

## GENERAL INSTRUCTIONS

1. The term "Main Applicant" refers to the applicant who has the largest proposed shareholding, or is the majority partner/managing director in the proposed company. In case of equal partnership, the partner who will be designated as the Chief Executive will be deemed as the main applicant.
2. Appropriate options may be selected from wherever applicable.
3. All sections should be completely filled. Please ensure that all sections/pages are submitted.
4. The relevant information should be provided within the application form itself and should be typed only.
5. All figures should be in lakhs only (unless specified otherwise).
6. Additional information may be provided as enclosures. All the enclosures must be firmly attached to the application form.
7. Applications received after the date mentioned in the advertisement will not be accepted.
8. An amount of Rs.1,00,000/- (rupees one lakh only) must be deposited by the applicant along with the application form as Initial Deposit (IDP) by way of demand draft made in favor of "My Own Eco Energy Pvt. Ltd." payable at Mumbai. The balance of the Refundable Security Deposit must be deposited by the applicant at the time of issuance of the LOI by way of NEFT / RTGS / Demand Draft made in favor of "My Own Eco Energy Pvt. Ltd." payable at Mumbai or Regional office address.
9. The company will intimate bank guarantee and fees as it varies per outlet. Evidence of 75% of funds (bank guarantee and Refundable Security Deposit requirements) needs to be made available at the time of application for the applicant to qualify; else the application will be rejected.
10. If the application is shortlisted for final selection, then applicant has to deposit the balance Refundable Security Deposit by way of demand draft made in favour of "My Own Eco Energy Pvt. Ltd." payable at Mumbai.
  - a. The DD's received towards initial deposit will be returned to unsuccessful applicant(s).
  - b. For successful candidate(s) the initial deposit will be adjusted against the total Refundable Security Deposit payable for the proposed Retailership.
  - c. In case the successful applicant withdraws his candidature or fails to submit the remaining Refundable Security Deposit within specified timeline or withdraws his candidature or fails to submit the documents related to proposed premises, MEE shall forfeit the initial deposit held with it.

Application Code: MEE/IDR/APL/\_\_\_\_\_

11. The final selection of applicant is purely at the discretion of MEE management. MEE shall not give any reason(s) or explanation for selection or rejection of particular applicant.
12. The final selected applicant will be given a letter stating "Letter of Intent (LOI)" for appointment as MEE retailer subject to compliance of terms and conditions mentioned in the letter.
13. In case "Letter of Intent (LOI)" of applicant is cancelled / surrendered / withdrawn before activation, MEE shall forfeit entire Refundable Security Deposit/initial deposit of the applicant.
14. The terms and conditions will include submission of security deposit, documents relating to proof of possession of proposed/approved site for the Retailership, constitution of Retailership etc. in a stipulated time as indicated by MEE.
15. Applicant shall be issued Letter of Intent after the completion of terms suggested in above letter.
16. MEE shall take reasonable steps to keep the information submitted by applicant confidential except otherwise the demand of disclosure is from governmental authorities or court of law.
17. All sheets/pages of the application form have to be signed by the applicant.
18. Real estate details
  - a. Please attach valuation certificate by certified values for all the properties shown.
  - b. Please attach chartered accountant certificate for all other assets & liabilities.
  - c. Please attach balance sheet and profit & loss statement for last 3 years for each of the company.
  - d. Please enclose latest CIBIL report for all directors and companies.
19. Banker information  
Please attach a certificate from your main banker in support of your financial strength and investment capability. The document should certify the following - no. of years of banking relationship, facilities extended, collateral held for any loans, bank's rating, turnover of current account, credit limit, average monthly balance.
20. Banker information
  - a. Please attach photographs of land/premises.
  - b. Please show the location of the premises on the geographic map of your city and highlight the following:
    - Petrol pumps around the premises.
    - Major highways/roads/business centers in the vicinity.
21. An applicant may apply for multiple outlets.
22. Application fee is Rs. 3000 per application.

