

APPOINTMENT OF THE CHANNEL PARTNERS

HMT Machine Tools Ltd (MTL) has been selling its products through own Sales and Marketing team since inception. In order to augment the present marketing setup in highly competitive environment, HMT MTL is making a dynamic shift in its strategy for marketing with an aim to have strong PAN India reach.

1. Objective

The main objectives of these appointments are:

- 1.1** To help increasing orders from private customers for better performance.
- 1.2** To structure and assign task and resources in order to meet the fast-changing requirements of the target market.

2. Type of Channel Partners :

Channel Partners will be operating on commission basis. The Channel partners shall be classified as **Marketing Partners & Service Partners**, and their scope will cover the following aspects:

- 2.1 Marketing Partner** – A channel partner having experience in sales and servicing of machine tools with network of Sales and Service shall be considered as Marketing Partners.
- 2.2 Service Partners** : Channel Partners who will take up the responsibility for servicing / AMC's / Reconditioning/ Retrofitting / Maintenance / Erection and Commissioning etc will be considered as service partners.

3. Qualification Criteria:

3.1 Marketing Partners: The entities/individuals interested for the Marketing Partners should have the following Special qualification-

- 3.1.1** Experience of 5 yrs in the field of sale of Machine tools.
- 3.1.2** Sound financial capacity having positive net worth for three consecutive years.
- 3.1.3** Preferably having offices at the major cities of India.
- 3.1.4** Having a technical manpower strength with more than 5 Years experience in Sales and Servicing of Machine Tools.
- 3.1.5** Having very strong connection and good network among the customer mainly Private Prospective customer

3.2 Service Partners

- 3.2.1** Having sound Knowledge & experience for 10 years and above in the field of servicing of machine tools or Firms having technical staff with more than 10 years servicing experience in HMT / any other Machine Tools firms.
- 3.2.2** Firms with having experience or actively engaged in Annual maintenance Contracts / (AMC), Erection and Commissioning, Reconditioning and OR Retrofitting etc of Machine Tools
- 3.2.3** Capability to generate business of servicing of Machine Tools like AMC contracts/ Reconditioning/ Retro fitting/ sales of spares etc with a clear road map.

Above are only Guidelines. The same may be relaxed for otherwise deserving entities / individuals based on the approval of the Competent Authority on the recommendation of the selection Committee

4. Procedure:

Application for Appointment of Channel Partner in the prescribed format as per the enclosed format .

- 4.1 Interested parties shall submit the filled up application, as specified in the advertisement.
- 4.2 Application received in any mode viz., through Post, Courier or Online or E-mail shall be considered equally, subject to the fulfillment of conditions laid down.
- 4.3 Applications received at other units/ offices shall be re-directed and forwarded / transferred to, Directorate for further action.
- 4.4 Any application received beyond the prescribed period of time and not through the proper channel as mentioned herein above shall NOT be entertained and shall be summarily rejected.

5 General Criteria of selection

The following are the indicative factors to ensure quality of selection and provide a fair and transparent selection procedure for short listing Channel Partners:

- 5.1 Experience in Machine Tools field or related fields.
- 5.2 Experience in Sales and Service of Machine Tools industries.
- 5.3 Capability to provide infrastructure required as per business needs.
- 5.4 Sound financial capacity of Channel Partner to invest as per business requirement.
- 5.5 Capability to generate business with a clear road map to achieve desired plan.
- 5.6 Good entrepreneurial Skills and Business acumen.
- 5.7 Availability of skilled and professional manpower for managing proposed business for HMT MTL.
- 5.8 Capability to maintain good business relations with Financiers/ Bankers.
- 5.9 Vision and Passion displayed by the party for proposed business with HMT MTL
- 5.10 Shortlisted application will be called for interview/discussion/presentation

