

## **TRACO CABLE COMPANY LIMITED**

### **Looking For Distributors**

#### **Distributorship for House Wiring Cables.**

TRACO Cable Company Limited is a Premier Government of Kerala Company engaged in the manufacture and supply of high-quality cables and conductors since 1964. TRACO has three manufacturing units, out of which two units are for the Manufacture of Power Cables and Conductors. The third unit is exclusively for the manufacture of House Wiring Cables where TRACO manufactures various sizes of PVC FR / FRLS/ FRLSH insulated single core copper wires up to 1.1 kV from 0.75 mm<sup>2</sup> to 10.0 mm<sup>2</sup>. Now TRACO is looking for engaging Distributors throughout the country including Kerala on district wise basis for the distribution of house Wiring Cables.

#### **A) Who can apply: -**

- 1) The applicant should have sufficient experience in the field of distribution of similar products with suitable financial capability.
- 2) The present dealers of the company who are having good track record in the state of Kerala and interested to become a distributor.
- 3) Those who are willing to take exclusive distributorship for TRACO house wiring cable along with other electrical items.

#### **3) B) Terms and Conditions**

- 1) The selected distributor in a district is fully responsible for the entire sale / marketing activities of that district.
- 2) The distributors minimum expected intake in a month will be Rs.30 Lakh. The single in take bill value should be minimum Rs.6 lakhs, for facilitating door delivery.
- 3) The payment for the intake should be made in advance.
- 4) Irrespective of the monthly discount structure, incentives will be provided based on their yearly intakes.

- 5) The distributor can sell the product throughout the district except to the Govt. entities.
- 6) The distributor can appoint dealers in their allotted district with the concurrence of the company.
- 7) A distributor can take more than one district based on their capability and credibility on verification.
- 8) The list of applications will be shortlisted and the selection.
- 9) If more than one applicant become eligible to be a distributor in a district, preference will be given to Traco dealer. If Traco Dealer is not available applicant having more turnover is considered.
- 10) On selection of the prospective distributor, they should execute an agreement with the company by obliging the terms and conditions given there off, which is binding for both the Distributor and Company.
- 11) The applicant should have a minimum 5 years of experience as a dealer /distributor in their respective field preferably dealing with Electrical / Electrical fittings.
- 12) The initial appointment will be for I year and based on the performance the same will extend subsequently.
- 13) The applicant having a turnover of Rs.1.2 Crore during the last financial year is eligible to apply.
- 14) If no applicant is qualified by the above criteria in a district, management has the discretion to decide, based on the priority given by the applicants.

**C) How to apply:**

The aspirant who are meeting the eligibility conditions can apply for Distributorship along with the following documents to the address given below. The applicant should send both hard copy of the application to the given address and scanned copy through e-mail.

- 1) Business profile of the applicant in the prescribed format.
- 2) Copy of Adhar card
- 3) One photo

- 4) GST registration certificate.
- 5) Copy of the profit & loss as financial document in proof of financial capability.

**Address for communication:**

The Managing Director  
Traco Cable Company Ltd.  
Regd. Office, Seaport Airport Road,  
Irimpanam P.O  
Tripunithura -682309  
Kerala, INDIA  
Ph: 0484 2318867/9447370634  
head.marketing@tracocable.com

### **BUSINESS PROFILE**

Name of the firm:	
Address of the firm:	
GST No.	
Name of owner / Partners:	
Contact Mobile Numbers & e-mail id.	
Do you have the facility for online billing.	
Are you a dealer or distributor for any other brand? If so give the details of brand, products and area covered.	
Do you have any other business:	
Do you have your own / hired building? If so give details.	
Do you have your own vehicle for distribution? If so type of vehicle.	
Last year total business volume in Lakh. (2021-22)	
Last one year business volume with TRACO in Lakh. (Aug-21 to Sep-22)	
Order of preference of district for distributorship.	1. 2. 3.
Any other information.	

Place:

Date:

Name and Signature