

TRADE POLICY- 2013-2014

From now onwards, bio-data of new/existing stockists should accompany with a recent passport size photograph of the owner with full details like firm's name and business per month, PAN NO., Drug Lic No., Vat No., Bank details etc. A separate bio-data format is also enclosed along with this policy which is required to be filled in and submitted to Head Office for our existing & new Homoeo./ Ayurvedic doctors/ parties this year.

Wide spreaded Micro-Interior Super Distribution is emphasized by appointing distribution in all major Town/District/Taluk/Market separately for re-distribution of Homoeopathic Medicines/Ayurvedic Medicines and OTC/Ad products ensuring full coverage of Homoeopathic, Ayurvedic Doctors, Retail Chemists and General Stores. Your active support and the effort of our field personnel will help the organization to maintain the leadership in the industry and to reach every nook and corner of the country.

GENERAL TERMS & CONDITIONS:

- a) This trade policy will remain valid from April 2013 to March 2014. The Company also reserves the right to change the trade scheme with an announcement to all the concerned business associates.
- b) Patent group order below Rs.30,000/- will not be entertained for the existing stockists. However, in case of new party, relaxation may be allowed only on recommendation of ASM/RSM.
- c) Dealers are not at all allowed to have any cash and materials transactions with any field personnel of the company. Dealers doing so will do it at their own risk and the company shall not be liable for any such transactions.
- d) **Breakage/ Shortage**- Details of breakage and shortage should be sent to C & F/Company, giving full details of the purchase, duly endorsed by MSR/ASS/ASM/RSM. Dealer must collect breakage/shortage certificate from the transporter. If breakages are substantial and value of such goods exceeds 1% of the bill value, such claims for breakage/shortage must be made to the Company/C&F Agent with proper document within 40days from the date of booking of consignment and claim of dealers will be entertained, if the concerned bill is cleared.
- e) **Expiry/Evaporation & Leakage** : Although company has taken every possible care to maintain perfection in all respect of leakage, evaporation or such other complaints if occur in sealed bottles, be communicated to the company within 60 days from the date of receipt of the goods, which the company may reimburse on merit. Claim against expiry will be entertained provided they are submitted and received by Company/C & F Agent in writing at least 6 months before the expiry date. All claims should be submitted with full purchase details, duly certified by MSR/ASS/ASM.
- f) **Stock Return & Monthly Sales & Stock Statement** : If any stock is lying unsold for last three months with the newly appointed stockists , the same can be returned to C&F/ Company with prior information and purchase reference. The necessary approval and clarifications from Field Personnel is also very much required. . It is also mandatory for dealer to send **Sales & Stock Statement** to Head office by 7th for the previous month which will help Head Office to keep the track of dealer's secondary sales and stock holding position. Those who fail to send Sales & Stock Statement on a monthly basis, company will not be responsible for any liquidation of stocks of such parties. It is also mandatory to inform office in writing the stock position as on 31/03/2013 positively, failing which last years bonus will not be paid/considered for calculation. No return will be accepted from the existing stockist.
- g) Any disputes like non-arrival of consignment at the destination, breakage, shortage and leakage should be informed to Head office/ C& FA immediately for taking further action from their end.
- h) Every two months interval, a confirmation of outstanding will be sent to parties from Head office for their verification and record purposes. However, if any variance is observed, it should be brought to the notice of our office within the next 15days of receipt of the outstanding report.
- i) Any disputes are to be settled under Kolkata Court's jurisdiction only.

TRADE DISCOUNT:

All Homoeo AD, Ayurvedic AD, OTC/Ayur and Homoeo Patent and new launching products shall be billed as under:-

Group	Category	Discount
Homoeo AD & Ayur AD	Hom. & Ayur Ad Products (APT Group)	21.80 % of MRP
	Ayur Products(Livosin Gr)	22.73 % of MRP
	O T C Products	28 % of MRP
Homoeo Patent, Homoeo Generic & Homoeo OTC products`	Speciality Drops & Patent Products	42% of MRP
	Mother Tinc & Dilution	55% of MRP
	Bio-chemic & Combination Med	63% of MRP
Ayurvedic Ethical & Proprietary products	Ethical Products	28% of MRP with (9+3 Free) scheme.

PRICE STRUCTURE:

The Net Billing Rates have been worked out for each product based on present Case Packing of the product which, we are sure, will help all the customers to ascertain the ordered value and number of cases. The Price list w.e.f April 2013 is also being enclosed along with this circular for your information and necessary action, subject to change at any point of time with prior information & notification.

