



SALES POLICY: (2014-2015)

Dear Channel Partners,

We at OPTILUXX sincerely thank you for partnering with us and we look forward to mutual business growth and a rewarding association. Keeping in view the market dynamics and trend, we have launched an innovative Eco-Range of Lighting which includes Domestic Led Bulbs, Tubes, Panel Downlighters and luminaries. Our vision is to become a highly respectful, knowledge based innovative global enterprise in LED lighting arena. We assure you of our continuous range of innovative and competitively priced products and best of service, at all times.

Maximum Retail Price

The current MRP is applicable w.e.f 01/09/2014 and is subject to change at the company's discretion. The revised prices would be circulated upon changes.

Placement of Orders

The order is to be placed by Distributor in writing by mail or in the decided Order Format.

The minimum Order should be as per the Standard Carton Packing.

Once the Order is placed, the same will not be cancelled or amended

If any Road Permit or any other document is required, the same should be made available along with the order by the concerned Distributor.

Taxes and Duties

The MRP is inclusive of Excise Duty and VAT. But any kind of Local Taxes like Octroi or Entry Taxes would be exclusive and will be borne by the Super Stockist.

Invoicing

The Invoicing will take place on the announced Billing Price through the concerned C&F or CSA on applicable CST /VAT Paid Basis. In case of CST Billing if required the concerned has to submit the C-Form immediately after completion of Quarter. In case of Non – Submission of C-Form, the tax liabilities along with the Interest & Penalty would be borne by the Distributor.

Freight

The Freight would be borne by the Company up to Distributor's warehouse.



Payment

All payments should be made in advance along with the PO as per mentioned Mode of Payment.

Super Stockist Margin.

The Super Stockist margin will be 6% (on Sales Invoice Value) in form of Bill Discount.

8% profit margin includes:

4 % profit Margin

+ 1 % Freight

+1 % VAT

Distributor Margin.

The Distributor margin will be 8% (on Sales Invoice Value) in form of Bill Discount.

8% profit margin includes:

6 % profit Margin

+ 1 % Freight

+1 % VAT

Reporting

The Distributor has to regularly update the Company with the updated details of his trade partners and Distributors, also the Monthly Purchase and Sales Report (MPSR) of his distributors is required to be submitted to the Company.

Promotional Activities

All promotional activities and events like Retailers Meet, Electricians Meet, POPs, Banners, Flex , Posters, or any Incentive Schemes would be facilitated time to time separately to meet out the Market Requirements and trends.

We look forward for your continued support & wish you a very progressive business year 2014-2015

Thanks and Regards,

Team Optiluxx

Check List for Super Stockist / Depot or Distributor Appointment.

1. Duly Filled, Signed and Sealed Original Agreement Form.
2. Agreed confirmation for business / Target (3 months on letter head)
3. Agreed Area / Region of Business on letter head.
4. Copy of PAN/BIN
5. 6months Bank Statement
6. Copy of Sales Tax / TIN No.
7. 2 Blank Cheques (in favor of Company's Name)
8. C-Form in advance
9. Updated details of the Proprietor with address/ contact etc.
10. Details of Depot's Godown