6 Security Deposit

- 6.1 Successful Channel Partner has to deposit the security deposit as follows:-
- 6.2 For Marketing Partners— Rs 5,00,000/- (Rs Five Lakhs Only)
- 6.3 For Service Partners - Rs 1,00,000/- (Rs One Lakh Only)
- 6.4 The Competent Authority shall have the right to revise Security Deposit from time to time
- 6.5 No Interest shall be payable on the Security Deposit.
- 6.6 The security Deposit should be made in the form of Bank Guarantee, validity upto one month beyond the period set out in the appointment. Renewal of the agreement will be permitted only after the validity period of BG is also extended.
- 6.7 On termination of the Channel Partner from the Company, the security deposit shall be returned / refunded to the Channel Partners after adjusting the collectibles/ penalties/ charges if any.
- 6.8 The above Security Deposit mentioned are guidelines. The Interview committee may increase or decrease the amount based on the discussions during the interview on case to case basis.

7 Tenure of Channel Partner

The tenure of the Channel Partner shall be for an initial period of one year which shall be further extended / renewed at the sole discretion of the Competent Authority, subject to the satisfactory performance of the Channel Partner.

8 Checklist of Documents

Following documents are to be submitted by the applicant. To ensure genuineness and authenticity. All copies of documents submitted should be Self-Attested unless specifically required to be notarized. Applicant shall keep original and produce as and when demanded by company for verification purpose.

In case of affidavits, stamp paper should be of appropriate value as applicable in the state and should be paid by the deponent. Affidavits should be made on the date of advertisement.

- 8.1** Application Form as per the enclosure to be duly filled and signed with Passport Size Photographs(in case of individual applicant).
- 8.2** Last three years acknowledged IT returns.
- 8.3** Last three years audited balance sheet for firms/ companies.
- 8.4** Last three years audited Profit and Loss statement for firms/companies.
- 8.5** Brief note on Business Experience in Sales and Marketing
- 8.6** Servicing Experience of the Machine tools. (Enclosing the Job completion Certificate for past three years)
- 8.7** Identity documents with Photo ID such as Adhaar Card, PAN, Passport, Voter Card, Driving License and Identity Card issued by Central or State Government Organizations and proof of address.(Individual applicant)
- 8.8** Certificate of Incorporation of Company and Registration of Firm
- 8.9** In case of Proprietorship, a Registration certificate of firm with any Govt. Authority (such as Shop and Establishment Certificate or GST/ Sales Tax Registration) showing the Proprietor Name and Firm Name.
- 8.10** Registered Partnership Deed document in case of partnership firms.
- 8.11** GST Registration Certificate.

9 Commission

- 9.1** Commission on sale of Machine tools and Spare Parts shall be paid as per the company policy in force from time to time.
- 9.2** Commission is payable only on receipt of Payment. In case of partial payments, commission also to be paid on pro-rata basis.
- 9.3** In case of orders with 100% advance payment an additional commission of 0.5% is payable.
- 9.4** In case of Service partner service charges shall be paid as per the existing service policy.

10 Volume based incentive

- 10.1** Volume based incentive payable on the basis of value of cumulative orders received in every quarter.
- 10.2** The eligibility limit for getting volume based incentive at present is Rs 25 Crores/ Quarter. However eligibility limit can be revised from time to time and accordingly would be intimated to channel partner.

10.3 In case of any Sales Promotional scheme or incentive for channel partners is launched by company at any time, the same shall be intimated to Channel Partners in writing.

10.4 In case of any Customer incentive scheme is launched by the company, the same shall be passed on to the customers.

11 Jurisdiction:

In the event of any dispute between the parties in respect of interpretation of any of the terms and provisions of the Channel Partnership agreement or any issue or matter or disputes arising out or connected with the Channel Partnership granted, or of this Channel Partnership agreement shall be subject to the exclusive jurisdiction of Bangalore.

12 Amendments/Withdrawal:

Competent Authority of HMT MTL shall have the power to amend, modify, alter or withdraw the above policy either in whole or in part at his discretion as per situation so warrants.

In case of any clarification please contact the following-

**GENERAL MARKETING MANAGER
HMT MACHINETOOLS LTD
59, BELLARY ROAD
BANGALORE- 560032
MOB- 7028011869
Email- gmm@hmtmachinetools.com**

Note : Completed duly filled application super scribing "Appointment of Channel Partner" should reach to the above address on or before 21.03.2023