BILLING CREDIT LIMIT

1. Rs. 150/- (minimum) will be debited to party's account if any cheque is returned un-paid from the Bank. The said amount will be added with your next invoice.
2. 2% interest per month by way of Debit Note towards supply of AD products will be charged from 22nd day onwards up to 35 days. Such Debit note will be added with your next Invoice. **Call Back letter** will be issued to Transporter on **36th day**, if payment is not received at our end and further supplies will be withheld.
3. Maximum credit limit of each party has been finalized, considering purchase and payment behaviors during 2012-2013 in consultation with ASM/RSM. It has been decided that one bill/order will be released immediately. Prior releasing 2nd order, previous 1st bill as well as old outstanding, if any, needs to be cleared positively, failing which 2nd order will remain unexecuted and simultaneously Call Back Letters will be issued to Transporter on 36th Day. It indicates that at no point of time, total outstanding should not exceed the credit limit as finalized by the Management.

CASH DISCOUNT/LOT PURCHASE AND TERMS OF PAYMENT:

- a) Transit time fixed for 15 days for outstation parties and 7 days for local parties.
- b) **2%** Cash Discount will be allowed if payment is made within 15 days from the date of billing for outstation parties and 7 days for local parties on Homoeo Products.
- c) **1%** Cash Discount will be allowed if payment is made within 21 days from the date of billing.
- d) **2%** Cash Discount will be allowed on AD products on advance payment along with order, provided previous bill is/are cleared.
- e) Such scheme is not applicable if any BUY ONE, GET ONE FREE OFFER exists
- f) Bill on free goods (Tax amount) to be borne by the stockist positively.

YEARLY BONUS:

1. For availing yearly bonus, party has to show an overall growth of 25 % over last year rupee value sales as well as item-wise sales equivalent to at least last year achievement.
2. Bonus will be calculated **excluding** bills raised towards free item products.
3. Bill raised on BUY ONE GET ONE FREE offer will not come under the purview of Bonus calculation.
4. Once the bonus is paid, goods for the said period will not be taken back at no point of time.
5. If any product is withdrawn from the market or company fails to supply any product due to some unavoidable circumstances beyond company's control, Company might consider such cases as a very special case at the time of bonus calculation.
6. All stockists to provide their Xerox copy of **PAN** positively to Head Office

Bonus Agreement Form from April 2013 to March 2014 for COMBINATION MEDICINES (Annexure-A), MOTHER TINCTURE , DILUTION & BIO-CHEMIC TABLETS (Annexure –B), are enclosed separately. However, the target for dealer will be fixed after the mutual agreement between the Company & Dealer. Dealer has to avail all the schemes, declared by the company time to time.

- Enc:
- a) Annexure A- Yearly Bonus Agreement for combination medicines
 - b) Annexure B- Yearly Bonus Agreement for MT/Dilution
 - c) Product Scheme
 - d) MRP Price List

ANNEXURE -(A)

YEARLY BONUS AGREEMENT FROM APRIL 2013 TO MARCH 2014 FOR COMBINATION MEDICINES

All Authorised Dealers of Combination Medicines (Homoeo) & Ayurvedic Medicines will get Annual Bonus on incremental sales as per following slabs:

On achievement of Rs. 2.00 lacs to 3.50 lacs	5%
On achievement of Rs. 3.51 lacs to 4.50 lacs	6%
On achievement of Rs. 4.51 lacs to 5.50 lacs	7%
On achievement of Rs. 5.51 lacs to 7.00 lacs	8%
On achievement of Rs. 7.01 lacs to 9.00 lacs	9%
On achievement of Rs. 9.01 lacs to 11.00 lacs	10%
On achievement of Rs. 11.01 lacs onwards	12%

Apart from above mentioned bonus slab **for the year 2013-2014**, an additional bonus on incremental sales for Allen Homoe International products is also being declared:

On growth between 1.00 to 3.00 lacs sales for AHI products	3% extra
On growth between 3.01 to 5.00 lacs	5% extra
On growth between 5.01 AND ABOVE	8% extra

The bonus will be paid to the Company's authorized distributors on achievement of the respective slab, provided the following clauses are fulfilled:

- a. All authorized Distributors has to sign agreement mentioning annual target and acceptance of their entitlement under bonus slab. The same should be sent to Head Office without any fail. duly signed by the party
- b. The bonus is payable on the value of net realized taxable amount of Invoice after adjustment of all discount, credit notes, stock returned etc. up to the **end of the bonus period excluding tax on free items bills and BUY ONE GET ONE FREE offer bills.**
- c. Those Invoices will be considered for bonus calculation which are paid within due date. Invoices, if cleared after due date, shall not be considered for bonus calculation. It has to be followed strictly.
- d. While claiming bonus, all authorized distributors must submit a declaration saying that they do not have any damage stocks OR returnable stocks pertaining to bonus period purchase.
- e. All distributors must achieve last year's Rupee Value target for availing bonus.
- f. This agreement will not come under any court's jurisdiction.

