

Sub: RINL – Rural Dealership Scheme (RINL-RDS)

Objective:

1. To create spot market and future market for RINL steel products in rural areas;
2. To have an additional avenue for product promotion in the vast rural market;
3. To promote the image of the company as a responsible corporate citizen that makes its products available in the rural areas for development; and
4. To promote inclusive growth.

Scope:

5. The Scheme will be known as RINL-Rural Dealership Scheme (RINL-RDS) and is open to everybody except existing Retailers, Consignment Agents, Consignment Sales Agents and District Level Dealers. SC/ST/OBCs and minorities will be encouraged to register as Rural Dealers.

Location:

6. Rural Dealers can be registered at the Block and Panchayat level locations of Districts. RINL-Rural Dealer shall not be registered at District Head Quarters, Metropolitan towns, cities etc. There is no restriction on number of Rural Dealers in a location.

Products:

7. TMT Rebars of various sizes, wire rods etc, normally, shall be covered under the scheme.

Quantity:

8. The Rural Dealer can purchase steel products like TMT Rebars, Wire Rods etc.on single or multiple truck loads basis up to a maximum of 100 tones in month. RINL shall supply this quantity subject to availability. Additional quantity and products can be added, in case a RINL-Rural Dealer shows interest, at the beginning of registration or beginning of a financial year.

Registration:

9. Registration will be initially for period of 2 years, which is renewable on mutual agreement basis. There is no security deposit for registration as Rural Dealer.
10. Registration can be cancelled if a Dealer resorts to any wrong doings or any actions which are detrimental to the interests of RINL.

Price:

11. The RINL-Rural Dealer can purchase materials from RINL at the ex-stockyard/ex-plant prices as applicable on the date of delivery. The payment shall be on advance payment basis and the amount shall be paid in the form of DD/PO/Banker's Cheque/RTGS/NEFT payable at the location of the controlling branch.
12. The RINL- Rural Dealer shall sell the materials at a price not exceeding the Maximum Recommended Retail Price (MRRP) announced by RINL. The MRRP shall be declared by the controlling branch and local levies like ST/VAT; Octroi etc shall be extra as applicable.
13. The MRRP shall be uniform for all the locations within the district.

14. The RINL- Rural Dealers are required to display the MRRP prominently at their sales premises.

Product and Brand Promotion:

15. RINL shall consider providing promotional material or reimburse cost of display board showing " RINL Vizag Steel – Pride of Steel" etc. once the Rural Dealer has dealt with minimum 50 T under RINL RDS.

16. RINL may also consider putting up Bill Boards/ Hoardings (one or two) in the Rural Dealer's location to promote RINL and use of steel in rural areas.

Quality:

17. RINL shall provide test certificate for the materials supplied to the RINL-Rural Dealer. The RINL-Rural Dealer can provide the copies of the Test Certificate to their customers. The quality complaints, if any, shall be settled as per the Quality complaint procedure in vogue.

Procedure:

18. Registration will be a continuous process and there is no last date for applying for registration.

19. The selection of an applicant for registration is to be done by a two member team at the Branch Level. The registration can be approved by the concerned Sr Branch Manager / Branch Manager.

20. The two member team may visit Block and Panchayat level locations of Districts and approach existing Steel / Cement / Hardware Traders or Others for registering under the scheme.

21. Interested persons/firms can also directly approach the concerned Sr BM / BM for registration.

22. The applicant to RINL-RDS is required to submit an affidavit that he/she is financially sound to take up the Rural Dealership.

23. The Sr Branch Manager / Branch Manager shall issue a Certificate of Registration to the applicant selected as RINL-Rural Dealer. This Certificate can be displayed by the Rural Dealer on his/her premises.

24. The signage / advertisement of steel at the Sales and storage premises of the Rural Dealer should be of RINL only.

25. The following undertaking is to be submitted by the RINL-Rural Dealer (either in English or in Vernacular at the time of registration:

- That I / We will not operate Dealership in the same name for any other steel producer / manufacturer from the premises / address registered with RINL.
- That I / We will deal exclusively with RINL products in the said premises.
- That I / We will sell the products under this dealership within the Maximum Recommended Retail Prices fixed by RINL.
- That I / We will sell the products under this dealership only in rural areas within the block / panchayat limits assigned.
- That I / We clearly understand that RINL has full rights to cancel the registration in case any of my / our action is found detrimental or prejudicial to the interests of RINL.
- That in case of any dispute, I / We will resolve it with RINL through mutual discussions.
- That I / We shall comply with all statutory requirements and I / We indemnify RINL for any liability on this account.
