

## **StockHolding Document Management Services Ltd.**

### **Guidelines for Appointment of Business Associate in India and Abroad**

#### **Introduction**

StockHolding Document Management Services Ltd. (SDMS) is a wholly owned subsidiary of StockHolding Corporation of India Limited which is a India's premier Custodian, Depository Participant & Capital Market Services Provider.

StockHolding DMS is Government organization and comes under the purview of the Comptroller and Auditor General of India (CAG) for audit and inspection of records.

StockHolding Document Management Services Ltd. (SDMS) is the only government Institution in India in the field of End to End Document Management Solutions, providing both physical and digital Record Management with information technology enabled services. StockHolding DMS incorporated in the year 2006 and is now a CMMI Level 5 certified company ISO 9001:2005 and ISO 27001:2013 certified organization and a Microsoft Gold Certified Partner, SDMS is also partnering in Digital initiative of Government of India.

StockHolding DMS has been serving clients from various industries and have received overwhelming satisfied customer response.

We, at SDMS believe in constant innovation, proving our expertise in Document Management Services. Below mentioned are the products and services offered by SDMS.

#### **Products**

- Enterprise Content Management
- Robotic Process Automation
- Blockchain
- Natural Language Processing
- Internet of Things
- Artificial Intelligence
- Other products etc.

#### **Services**

- Digitization
- Physical Record Management
- Hosting
- Secure Document Destruction
- Virtual Data Room (VDR)
- Other services etc.

### **Eligibility for appointment**

The Business Associate should meet the following criteria:

1. Business Associate can be any individual, Proprietary, Partnership firm, or Private limited company .
2. It should have the sufficient infrastructure and contacts to promote products and services of SDMS.
3. Business Associate must know the local/regional language in their respective region.
4. It shall help in approaching clients, making presentations and collection of dues from clients.
5. It should not have been blacklisted/debarred by the Central/State Government departments/organizations.
6. It should comply with all central, state or local laws, rules & regulations.
7. It shall not mis-sell or misrepresent any facts detrimental to the interest of SDMS. Further, Business Associate should not misrepresent the rates or services, or make any warranties or other representations about the services except those that are set forth in SDMS's Sales literature.
8. It should use its best efforts to promote & market the services, at the prices & on such other terms & conditions as SDMS may from time to time determine & communicate to Business Associate.
9. Business Associate should obtain written approval of SDMS prior to displaying or disseminating any marketing materials, advertising, promotional literature press releases.
10. It should perform other activities as requested by SDMS to assist in customer support, growth, retention & collections.
11. This applications for appointment of Business Associates will be valid till March 2022.

### **Payment of Commission**

These Business Associates will be paid a commission which may vary from 5 – 15% depending on the role of the Business Associate.

Commission shall be paid on the achievement of milestones. The milestones shall be decided on a project-to-project basis.

No retainership fee or out of pocket expenses shall be paid to Business Associate except a portion of commission.

### **Execution of Agreement with the Business Associate**

An agreement shall be executed with the Business Associate. It shall *inter alia* contain the following:

- i. Termination clause allowing SDMS and the Business Associate to terminate the agreement by giving a prior written notice of 30 days;
- ii. Indemnity by the Business Associate to SDMS for loss/default/misrepresentation/mis-selling by the Business Associate;
- iii. Representations and warranties;
- iv. Anti-bribery clause and
- v. Non-compete clause

**Scope of Work:**

1. The Business Associate shall at all times use its best endeavors to actively market and promote SDMS's Products and Services using its own sales, marketing and distribution network at prices and on other terms and conditions as communicated by SDMS.
2. The Business Associate has to identify potential customers and acquire business from customers for SDMS's products and services in the area/region designated to the Business Associate.
3. It shall put forward and explain SDMS Products and Services to such identified potential customers.
4. It shall accept bookings for SDMS Products and Services from the potential / existing customers.
5. The Business Associate shall collect requisite supporting documents as per SDMS Documentation Matrix from the customers.
6. It shall do the end to end co-ordination with team SDMS.
7. The Business Associate shall be responsible for follow up for post sales collection of payments from customers.
8. The Business Associate shall provide a dedicated team for lead generation.
9. It shall, all the times display a disciplined and professional approach to the prospective and/or existing customers while dealing with them.
10. It shall provide services meeting quality standards and standards of best practices prevalent in the industry.
11. The Business Associate shall maintain the said business for the sales, marketing, promotional activities of SDMS.
12. It shall always act in the interest of SDMS.
13. The Business Associate shall, in the conduct of its business and performing its obligations under this Agreement, conform and adhere to the policies of SDMS communicated to the Business Associate from time to time and the same shall be followed without any qualifications.
14. The Business Associate shall maintain a suitable distribution channel and promote the demand for SDMS Products and Services and also market SDMS Products and Services and to promote and extend the goodwill of SDMS.
15. It shall develop and maintain expertise, resources, infrastructure, qualified manpower and information technology resources to provide the said facilities & services.
16. It shall provide and maintain suitable facilities and resources to cater for the needs of customers including SDMS customer service standards as advised by SDMS in writing from time to time.
17. It shall provide at all times such assistance, information and data including market information to SDMS as it may require for understanding the needs and requirements of the market, customers and/or potential customers.