ACHIEVEMENT DURING 2012- 2013 Rs. Lacs

TARGET TAKEN FOR 2013-2014 FOR COMBINATION MEDICINES: Rs.Lacs
GROWTH :%

I/WE AGREE TO ABIDE BY THE ABOVE MENTIONED CONDITIONS PERTAINING TO BONUS ACHIEVEMENT TARGET OF RS..... LACS.

I/WE AGREE TO MAKE PAYMENT WITHIN DAYS FROM THE DATE OF BILLING.

I/WE ALSO AGREE TO TAKE THE RESPONSIBILITY IN RESPECT OF LIQUIDATION OF STOCKS, HELD BY ME.

Signature with stamp of authorized Dealer & Date

Signature of /ASM/RSM

ANNEXURE -(B)

YEARLY BONUS AGREEMENT FROM APRIL 2013 TO MARCH 2014 FOR MT/DILUTION

All Authorised Dealer (Homoeo Generic) will get Annual Bonus on incremental sales as per following slabs:

1	On achievement of Rs. 75,000 to 1,50,000 lacs	7%
2	On achievement of Rs1,50,001 to 4,00,000 lacs	9%
3	On achievement of Rs 4,00,001 to 8,00,000 lacs	11%
4	On achievement of Rs. 8,00,001 onwards	12%

The bonus will be paid to the Company's authorized distributors on achievement of the respective slab, provided the following clauses are fulfilled:

- a. All authorized Distributors are to sign agreement mentioning annual target and acceptance of their entitlement under bonus slab. The same should also be sent to office without any fail.
- b. The bonus is payable on the value of net realized taxable amount of Invoice after adjustment of all discount, credit notes, stock returned etc. up to the end of the bonus period.
- c. Those Invoices will be considered for bonus calculation which are paid within due date. Invoices, if cleared after due date, shall not be considered for bonus calculation. It has to be followed strictly.
- d. While claiming for bonus, all authorized distributors must submit a declaration saying that they do not have any damage stock pertaining to bonus period purchase.
- e. All distributors must achieve last year's Rupee Value target for availing bonus.

f. This agreement will not come under any court's jurisdiction.

ACHIEVMENT DURING 2012-2013 Rs. Lacs

TARGET TAKEN FOR 2013-2014 FOR MT/DIL Rs..... Lacs

Growth:%

I/WE AGREE TO ABIDE BY THE ABOVE MENTIONED CONDITIONS PERTAINING TO BONUS ACHIEVEMENT TARGET OF RS..... LACS.

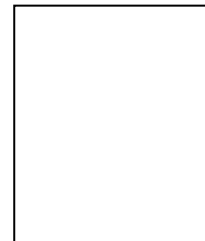
I/WE AGREE TO MAKE PAYMENT WITHIN DAYS FROM THE DATE OF BILLING.

I/WE ALSO AGREE TO TAKE THE RESPONSIBILITY IN RESPECT OF LIQUIDATION OF STOCKS, HELD BY ME.

Signature with stamp of authorized Dealer & Date

Signature of MSR/ASM

Distributor's Bio-Data
Please fill-up in BLOCK LETTERS



1. Name & status of the firm	
2. Address & nearest location with Pin-code	
3. STD No with Telephone/Fax /Mobile No/ Email No	
4. DRUG LIC. NO. (Attach Xeroxed copy)	
5. VAT NO.	
6. TIN NO.	
7. PIN CODE NO.	

9. Name of the Bank, Branch, Branch code & Address Manager & Branch Telephone No:	Manager	Branch:
10. Sitting dealer or catering dealer		
11. No. of Salesman working		
12. Area covered (bit-wise)		
13. Day-wise market coverage plan		
14. Dealing with companies		
16. Mode of business – Cheque/Draft		
17. PARTY'S /PROP PAN NO :		
18. Name of the Prop.		
19. Father's name of Prop.		

NB: Every year, during the beginning of financial year, all credit parties have to send a blank cheque to Office/C &FA positively which will be preserved in office for one year. On completion of year, the said cheque will be returned to party and subsequently a fresh cheque needs to be collected for the next financial year. It will be the entire responsibility of C&F A, if any order is executed without obtaining advance cheque. This is applicable for new advance parties also.

Signature of the Dealer/Stockist with Rubber Stamp :
(MOBILE NO. _____)

Signature of MSR
& FA

Signature of ASM/ C

PRODUCT INCENTIVE SCHEME - 2013

TERMS AND CONDITIONS

THE SCHEME FROM APRIL 2013 TO MARCH 2014

In order to encourage the dealers / retailers and to boost up the sales of the products in the market , a new and lucrative scheme is being declared for the financial year 2013-2014. The Scheme enables dealers to save by installments and invest the accrued amount to buy product those are available for sale from us. A stockist willing to join the scheme will be required to fill up a prescribed form WITH SPECIFIC GROUP OF PRODUCTS.

