



Form Serial No. _____

REGISTRATION FORM

Retailer Owner's /
Director's Photo

Important Notes:

- * Please enclose 4" x 6" photo of the shop frontage.
- * All Items marked (*) are mandatory. Application will be rejected if incomplete.

* Name of the Shop / Retail outlet / Company / Firm: _____

Type of Company: ☐ Prop ☐ Pvt Ltd ☐ Public Ltd ☐ Others

* My retailer Customer code on TATA CRM: _____ *Please fill enclosed form if not registered in TATA CRM.

* Cell Phone Number of the Retailer: + _____
Country City Mobile Number

* Name of the Retailer (Owner / Proprietor / Director):
Mr. / Ms / Dr. Surname

First Name Middle Name

* Date of Birth: * Shop frontage in feet:

Shop Phone No: +
Country City Phone Number

* VAT TIN No: _____ * Issue Date:

*BANK NAME: _____

*BANK ACCOUNT No: _____ *IFSC CODE: _____

* PAN No (Registered firm / Proprietor): _____

* AADHAAR CARD No: _____

* Registered Address of the Shop
Shop No _____ Market _____ Area _____
Taluka _____ Street _____
District _____ State _____
Country _____ Pin Code

* Name of the Distributor: _____

* Customer Code of Distributor: _____ * Region: N / E / W / S / /

Retailer Email ID: _____

* Per month total counter potential (For all parts excluding Lubricants):
Currency Value

* Per month counter potential for Tata parts (Parts used in any Tata vehicle):
Currency Value

* Per month counter potential for lubricants: KL

I accept the terms and conditions given overleaf. I conform that all details given above are correct.

Signature of the Retailer owner / Director
Date: _____
Place: _____

Distributor
Date: _____
Place: _____

Tata Area Parts Manager
Date: _____
Place: _____



Terms & Conditions

A Retailer loyalty programme for Tata Motors Commercial Vehicle Spare Parts called "Tata Motors Champion" Promotion.

Participating Retailers need to sign the application form upon acceptance of all terms & conditions mentioned herein.

- The "Tata Motors Champion" Promotion is open only to Retailers of Spare Parts who register for the promotion in advance with the authorized Distributor of the Tata Motors Spare Parts and the registration is accepted by the nominated Tata Motors Executive. The following conditions will apply for registration:
 - The person must be an Indian Citizen of above 18 years of age.
 - One Retailer shop can be registered only once.
 - Multiple memberships are not allowed with same retailer name (owner or director of the shop) or cell no.
 - The registered retailers will be entitled to reward points for the promotion period 1st Jan 2011 - 31st March 2013 for all purchases made only from the authorized distributor/s for their respective areas.
- The Retailers will then be classified on the basis of reward points accumulated, as per slabs given below:

TATA MOTORS CHAMPION slab						
	Reward points accumulated					
Parameters	Titanium	Platinum	Gold	Silver	Bronze	Iron
Accumulated reward points in previous 6 months.	>=240000	>=120000 & <240000	>=12000 & <120000	>=6000 & <12000	>=3000 & <6000	>=0 & <3000

- Tata Motors will make available various options to redeem reward points for gifts. The list of gifts will be as per the availability and as announced from time to time. No encashment of the reward points will be allowed in any circumstances. The gifts will need to be claimed within 31.3.2013 failing which they will expire. All taxes payable or deductible on the value of gift will be borne by the Retailer.
- Each Retailer registered under the Promotion will be issued an Identity Card which will be personal to the Retailer and is not transferable. The ID card issued does not give any existing or on going rights for receipt of supplies or create any other rights for the Retailer except that specified herein. The ID card will be returned to Tata Motors at the end of Promotion.
- The Retailer will be registered only on fulfilling the following conditions.
 - He must have a permanent shop with valid VAT registration and Income tax PAN number.
 - The Retailer also should have valid e-mail ID and phone number. Any change in any of the above will need to be registered with Tata Motors. Any change in phone number will lead to expiry of all accumulated reward points at the time of redemption.
- At the time of redemption the Retailer will need to produce the ID card failing which the reward points will not be redeemed.
- This Promotion is valid only for Retailers who have one or more transactions of Tata Genuine Parts every month with the authorized Tata Distributor. If there is no reward point accumulation for consecutive 2 months then on the 1st day of 3rd month his account will be blocked and credits to his account will be deleted. For future transaction retailer need to be re registered again, subject to approval from Tata Area Parts Manager.
- This loyalty program is not open to any Tata Motors Dealer, (TASS) cash customers in Company or Government Undertaking, distributor's own retail outlet, Tata Motors' employees and distributors' employees.
- Tata Motors will conduct verification of criteria of eligibility to reward points as mentioned herein from time to time and in the event any Retailer is found to be violating any criteria for the registration under the Promotion by indulging in sale of spurious or any package that violate intellectual property of rights of Tata Motors will stand disqualified forthwith and all reward points stand confiscated.
- The incentive points are available only for the parts sold by the local authorized CVBU parts distributor under which the retailer has been registered.
- Program applicable for selected part nos only.
- In case the unique no is SMSed or updated twice, the retailer who has the physical copy of unique no will be the deemed beneficiary.
- TML is at liberty to use the photographs of the participants for the media coverage, advertisement or publicity without any further consideration to the participants.
- This Promotion is subject to Laws of India and the courts in Mumbai alone will have exclusive jurisdiction in any matter arising there from.