



TERM AND CONDITIONS

Applicant hereby applies to Campa Cola Co Pvt Ltd. (CCPL) for approval to run and operate a dealership/ distributorship / Super Stockist of Campa, subject to the terms and conditions stated in the Application.

A. DISCRIPTION

- The Applicant learns about our offering and discusses the business Opening with our CRM (Customer Relationship Manager).
- The Applicant/Firm/Company reads this document and mail us the Application Form with requisite KYC documents.

B. VERIFICATION AND SELECTION PROCESS

1. The Application is reviewed by Campa-Cola Management and validated.
2. The. Applicants are evaluated based on various Parameters like Financial Health, Business Acumen, Aptitude, etc.
3. The Applicants are shortlisted after reviewing number of applications for same Location.
4. Campa- Cola Management will verify your address and details with the help of various parameters of the company.
5. If your verification is successful and the requirement of Campa Cola Management match the profile of the Applicant, CCM grants the Approval.

These Terms & Conditions are applicable for those Applicants/firm/Company who want to take The Dealership & Distributorship of Campa Cola Co Pvt Ltd.

C. FOR APPLICANTS

- (1) He/she must have Aadhar card.
- (2) He/she must have PAN card
- (3) His/Her Age -(21 to 60)Years
- (4) His/Her Qualification - Min. 10th Pass

D. FOR FIRM/COMPANY

- (1) The Firm/company must have a PAN card.
- (2) The Firm/Company must have GST. Number.
- (3) The Firm/Company must have property documents.

E. SPACE REQUIREMENT

- (1) If you want to start a dealership with then as per the company space requirement, minimum 900 sq. ft. for Godown Area and minimum 100 sq. ft. for Office Area space will be required.
- (2) If you want to start a Distributorship with then as per the company space requirement, minimum 1500 sq. ft. for Godown Area and minimum 100 sq. ft. for Office Area space will be required.
- (3) If You want to start a super stockist with then as per the company space requirement minimum 2500 sq. ft. for Godown Area and minimum 100 sq. ft. for office Area space will be required.

THE MINIMUM SPACE REQUIREMENT CAN BE VARY FOR DEALERSHIP/ DISTRIBUTORSHIP OR SUPER STOCKIST

	DEALERSHIP	DISTRIBUTORSHIP	SUPER STOCKIST
GODOWN AREA	900 Sq. Ft.	1500- 2500 Sq. Ft.	2500- 4500 Sq. Ft.
OFFICE AREA	100 Sq. Ft.	100 Sq. Ft.	100 Sq. Ft.
MAN POWER	2 Persons	5 Persons	12 Persons

F. INVESTMENT REQUIREMENT

THE MINIMUM INVESTMENT REQUIREMENT CAN BE VARY FOR DEALERSHIP/ DISTRIBUTORSHIP OR SUPER STOCKIST

PACKAGE	DEALERSHIP	DISTRIBUTORSHIP	SUPER STOCKIST
Registration Amount	35,500/- + GST	69,500/- + GST	99,999/- + GST
Security Deposit	2,80,000/-	4,60,000/-	9,99,999/-
Agreement	50,000/- Approx. 5 Years	80,000/- Approx. 5 Years	1,00,000/- Approx. 5 Years
Initial Order Cost	2,50,000/-	5,00,000/-	10,00,000/-
Consultancy Fee	27,000/-	38,000/-	59,000/-
Total Investment	5-7 Lakh	10-15 Lakh	25L-2Cr

- (1)

Starting a Campa Cola dealership in your city requires a total investment of ₹5-7 lakh, which includes a ₹2,80,000 security deposit. This deposit is fully refundable, with 8.5% interest, if you decide to close the dealership. Additionally, you will pay a ₹35,500+GST registration fee, which is 100% refundable after three months, either as a cash withdrawal or for product purchases. The dealership also includes a refundable ₹50,000 agreement amount, returned after five years, and a non-refundable consultancy fee that can be used for purchasing products.

When placing an order, you'll need to pay 50% of the total amount upfront, while the remaining balance is extended on a 90-day credit. For your first consignment, you can order products with a minimum value of ₹1.5 lakh and a maximum of ₹6 lakh, paying 50% of the MRP for each product initially. This setup ensures both security and operational support, making it an attractive opportunity for prospective dealers.

Note: If you start a dealership then you will be able to order maximum 29,50,000 per month.