Application Code: MEE/IDR/APL/\_\_\_\_\_

**STAND ALONE BUSINESS MODEL**

**EVIDENCE OF FUNDS REQUIRED (IN LAKHS)**

Average sale of outlet per day	Bank guarantee per outlet	*Refundable security deposit	Total funds required (in lakhs)	Evidence of funds required
<b>0 - 20,000</b>	30	15	45	30
<b>20,001 - 30,000</b>	50	20	70	50
<b>30,001 - 40,000</b>	65	25	90	65
<b>40,001 - 50,000</b>	80	30	110	80

\*Refundable Security Deposit amounts are subject to change without prior notice and will vary on a site-to-site basis.

**SHOP-IN-SHOP BUSINESS MODEL**

**EVIDENCE OF FUNDS REQUIRED (IN LAKHS)**

Sr. No	Model Outlets	*Refundable security deposit	Bank guarantee per outlet
1	Satellite (Rural)	09	21
2	Urban (City)	11	21
3	Suburban	15	30
4	Highway	15	30

\*Refundable Security Deposit amounts are subject to change without prior notice and will vary on a site-to-site basis.

Application Code: MEE/IDR/APL/\_\_\_\_\_

State \_\_\_\_\_

District \_\_\_\_\_

Taluka \_\_\_\_\_

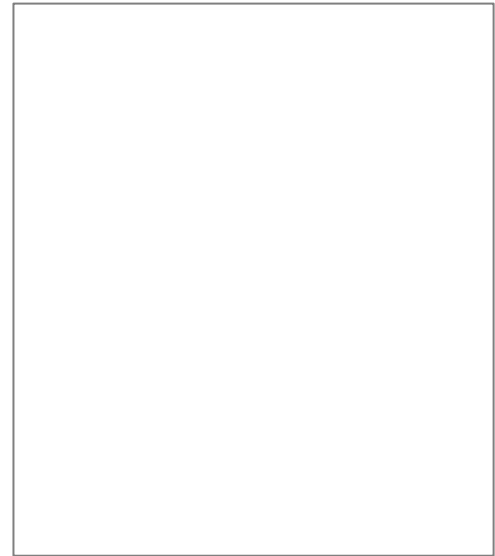
**Personal Information**

Title \_\_\_\_\_

Name \_\_\_\_\_

Name of the Company \_\_\_\_\_

Date of Birth \_\_\_\_\_



**Contact Info.**

Mobile \_\_\_\_\_ Landline \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Pin-code \_\_\_\_\_

**Educational Background**

Educational and professional qualifications of main applicant and other partners / directors

Name	Highest Degree	Institution	Year Passed	Total Work Experience	Major Achievements / Awards / Certification	Brief Description of Responsibilities
<b>Main Applicant</b>						
<b>Co-applicant 1</b>						
<b>Co-applicant 2</b>						
<b>Co-applicant 3</b>						
<b>Co-applicant 4</b>						

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Business Background**

Information for Companies held by Main Applicant

	Company 1	Company 2	Company 3	Company 4	Company 5
<b>Name of the company</b>					
<b>Type of company</b> (Proprietorship / One Person Company / Limited Liability Partnership / Public Ltd / Pvt / Ltd)					
<b>Year of Incorporation</b> (mm/yyyy)					
<b>City</b>					
<b>Brand (s)</b>					
<b>Nature of Business</b>					
<b>Major Achievements / Awards / Certifications</b>					
<b>Current CEO</b>					
<b>Total Manpower Employed</b>					
<b>No of executives / managers</b>					
<b>Highest Salary Paid ( ` )</b>					

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Existing Business Financial Details**

(All figures to be mentioned in lakhs)

Table 1	Turnover			EBITDA			Profit After Tax (PAT)		
	2013-14	2014-15	2015-16	2013-14	2014-15	2015-16	2013-14	2014-15	2015-16
Company 1									
Company 2									
Company 3									
Company 4									
Company 5									
Company 6									

Table 1	Term Loans			Working Capital			Net Worth		
	2013-14	2014-15	2015-16	2013-14	2014-15	2015-16	2013-14	2014-15	2015-16
Company 1									
Company 2									
Company 3									
Company 4									
Company 5									
Company 6									

**Real Estate Details**

Real Estate Details	Owned by	Current Market Value (in Lakhs)	Mortgaged (Yes / No)
Asset 1			
Asset 2			
Asset 3			
Asset 4			
Asset 5			

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Total Assets Owned by the Main Applicant**

(All figures to be mentioned in lakhs)

