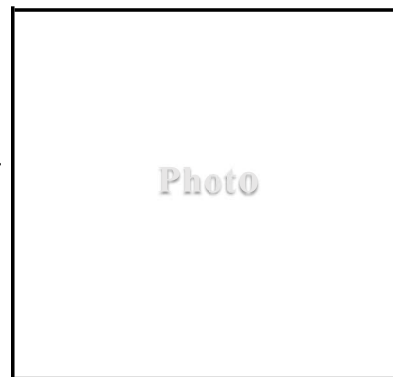


STRELLA INDIA
CUSTOMER MASTER ATTRIBUTE



Business Partner Code:

Date of Appointment:.....

Sales office:

Sales Emp.Code:

Dealer Type: Direct Dealer

Distributor

LCS

1) Dealer Name / Firm Name:

a) Address:

b) City:Pin Code.....

c) District:

d) State:

e) Tel No:

f) Fax/Cell No:

g) E-mail ID of firm / proprietor / partners / directors:

h) Date of Incorporation of Business Firm.....

2) Type of firm :

a) Proprietorship

b) Partnership (Attach Partnership Deed)

c) Private Limited (Attach Memorandum and Articles of Association of Co.)

3) In case of Proprietary firm :

- a) Full Name of Proprietor:
- b) Residential Address:
- c) Tel. No.:
- d) Aadhaar No:

4) In case of Partnership firm :

- a) Full Name of Partner No.1:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

- a) Full Name of Partner No.2:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

- a) Full Name of Partner No.3:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

5) In case of Private Limited company :

- a) Full Name of Director No.1:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

- a) Full Name of Director No.2:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

- a) Full Name of Director No.3:.....
- b) Residential Address:.....
- c) Tel. No.:.....
- d) PAN No.:.....
- e) Aadhaar No:

6) Details of Additional Showrooms / Sister Concerns:

Name(s) of Sister Concern	Place	Full Address & Tel. No. etc.	Name of the Concerned Person

- 7) Name of person authorised to receive goods and sign documents etc.....
- 8) Warehouse Address:.....
- 9) Shop: Rented / Owned:.....
- City Survey No. / Municipal House No. / Survey No.
- Warehouse: Rented / Owned.....
- City Survey No. / Municipal House No. / Survey No.

10) Bank Account Details :

- a) Name of the Bank:.....
- b) Branch Address:.....
- c) Bank Account No.
- d) Nature of A/C:.....

11) Name, Address and specimen signature of person / persons authorised to sign cheque :

- a) Full Name:.....
- b) Address:.....
- c) Specimen signature:.....

In case signatory of the cheque is power of attorney holder, attach copy of Power of Attorney.

In case cheque are to be signed by joint persons, details of joint signatories shall be given.

12) GST Registration No. :.....

13) PAN No. :

14) Other Brand & Product Dealing Details

Brand	Product

15) I/We hereby agree that,

- a) I/We shall place a written order with Stella India - Lucknow Uttar Pradesh for the quantity of the air - coolers to be purchased by e-mail, fax or any other form of written communication.
- b) The invoices shall be payable within [--] days upon receipt of invoice. If not, a default interest amounting to 18% per calendar year shall be payable on the outstanding amounts.
- c) I/We shall, within 10 (ten) days of execution of this Agreement, deposit an interest free continuing security deposit of INR [] () as and by way of security for the due performance and fulfillment of obligations.
- d) The intellectual property of any kind of the air - coolers shall belong to Stella India - Lucknow and I/We undertake not to infringe the same or claim any benefit under the same.
- e) All the disputes and / or differences arising between parties shall be referred to the Sole Arbitrator to be appointed by Stella India - Lucknow Uttar Pradesh . The arbitration shall be conducted in accordance with provisions of Arbitration and Conciliation Act 1996. The place of Arbitration shall be at Lucknow - (Uttar Pradesh) . The decision of arbitration shall be final and binding on the both parties.
- f) All dispute arising out of this contract shall be subject to the Jurisdiction of the courts at Lucknow - (Uttar Pradesh) .
- g) I/We agree that, in case of any change in constitution of firm same shall be communicated to you in writing within 7 days.
- h) I/We will carry business on cash & carry basis if credit limit is required, I/We will request to your local sales team to grant credit limit. To accept/reject such request is at the sole discretion of company.
- i) I/We agree that air - coolers will not sell at higher price than MRP printed on the and I/We will not tamper with the same.

16) I/We undertake that, the information furnished above is true and correct.