



## **DEALERSHIP POLICY DOCUMENT**

### **1. Introduction**

Syntharo Life Science LLP is a premier manufacturer and supplier of high-grade Laboratory Fine Chemicals, Specialty Chemicals, Reference Standards, and Bulk Chemicals under the trusted brand name **Sarachem**. With a commitment to “**Cleaner Chemistry, Stronger Future**,” we aim to create a robust and mutually beneficial network of dealers across India and beyond. This document outlines the **Dealership Policy**, benefits, and expectations designed to help dealers thrive in partnership with Syntharo Life Science LLP.

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### **2. Dealership Benefits**

#### **2.1 Wide Product Portfolio**

- Extensive range covering:
  - Laboratory Fine & Analytical Grade Chemicals
  - Specialty & Custom Synthesis Products
  - Reference Standard Materials
  - Bulk & Commodity Chemicals for Industrial Applications

#### **2.2 High Product Quality**

- All products adhere to national and international quality standards.
- Supplied with necessary **documentation, MSDS, COA, and certifications** as applicable.

#### **2.3 Competitive Pricing**

- Fair and consistent pricing structure.
- Regular price reviews to stay market-competitive while ensuring dealer profitability.

#### **2.4 Higher Dealer Margins**

- Attractive profit margins across all product categories.
- **Additional incentive slabs for bulk or recurring orders.**

#### **2.5 Minimum Investment & Inventory**

- Low barrier to entry.
- Minimal mandatory stock requirements due to **fast and efficient delivery system**.

#### **2.6 Exclusive Territory Rights**

- Each appointed dealer may be granted **exclusive rights** for a defined territory, subject to performance and mutual agreement.

#### **2.7 Prompt Services & Delivery**

- Dedicated supply chain ensuring **quick dispatch and delivery** to minimize lead time.

#### **2.8 Flexible Billing and Payment Terms**

- **Security billing structure** and **credit terms** to be mutually agreed upon based on dealer's profile and order volume.
- Electronic invoicing and payment gateway integration available.

#### **2.9 Bulk Order Benefits**

- Volume-based discounts.
- **Extra margins/incentives** for high-volume or long-term contracts.

#### **2.10 Marketing & Sales Support**

- Regular **joint marketing visits, product promotions, and seminars**.
- Free or subsidized promotional material including banners, catalogues, samples, etc.

#### **2.11 Online & Digital Support**

- **User-friendly, feature-rich website** digital catalogue, pricing, and technical downloads.
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### 3. Dealer Eligibility Criteria

- Experience in chemicals distribution or related industry preferred.
- Sound market reputation and financial credibility.
- Infrastructure to store and manage chemicals responsibly.
- Commitment to business ethics and regulatory compliance.

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### 4. Responsibilities of Dealers

- Promote Sarachem brand actively in the assigned territory.
- Ensure customer satisfaction and technical assistance (with support from Syntharo).
- Maintain basic inventory as per local market needs.
- Provide monthly sales updates and competitor insights.

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### 5. Appointment & Evaluation

- Dealership is granted via formal **Appointment Letter** and renewable annually based on performance.
- Periodic review meetings will assess growth, feedback, and support needs.

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### 6. Termination Clause

- Either party may terminate the dealership with 30 days' written notice.
- Grounds for immediate termination include breach of trust, non-performance, or regulatory violations.

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### 7. Contact Us

For dealership inquiries, please contact:

**Syntharo Life Science LLP**

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