



Channel Partner's Agreed Terms

Date	
Venue	

Mr. _____ (hereafter known as Distributor) is ready to work as Distributor for Assigned area of _____ in the name of "M/s _____" and he has accepted the below points as per Distribution policy of Link Locks.

- 1. Distributor has agreed to work with us as Exclusive Distributor of Link Locks products only.**
- 2. Mr. _____ represents M/s _____ and is fully responsible for Authorized Link Locks Distributorship.**
- 3. Distributor has agreed to work with Link Locks and will allocate dedicated & exclusive sales person for Link Locks distribution business as per below condition.**
 - i.) One exclusive sales person on immediate basis till 10 lac rupess business.**
 - ii.) Above 15 lacs minimum 2 exclusive sales person.**
- 4. Distributor is ready to provide Link Locks sufficient Finance, Manpower and Space, when Link Locks identifies need to improve Distribution Infrastructure for future development.**
- 5. Distributor has agreed to use Application system for all its billing purposes when company introduce their portal.**
- 6. Mr. _____ represents M/s _____ has been accepted to work personally in market to promote brand in market especially weak areas and key accounts.**
- 7. Distributor has agreed that he will not venture in any competition (Global or Local) brand for Wholesale i.e. Distribution to Sub-Dealers till the time he is associated with Link Locks.**



8. Distributor has agreed that if he would not able to cater the allocated market as per Link Locks or, in future, if we need another channel partner for coverage improvement **Link Locks** will appoint other distributor in same geography which is not covered by existing channel partner after mutual agreement with him.

9. Distributor has agreed to keep minimum 1.5 months of **Link Locks** Stocks; calculated as 1.5* last 3 Months Average sales.

Support from Company: -

1. **Link Locks** may introduce attractive secondary schemes in market to improve secondary sales on Monthly/ Quarterly and Yearly basis.

2. **Link Locks** will allocate separate experienced sales Team for Hardware and Pad Locks business, which will help in improving distributor's business.

3. **Link Locks** ensures reasonable return on Investment on yearly basis.

4. **Link Locks** will help Distributor for product range selling, coverage improvement and effective scheme implementation.

5. **Link Locks** will focus on Secondary & Primary Sales only.

6. **Link Locks** Sales team will work on demand generation & BTL activities.

7. Merchandising activities (Inside and outside branding and displays) provided by **Link Locks** aggressively.

All above points has been mutually agreed from both sides.

Signature

Signature

Approved By

Mr. _____

Regional Manager- Link Locks

Zonal Head/ National Mgr- Link Locks