MODE OF WORKING OF THE SCHEME

There will be **2(two)** Groups viz. **Rs. 5000/-** & **Rs. 10,000/-** per month

Those who join the scheme, will have to subscribe **Rs. 5000/-** or **Rs. 10,000/-** every month, according to the group chosen by them continuously for maximum 11(Eleven) months. On completion of 11(Eleven) installments during the year they will be permitted to purchase from us available Products of **Allen Homoeo International** * (**terms & conditions**) from their total eligibility value as stated below. Those who intend to complete the targeted amount in advance are also eligible to get the total purchase eligibility with special benefits.

GROUPS	TOTAL SUBSCRIPTION During 11 th Months	TERMINAL BENEFIT eligibility at the end of 12 th Months	TOTAL PURCHASE ELIGIBILITY
Rs. 5000/- Group-I (Rs. 5000/-per month for 11 th Months)	Rs. 55,000/- Normal Scheme	Rs. 24,200/- FREE GOODS On DP	Rs.79,200/- (Mar, 2014)
Rs. 10,000/- Group-II (Rs. 10000/-per month for 11 th Months)	Rs.1,10,000/- Normal Scheme	Rs. 48,400/- FREE GOODS On DP	Rs.1,58,400 /- (Mar 2014)

Under no circumstance, cash refund will be made by us at any point of time against this scheme.

PAYMENT OF MONTHLY INSTALLMENTS

Payment of monthly subscriptions should be made within the due date i.e. **10th(Tenth)** of every month. **Payment may be made by DEMAND DRAFT or CHEQUE. Demand Drafts and Cheques should be made payable at Kolkata and should reach us in advance. In case of CBS Cheques, 11 cheques, with**

specific date and month should reach us at a time. Outstation Cheques will not be accepted. Late payment, even by one day, will be considered as no payment for the due month and accordingly, the eligibility under the scheme will be delayed by one month. As per the company's norms we are sure and hopeful that the parties who will be availing the scheme, will clear all their old outstanding.

DEFAULTS

According to the scheme, a dealer will become eligible to the terminal benefit only after they have paid monthly subscriptions continuously for 11(eleven) months. Therefore defaulting dealer would become eligible for the terminal benefit after they have paid all the 11(eleven) installments. In other words their eligibility will get postponed by the number of months they have defaulted.

DISCONTINUANCE

A dealer, who discontinues in the middle of the scheme, will be allowed to take Product only for the actual amount subscribed after one month from the date of the last payment.

TAXES & DUTIES

Sale Bills under this scheme shall be raised in the Name of the Dealer of the scheme only on receipt of confirmed order duly signed by the stockist. Taxes and duties will be charged as applicable on the date of sale.

PRODUCT RANGES & FINAL ORDER

The tentative order including free items for **AHI** products should reach office by every quarter i.e. June, Sep, Dec, & Feb **2014**. However, the final order and free goods order will be prepared and dispatched in the month of March 2014 after getting confirmation from the party. Excepting lot scheme, as declared in April 2013, no other scheme is applicable for this offer. On receipt of total order in the month of February 2014, if it is found any item is not available during that time, company may consider by sending other items. Needless to mention that if any party does not place any order in time, company reserves the right to send the goods as per the availability of products at that point of time.

THIS AGREEMENT WILL NOT COME UNDER ANY COURT'S JURISDICTION.

N.B: IF ANY PARTY INTENDS TO PURCHASE PRODUCTS MANUFACTURED BY ALLEN LABORATORIES LIMITED AND ALLEN HOMOEIO INTERNATIONAL I.E.COMBINED PRODUCTS ,THE SCHEME OF SALES AND FREE ITEMS WILL BE AS UNDER::

ALLEN Products: Sales → 50 % of total subscription + Free Goods on 20% DP.

Allen Homoeo International Products: Sales → 50% of total subscription + Free Goods on 20% DP

**Product Incentive Scheme- 2013- 2014
Application Form**

**ALLEN'S INDIA LTD.,
23/C, Wards Institution Street,
Kolkata : 700 006
Phone Nos. (033) 2351 – 0062 / 0072 / 2527**

Application Date

PRODUCT GROUP: **Allen Homoeo International PRODUCTS**

Name of the firm:	
Address with Pin Code (In Block Letters)	
Residential address with Pin code:	
Telephone Nos.	
Mobile No.	
Designation:	
Applicant's Signature & Date	

DECLARATION

I/We have personally read, understood and agree to all terms and conditions of the Product Incentive Scheme for 2013-2014 and accordingly 11 post dated cheques are enclosed for your doing the needful.

(Signature of the Applicant)

Enc:

Cheque No	Date	Amount	Bank's Name
1.			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			