



SAFAL PRO

A Unit of Sheetal Enterprise, Faridabad, Haryana

OFFICIAL BUSINESS ASSOCIATION STRUCTURE

(Reseller | Dealer | Distributor Program)

Effective Date: _____

1. INTRODUCTION

This document defines the terms and business structure for individuals or entities associating with **Safai Pro**, a unit of **Sheetal Enterprise, Faridabad, Haryana** (hereinafter referred to as “Company”).

All associates shall operate strictly as independent business partners and not as employees, franchisees, or legal representatives unless separately agreed in writing.

2. THREE-LEVEL BUSINESS STRUCTURE

Safai Pro offers three levels of association:

Level	Minimum Initial Purchase	Role	Supply Source
Reseller	₹5,000	Local Direct Seller	Company / Dealer
Dealer	₹15,000	Area Retail & Sub-Reseller Supply	Company
Distributor	₹75,000	Territory Stockist & Network Developer	Company

3. RESELLER PROGRAM (₹5,000 Model)

3.1 Initial Investment

Minimum purchase of ₹5,000 (non-refundable, product purchase only).

3.2 Supply Structure

- May purchase directly from Company if no Dealer/Distributor exists in area.
- If Dealer/Distributor exists, must purchase through them.

3.3 Business Rights

- Non-exclusive.
- No territorial ownership.
- Earn profit from resale margin.

3.4 No Mandatory Purchase Obligation

No quarterly commitment required.

4. DEALER PROGRAM (₹15,000 Model)

4.1 Initial Investment

Minimum purchase of ₹15,000 at Dealer Price.

4.2 Role

- Supply to local resellers and retailers.
- Develop market within assigned area.

4.3 Mandatory Quarterly Purchase Clause

Dealer must purchase minimum **₹10,000 worth of stock every quarter** from Safai Pro to maintain active status.

Failure to meet quarterly purchase requirement may result in:

- Downgrade to Reseller status, or
- Cancellation of dealership.

4.4 Territory

- Assigned working area (non-exclusive unless separately agreed).
 - Can appoint resellers with Company approval.
-

5. DISTRIBUTOR PROGRAM (₹75,000 Model)

5.1 Initial Investment

Minimum purchase of ₹75,000 at Distributor Price.

5.2 Role

- Territory Stockist.
- Appoint and manage Dealers and Resellers.
- Develop institutional and bulk supply network.

5.3 Mandatory Quarterly Purchase Clause

Distributor must purchase minimum **₹50,000 worth of stock every quarter** from Safai Pro.

Failure to meet quarterly requirement may result in:

- Review of territory rights,
- Appointment of additional distributor,
- Termination of distributorship.

5.4 Territory Rights

- Primary distribution rights within allocated territory.
 - Non-exclusive unless written exclusivity granted.
 - Company reserves right to intervene in case of non-performance.
-

6. PRICING & PAYMENT TERMS

- All purchases shall be at prevailing price list.
 - Prices subject to change without prior notice.
 - Payment shall be advance unless credit approved in writing.
 - Transportation charges borne by associate unless agreed otherwise.
-

7. BRAND PROTECTION & COMPLIANCE

- No relabeling, repackaging, duplication, or dilution permitted.
 - Associates must adhere to MRP guidelines.
 - False claims or misleading marketing strictly prohibited.
 - All intellectual property remains property of Safai Pro.
-

8. STOCK & STORAGE RESPONSIBILITY

- Proper storage conditions mandatory.
 - Expired or damaged goods due to mishandling are associate's responsibility.
 - Manufacturing defect claims must be reported within 48 hours.
-

9. TERMINATION POLICY

Safai Pro reserves the right to terminate any level of association due to:

- Non-performance
- Non-payment
- Brand misuse

- Legal non-compliance
- Failure to meet quarterly purchase obligations (Dealer/Distributor)

Upon termination, use of Safai Pro name, logo, and marketing material must cease immediately.

10. DISPUTE RESOLUTION

All disputes shall be subject to jurisdiction of courts at **Faridabad, Haryana** only.

11. DECLARATION & ACCEPTANCE

I/We agree to abide by the Safai Pro Business Structure and Terms mentioned above.

Name: _____

Firm Name: _____

Level Applied For: Reseller / Dealer / Distributor

Address: _____

GST No.: _____

Mobile: _____

Signature: _____

Date: _____

For Safai Pro

Sheetal Enterprise, Faridabad

Authorized Signatory: _____