



## **PLING Foods & Beverages P Limited.**

### **SUPER STOCKIST (SS) and DISTRIBUTOR (DB)'s POLICY:**

The Brand and the products that will be covered under PLING's SS & Distributor Policy are :

<b>Pling Product</b>	<b>Flavour</b>	<b>Gms</b>	<b>MRP</b>
Banana Crisps	Plain	18	10
Banana Crisps	Sour Cream	18	10
Banana Crisps	Peri Peri	50	30
Banana Crisps	Sour Cream & Onion	50	30
Banana Crisps	Pani Puri	50	30
Cassava Crisps	Masala Munch	15	5
Cassava Crisps	Buffalo	15	5
Cassava Crisps	Masala Munch	30	10
Cassava Crisps	Sour Cream & Onion	30	10
Puffed Balls	Cheese	15	5
Ragi Crisps	Chocolate Vanilla	15	5

- New Food and Beverage products to be launched under the Pling Brand
- Any other New Brand of Food and Beverage products catering to the Domestic / Retail Consumers, Food Service Outlets, Institutions and Hotels, Restaurants and Caterers ( HoReCa ).

#### **Role of SUPER STOCKIST :**

Eligibility : Only existing active Super Stockist who have a minimum of 15 - 20 nos of working Distributors under the SS and are being serviced and billed of other Company's mass distributed impulse products like Chocolates, Confectionery, Namkeens, Ready to Eat Snacks, packaged Beverages etc and have the following infrastructure :

- Ambient Temperature Warehouse.
- Covered Delivery Vehicle / Van for covering minimum radius of 150-200 Kms.
- Driver cum Delivery manpower,
- Office staff for billing and accounting and MIS report generation.
- Coverage of a large city / town or one / two districts.

SS will buy stocks from Pling on advance payment and once SS receives stocks these are billed to the Distributors who have placed the orders for Pling products. The SS will not await the visit nor the instructions from the Sales Personnel of Pling but will ensure the liquidation of stocks as soon as possible. The SS will extend credit to the Distributors based on his relationships, dealings and understandings with each DB.

**Investments Required:** The Investments by the Super Stockist will be into

A. Stocks : equivalent to 15 days of sales.

B. Market Credit : Equivalent to 15 days of Sales.

**Payment Terms with Pling:** the SS will be required to buy the required stocks on a weekly basis on advance DD / payment thru NEFT / RTGS / Cheque deposit into Pling's Bank account as per details given below:

Pling Foods & Beverages Pvt. Ltd.

AXIS Bank, Palarivattom, Kochi, KERLA.

Bank Account No: 917020075296853.

IFSC Code: UTIB0000691.

All financial dealing with PLING Foods & Beverages P Ltd will be only through legally authorized banking norms and tender. SS or its Distributors will not have any Cash / financial dealings with any Sales Personnel of PLING Foods & Beverages P Ltd.

**Payment Terms with Distributors (DB) :** the SS will extend the required credit to the DBs as per their requirement to the minimum extent of 15 days of their sales. The collections from the Distributors will the responsibility of the Distributor and Pling and its Sales Personnel will not be responsible in any form / method for collection of the receivables from DBs. All financial dealings with the Distributors are your responsibility and SS will not mix other company's business dealings with Pling.

**Transit Product Damage Policy:** All products delivered to the Super stockist should be checked by the SS at the time of delivery for any shortages and damages and should be noted in the delivery challan / transporter's copy and inform the originating branch / factory which will enable Pling to take necessary actions in recovering the same from the transporter. If the SS does not mention the transit damage in the transporter's challan or inform the originating branch / factory then no transit damage claim can be reimbursed to the SS.

**Product Replacement Policy :** Any product found to have any traceable manufacturing defect will be replaced free of cost but any product damaged or altered or found defective or rat and insect infestation due to poor / improper storage conditions at the SS / distributor's place or Customer's place or Retailer's place will not be reimbursed by Pling but will have to be damaged at the cost of the SS or distributor or Customer or retailer. Any stocks that is nearing expiry and before two months will be communicated to PLING HO for immediate action for liquidation through various special actions. Any manufacturing defects / product deficiencies need to be intimated on priority to Pling Foods HO and Pling will take the necessary actions to resolve the same which will be directly communicated.

**Claims Settlement Policy:** SS needs to adhere to only the written / Email communications from the CEO / Director (S&M) of PLING Foods & Beverages P Ltd on matters of Schemes/ Activities / and various Trade Promotions. On completion of the approved activities / promotions the SS will submit the relevant claim with all supporting documents in original with the local Sales Personnel attestation.

**Reports to be submitted:** SS will have to submit the Sales & Stock report before 5<sup>th</sup> of every month along with the primary Billing details to each and every DB under the SS.