Type of Asset	(In Lakhs)
Cash in Bank (Savings Account)	
Fixed Deposits	
Shares (Listed on stock exchange)	
Bonds	
LIC / ULIP (Surrender Value)	
Any other security (NSC, Kisanvikaspatra, etc)	
Total Current Assets	
Real Estate	
Capital Invested in Business	
Total Non Current Assets	
Value of Bank Guarantee for Proposed Districts	
% of Assets to BG Requirement	

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Proposed Business**

Name of the proposed company \_\_\_\_\_

Nature of the proposed company \_\_\_\_\_

Existing / New \_\_\_\_\_

Shareholder's Name	Relationship with the Main Applicant	Proposed Shareholding (%)

**Details of Premises**

Address \_\_\_\_\_

Proposed for (Stand-alone / Shop-in-shop) \_\_\_\_\_

Type (Built-up / Green field) \_\_\_\_\_

Estimated rent of the premises \_\_\_\_\_

Acquisition status (Acquired / To be acquired) \_\_\_\_\_

Plot area (sq. ft.) \_\_\_\_\_

Ownership status (Owned / Leased) \_\_\_\_\_

Frontage (feet) \_\_\_\_\_

Permissible floor area ratio (FAR)/ Floor surface index (FSI) \_\_\_\_\_

Permissible ground coverage \_\_\_\_\_

Is power connection readily available? (If no, indicate time required to get the power connection)  
\_\_\_\_\_

Is water connection readily available? (If no, indicate time required to get the water connection)  
\_\_\_\_\_

Nearest petrol pump (Name, Company & Address) \_\_\_\_\_  
\_\_\_\_\_

Any other landmark nearby \_\_\_\_\_



Application Code: MEE/IDR/APL/\_\_\_\_\_

Business Plan	Average Per Day			
	2014 - 15	2015 - 16	2016 - 17	2017 - 18
IOCL				
HPCL				
BPCL				
Others				

Potential of Outlet	Average Per Day	
	Projected Sales Per Day	
Head	2016 - 17	2017 - 18
MEE		
MEE market share (projected)		

**Banker Information**

Please provide the details for banks with which main applicant is dealing since last 5 years

Bank Name	Branch Location	Duration of Relationship	Type of Facility	Current Limits (In Lakhs)

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Declaration**

I/We accept that the decision of the Board of Directors of My Own Eco Energy Pvt Ltd (MEE) as final and binding. I/We fully understand that, in case any information provided by me/us herein is found to be false or incorrect My Own Eco Energy Pvt Ltd (MEE) reserves the right to reject the application or reverse any decision taken.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Site	□   □
<b>Photographs of the premises</b>	
<b>Map of the proposed premises (showing petrol pumps, commercial centers &amp; major landmarks)</b>	
<b>Financials</b>	
<b>Balance Sheet (Last 3 years)</b>	
<b>Profit &amp; Loss Statement (Last 3 years)</b>	
<b>Banker's Letter in desired format</b>	
<b>Income tax and wealth tax returns</b>	
<b>Latest CIBIL report of all directors and companies</b>	
<b>Others</b>	
<b>Current Organisation Structure</b>	
<b>Occupation and experience details of directors</b>	
<b>DD of ` 1 Lakh (or as directed by the company) favouring "My Own Eco Energy Pvt. Ltd."</b>	
<b>Application fee of 3,000 in the form of DD only in the favour of "My Own Eco Energy Pvt. Ltd."</b>	

Application Code: MEE/IDR/APL/\_\_\_\_\_

**Other Important Information**

Please provide the details of banks with which main applicant is dealing since last 5 years

Have you ever been convicted of a criminal offence (Yes/No)? \_\_\_\_\_

If yes, details \_\_\_\_\_

Have you ever been convicted of sales tax/income tax violation (Yes/No)? \_\_\_\_\_

If yes, details \_\_\_\_\_

Do you have any financial obligations other than those disclosed above (Yes/No)? \_\_\_\_\_

If yes, details \_\_\_\_\_

Have you ever been bankrupt (Yes/No)? \_\_\_\_\_

\*\*\*\*\*

(To be filled by sales person)

Name of Sales Person Contacted \_\_\_\_\_

Date: \_\_\_\_\_

City: \_\_\_\_\_

\*\*\*\*\*