, Fixtures, IT and Non-IT hardware with the consent of the Franchisor. To obtain all licences/registrations/ statutory permissions, clearances including but not limited to provident Fund, ESIC, and Contract Labour as shall be required to set up and run the DCS from time to time, at his/its own cost. To render only those Services and vend only those items as are authorized by the Franchisor from to time and not undertake any unauthorized or illegal activity at the DCS.

	<p>To meet all operating expenses including salary of staff and all labour related registration charges and fees thereon; rent, electricity, telephone and water bills; stationary; housekeeping; security, repairing of DCS premises, furniture, fixtures and gadgets not covered under supplier warranty or AMC or other miscellaneous expenses.</p> <p>The projections are on the basis of the information to the best of its efforts and knowledge. Therefore the projections are only anticipated or expected and there is no guarantee or warranty that the said projections are correct or complete.</p> <p>The Franchisee has to independently assess and to make his/her own judgment as to the probable revenues from operating.</p>
Legal	<p>Company is authorized to Change any of its rules and regulations without any Pre Notice.</p> <p>Franchisee can Use the Company trademarks and logo on every Stationery and Publicity Tools during the Franchise Validity period.</p> <p>All disputes are subject to Chennai Jurisdiction only.</p>
How to apply	<p>Applicants can get their application from the Branches or can download it from our website www.dalbiz.biz</p> <p>Application form and documentaion cost Rs.500/-</p> <p>Franchisee will be selected by Interview.</p> <p>Franchisee shall pay the Franchise amount with application cost as Cheque or DD in favour of M/S.DAL MARKETING SOLUTIONS LIMITED, CHENNAI.</p>

We offer Franchise to interested people, who wish to grab this opportunities of earning good amount of money.

We extend our full support to you, you have to Select, Operate, Develop and make your business successful.

Director

ANNEXURE I

PRODUCTS AND SERVICES OF DCS's

Sl.No.	SERVICES	DESCRIPTION
1	Utility Bill payment	Electricity bill, Landline bill.
2	Entertainment Services	Sale and recharge of Dish TV connections
3	Astrology	Astrology
4	Matrimonial Services	Matrimonial Services
5	Service Aggregators	Mobile Recharges
6	Travel	Train / Bus / Air ticket bookings
7	Telecom	Mobile Sales
8	Education/ e-learning	Online / Offline Education Services
9	Insurance	Life and General Insurance Services
10	FMCG Products	Direct Marketing Visiting Card sales Fast moving consumer goods Electroware
11	Gift Corner	Key chain, Lamp
12	DAL CHAT CORNER	Lime Soda, Juice items, Soup, Coffee, Tea, Sweet corn, Popcorn, French Fries, Smiley, Wedges etc.,

Annexure II – For list of places of Proposed Franchises refer website