



# BR MARKETING

Marketing Solution You Can Trust Us

## PROPOSAL

M/s ARORA ENTERPRISES

Kindly attention to Mr Vishesh Arora

We are pleased to offer its services / consultancy of introducing there product in CSD & CPC  
We shall aid & assist Co. in the following areas

### OUR SERVICES

#### PRIMARY STAGE

- 1- Guiding / Advising in Applying for new products introduction
2. Submitting the application with all necessary documents required in CSD and CPC.
3. Liaisoning & following up with CSD in getting the application processed for putting up to the CSD product to screening committee.
4. Getting 3 to 4 products cleared by the preliminary screening committee (PSC).
5. Helping market survey done in 7 location for product for clear by (PSC).
6. Getting factory inspection done for the clear products this is (CSD) mandatory requirement & needs to tactfully,
7. Setting up an early date for the shortlisted products to come to the price negotiation committee (PNC) after the factory inspection clearance report
8. Getting the initial PO released as per (CSD) norms (initials order will be released after getting the bank guarantee from CO . As per CSD rules initial orders placed will have to be executed within 3 months from the date of PO
9. All the above requires a great deal of Liaisoning with the (CSD) officials at the HO and even and pan India level .hence an officials of the company may need to accompany us when ever needed .
10. All the necessary documents / information required by the CSD & CPC for introduction to be provided by the applicant .

Once the applications get cleared by the PNC We for can work & discuss on setting up the network for sales & other promotional to builds business

Thank you



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## SECONDARY STAGE

We work for "Service Channel Provider" .

OUR RESPONSIBILITIES ARE

1. We assure for General Orders
2. We assure for permits / EVC/ C Forms / BFA / F 11 / T2
3. We assure for the sale promotional activities run in URC's .
4. We coordinating Front line / Back line customers services by enacting with client Liaisoning coordinating for problem regulations.
5. We assure the Price Revision timely.
6. Travelling in various depots assign on regular basis to insure conversion of GO order.
7. We assure for the replacement / shortage / Damage part in timely under the knowledge of company.
8. We assure for the quires rises from HO to be taken care timely.
9. We provide merchandiser / sale promoter for brand awareness in URC's

Minimum period for contract as a service provider for 5 years on contract basis

We thank you in advance for an early response.

Thanking you

Regards

Kapil Bakshi

*Kapil Bakshi*  
23 June 2022