- (2)

Starting a Campa Cola distributorship requires an investment of ₹10-15 lakh, including a ₹4,60,000 security deposit that is fully refundable with 8.5% interest upon closure. You'll also pay a ₹69,500+GST registration fee, 100% refundable after three months, which you can either withdraw or use for product purchases. Additionally, there is a ₹80,000 agreement amount that will be refunded after five years. The consultancy fee is non-refundable but can be used toward product purchases.

For each order, 50% of the amount must be paid in advance, with the remaining balance offered on a 90-day credit. For the first consignment, distributors can place an order with a minimum value of ₹3 lakh and a maximum of ₹20 lakh, paying 50% of the MRP for each product initially. This structure provides both financial flexibility and strong support for distributors.

Note: If you start a distributorship then you will be able to order maximum 75,50,000 per month.

- (3) Starting a Campa Cola super stockist partnership requires an investment of ₹25L - 2Cr, which includes a refundable security deposit of ₹9,99,999, returned with 8.5% interest upon closure. There is a ₹99,999+GST registration fee, fully refundable after three months, which you can either withdraw or apply toward product purchases. Additionally, a ₹1,00,000 agreement amount is refundable after five years, and a non-refundable consultancy fee can be used for product purchases.

For each order, you'll need to pay 40% in advance, with the remaining amount credited for 90 days. This structure provides financial flexibility and a stable framework for super stockists, making it a strong choice for those interested in partnering with Campa Cola.

Note: If you start a Superstockist then you will be able to order maximum 3,29,50,000 per month.

G. DEALER/ DISTRIBUTOR/ SUPER STOCKIST MARGIN

FOR ALL SUPER STOCKIST ON ALL BEVERAGES	8 - 12 %
FOR ALL DISTRIBUTOR ON ALL BEVERAGES	12 - 15 %
FOR ALL DEALERS ON ALL BEVERAGES	15 - 25 %

H. WHAT COMPANY WILL DO

- **Rent and Electricity Support:** Campa Cola reimburses 50% of the rent and electricity expenses for your godown and office every month.
- **Employee Provision and Salary:** The company provides qualified, experienced, and well-trained employees at no extra cost. This team includes one employee for your godown and office and additional staff for sales. These employees will work under your supervision, and Campa Cola will cover their salaries as long as you remain a dealer or distributor.
- **Additional Staff:** If you require extra staff beyond the provided team, you may hire them independently. You will cover their salary costs, but Campa Cola will provide their training.
- **Exclusive Distributorship:** Campa Cola only grants one distributorship per district, ensuring exclusive market access for each distributor.

This structure ensures operational support and cost-sharing, making it easier to focus on business growth.

Campa Cola supports franchisees by providing essential equipment and marketing materials to aid in operations and promotions. This includes:

1. **Refrigerators:** Provided free of cost for distribution to partners—20 for dealers, 36 for distributors, and as needed for super stockists.
2. **Marketing Materials:** Digital banners, hoardings, and posters branded with the franchisee's firm name to enhance local marketing efforts.
3. **Operational Inventory:** Essential office equipment including a PC, laptop, printer/scanner, billing machine, office-use refrigerator, CCTV cameras, and Reliance Campa Cola's proprietary software to manage operations efficiently.

This comprehensive support package is designed to set up a successful and well-equipped business environment for Campa Cola partners.

Here are the steps for applying for a Campa Cola dealership, distributorship, or super stockist:

1. **Online Application Submission:** Begin by submitting your application online.
2. **Business Plan Discussion with CRM:** After submission, you will discuss your business plan with a Customer Relationship Manager (CRM).
3. **Franchise Plan Approval:** The company will review your application and approve your franchise plan based on document verification.
4. **Site Verification:** A site verification will be conducted to assess the location for your business.
5. **LOI (Letter of Intent):** Once the site is approved, you will be issued a Letter of Intent (LOI).
6. **NOC Form:** You will need to obtain a No Objection Certificate (NOC) form as per state government requirements.
7. **Contract/Agreement:** The final step involves signing the contract or agreement to officially start your partnership.

CONTACT CUSTOMER CARE CELL AT: P.O BOX NO. 2673, MUMBAI 400002,
HEAD OFFICE CHEMBUR :- +91-70399 33527

Email:-Businessbeverages@Camparil.com
& For Complain:- info@camparilbeverages.com