

**Opening Yule Tea Boutique**  
**&**  
**Appointment of Dealers/ Retail Outlet across West Bengal**

**Operating Module**

Andrew Yule & Co. Ltd., a Government of India Enterprise, in its new initiative of business expansion in retail segment offers a franchise model to small & medium scale shop owners in strategic locations across Kolkata & major towns across West Bengal. All that the Franchisee outlet/ Dealer/ Retailer owner is required to have is a shop with an area of above 50 sq. ft. (rented/owned) and Rs 50,000 as a refundable security deposit. Andrew Yule will supply its entire range of Tea products to the Shop / retailer / dealer upto the limit of Security deposit & give a credit limit of 30 days. In case on any default, the Security deposit amount will be adjusted at the close of credit period and credit facility will seize. In such a case the party can still take the stock of Tea on Cash & Carry basis.

The unique features of Yule Tea would be:-

- Yule Tea will provide the best quality of Tea from its own garden
- Yule Tea will be available at most competitive rates encouraging end users to buy.

**1. Yule Tea Boutique**

Type of the Format	Prebuilt Shop Required (In Sq. Ft)	Investment by the Franchisee	Avg. Returns
Yule Tea Boutique	50 Sq. Ft. (approx.)	Refundable Security Deposit of Rs. 50000.00 without Interest	Tea Packets with attractive commission on Transfer Price.

As an owner of the Yule Tea Boutique, very good margin on all Tea Packets of varying rates will be available. The loose Tea will be supplied at a particular price for a Minimum Order Quantity (MOQ) which can be sold at a price by the Dealer/ Retailer as per the local market. Working capital requirement would be extra depending upon Purchase volume. A minimum target quantity has to be achieved with a periodic evaluation every 6 months, which will be decided at the time of signing the agreement.

**2. Dealers/ Retail Outlets**

Type of the Format	Stock / Shop Required (In Sq. Ft)	Investment by the Franchisee	Avg. Returns
Dealer/ Retail Outlets	50 Sq. Ft. (approx.)	Refundable Security Deposit of Rs.50000.00 without Interest	Tea Packets with attractive commission on Transfer Price.

As a Dealer / Retail Owner an attractive margin on all Tea Packets of varying rates will be available. The loose Tea will be supplied at a particular price for a Minimum Order Quantity which can be sold at a price by the Dealer / Retailer in the local market. Working capital requirement would be extra depending upon Purchase volume. A minimum target quantity has to be achieved with a periodic evaluation every 6 months, which will be decided at the time of signing the agreement.

Interested Parties may apply in the given format- Annexure-I to The Chief General Manager, Tea Division, Andrew Yule & Company Limited, 8, Dr. R. P. Sarani, Kolkata – 700 001 (WB).

**Application for Appointment of Franchisee/ Dealer / Retail Outlet of Andrew Yule Packet Tea Business**

General information to be furnished by the Party

1. Name of the Shop Owner / Dealer / Retailer :
  
2. Contact Address & Telephone No. :
  
3. Space of the Shop / Stocking Area in Sq. Ft. :
  
4. Shop / Stock Area Address :
  
5. Nearest Landmark of pt. (4) above :
  
6. GSTN NO. (If applicable) :
  
7. Trade Licence No. :  
(indicate, if applied for)
  
8. Existing Business details if any :
  
9. Volume of business transacted in last three :  
Years (year-wise indication should be given)  
In case of Existing Business

I/We hereby certify that the particulars furnished by me/us above are true to the best of my/our knowledge and belief. Andrew Yule & Co. Ltd. (Tea Division) have the sole discretion to reject or accept my/our candidature.

Place:

Signature:

Date:

Seal :