## **Role of a Distributor:**

Distributors are required to have the network or supply contacts with the following:

- Retail Outlets such as Modern Retailers, Independent Self Service Stores and General Grocery Retail in the Cities or town or the Area that he operates.
- Food Service Outlets such as Quick Service Restaurants, Fine Dining Restaurants, Traditional Hotels, Restaurants and Caterers ( HoReCa ).
- Food Product Manufacturers or Institutions who manufacture various food products wherein our products are used as an ingredient.

The Distributors are required to arrange to demonstrate our products to all these above customers, book orders from them and supply them their required products and quantities as per the scheduled requirements of these customers. The distributors are required to independently arrange to collect orders and supply and not depend on any assistance or supervision of company's Sales personnel. The Distributor will ensure complete support to the Pling's Sales personnel in promoting the products and create the market worth for its products.

### **Infrastructure required of the Distributor:**

**Storage required:** Ambient temperature storage with capacity for holding stocks of Pling's range of products as per the following:

- Distributors in TN, Kerala, Telangana, Andhra Pradesh, Karnataka and Maharashtra : *stocks equivalent to 7 days of sales.*
- Distributors in Delhi, UP, Haryana, Punjab, West Bengal, North East Region, Orissa and Bihar : *Stocks equivalent to 15 days of sales.*

**Local Transportation :** for delivering the stocks to the Customers or Retail outlets the distributor is required to have availability of Covered Commercial Delivery Vehicles. Each of the delivery vehicle should have a Driver cum delivery person or a delivery person for delivery of the stocks and taking acknowledgement from the customers.

**Investments Required:** The Investments by the distributor will be into

1. Stocks : equivalent to 7 / 15 days of sales.
2. Market Credit : Equivalent to 15 days of Sales.

**Payment Terms with Retailers / Customers:** the Distributor will extend the required credit to the Retailers / customers as per their requirement to the extent of 15 to 21 days of their sales. The collections from the Retailers / Customers will be the responsibility of the Distributor and Pling will not be responsible in any form / method for collection of the receivables from Retail / customers.

**Expired Products Policy:** Pling will carry out all the necessary advertisements and Promotional activities and employ necessary manpower to ensure off take of its products from the Shelves. It is the primary role of the distributor to ensure that the products are delivered under FIFO policy and that the products are kept at the retail outlets in proper position to ensure good visibility. But in case of any of the Pling's products are nearing shelf life expiry – within two months of remaining shelf life - Pling's personnel should be informed at all levels to take the necessary actions in faster liquidation of the near expiry products. If the Distributor or Retailer or Customers inform of the expiry after the shelf life period – Pling will not be able to take any action and this will have to be borne by the Distributor or the customer. Any expired products will not be accepted by Pling.

**Distributor Claims:** Any claims from the distributor towards promotional activities of Pling's products and other expenditures will be entertained if there is an authorised sanction in writing from the CEO / Director of Sales. All Distributor claims without any prior sanction from the CEO / Director will not be accepted for passing any credit to the distributor.

**Distributor Financials and Profitability:** The distributor is fully responsible for his financials and ensure that he runs the business profitability in accordance to the laws of the land. Distributor will ensure all licences, approvals and necessary permissions are taken to ensure smooth operations.

<b><u>PLING Foods &amp; Beverages - Distributor Profitability.</u></b>							
<b><u>Sales: per month.</u></b>							
Pling Cassava	10000	25000	35000	45000	50000	50000	50000
Pling Bannana	3000	10000	15000	20000	25000	30000	40000
Pling Cheese & Ragi	2000	5000	10000	15000	15000	20000	30000
TOTAL - Rs./ Month.	15000	40000	60000	80000	90000	100000	120000
<b>Investment:</b>							
Market Credit(15 days)	7500	20000	30000	40000	45000	50000	60000
Stocks (15 days)	7500	20000	30000	40000	45000	50000	60000
Infrastructure:							
Delivery+Storage (shared costs)	5000	5000	5000	8000	8000	8000	8000
	20000	45000	65000	88000	98000	108000	128000
<b>Gross Margins:</b>	1200	3200	4800	7550	8550	9400	11100
<b>Expenses: (shared costs)</b>							
Delivery staff Salary	1500	2000	3000	3500	3500	3500	4000
Office Staff	0	0	0	500	500	500	500
Electricity	200	200	300	500	500	500	500
Stationery & Off Exp	50	50	50	50	50	50	50
Fuel / Diesel Charges	800	1000	1200	1500	1800	2000	2200
Bank Charges & Misc	0	0	0	50	50	50	50
Interest on Invest	150	400	600	800	900	1000	1200
Total Expenses	2700	3650	5150	6900	7300	7600	8500
<b>Net Profit (per month)</b>	<b>-1500</b>	<b>-450</b>	<b>-350</b>	<b>650</b>	<b>1250</b>	<b>1800</b>	<b>2600</b>
<b>ROI</b>	<b>-90%</b>	<b>-12%</b>	<b>-6%</b>	<b>9%</b>	<b>15%</b>	<b>20%</b>	<b>24%</b>