18. It shall immediately alert and advise SDMS if the Business Associate has knowledge that any person is infringing or violating or is attempting or planning to infringe or violate any Intellectual Property Rights owned or used by SDMS and upon request from SDMS, forward promptly, a written report setting forth all its knowledge of the same.
19. To acquire sufficient knowledge and information on SDMS Products and Services through authorized SDMS sources and/or by attending trainings/workshops at cost arranged by SDMS for the purpose from time to time.



# StockHolding Document Management Services Limited

## Application form for Business Associate

### A. APPLICANT DETAILS

1.

<b>Name of Company</b>			
<b>Registered Address</b>			
<b>City :</b>		<b>Pin code :</b>	
<b>State :</b>		<b>Country :</b>	
<b>Phone No. Office :</b>	<b>Fax :</b>	<b>Mobile:</b>	
<b>Correspondence Address</b>			
<b>City :</b>		<b>Pin code :</b>	
<b>State :</b>		<b>Country :</b>	
<b>Contact Person with Designation</b>			
<b>Name</b>			
<b>E Mail ID :</b>		<b>Alternate Email ID :</b>	
<b>Phone No.</b>			

### B. ADDITIONAL INFORMATION

2.

<b>Entity Type</b>	<input type="checkbox"/> Private <input type="checkbox"/> Public Ltd Co. <input type="checkbox"/> Others If Others, please specify:
<b>PAN Number</b>	
<b>Service Tax Registration No.</b>	
<b>Website URL, if any</b>	
<b>Experience in Business Mobilization (Attach Sheets if Required)</b>	
<b>Please mention any penalties levied by any statutory authority (Income Tax, Service Tax Authorities) and Supervisory authorities in the last preceding three financial years</b>	

### C. INCORPORATION / COMMENCEMENT DETAILS

3.

<b>Date of Incorporation</b>	
<b>Place of Incorporation</b>	
<b>Date of commencement of Business (Please enclose certificate of incorporation, memorandum and articles of association or statutory provisions, if any )</b>	
<b>4. Details of the main activities carried out by the applicant, in India or Overseas.</b>	

5.	Whether any business mobilized in the field of digitization, physical storage and software activity	YES	NO
		<input type="checkbox"/>	<input type="checkbox"/>
<b>D. PAID UP CAPITAL DETAILS</b>			
6.	Please indicate the paid up capital in Rs. (Lakhs) as per the latest audited financial statements of the applicant (enclose copy of the previous three financial years audited annual reports)		
<b>E. KEY PERSONNEL</b>			
7.	Please provide the following details regarding Employees involved in activities as Franchisee (Attach separate sheet if necessary) i) Key Person(s)/ Directors ii) Organization Structure iii) Experience and background of the key personnel/ Directors		
8.	Languages known to key personnel and employees		
<b>F. OTHER DETAILS</b>			
9.	Whether the applicant has been/ is black listed/ debarred by Central/ State Government departments/ organizations	<input type="checkbox"/> YES	<input type="checkbox"/> NO
		If yes, please provide details:	
10.	Whether the applicant complies with all Central, State or Local land rules and regulations	<input type="checkbox"/> YES	<input type="checkbox"/> NO

I / We hereby agree and declare that the information provided in the application, including the enclosures and additional details as part of the application is complete and correct.

For and on behalf of

Name of Applicant: \_\_\_\_\_

Authorized Signatory: \_\_\_\_\_

(Name): \_\_\_\_\_

Place:

SIGNATURE

STAMP

Date: \_\_/\_\_/\_\_\_\_

PHOTO OF  
SIGNATORY

**List of Documents to be attached with the application form by the Franchisee Applicant**

1. Certification of Incorporation
2. Memorandum of association and Articles of Association
3. Certificate of Commencement of Business
4. Copy of the previous three years audited annual reports
5. Copy of previous three years Income Tax Returns.
6. List of directors key employees with their experience and background
7. Organization structure
8. Address proof
9. Attested Copy of PAN
10. Attested copy of service tax registration
11. Photos of Directors
12. Profile of Company

**FRANCHISEE APPLICANT**

1. The application and additional sheets must be signed by franchisee applicant

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