

Guidelines for enrollment of Dealer/Retailer/Dealer (Auto LPG)

Opportunities available for the LPG industry

1) Removal of subsidy

Subsidy is one of the major cost and burden on the government. Government has been taking various steps gradually to reduce and ultimately remove the subsidy on the LPG product. Additionally, they want the market to be competitive, promote privatization and make it a fair field for all the players in the market.

2) Commercial and industrial sites

Subsidy is not available to this enormous segment, keeping in mind all the benefits mentioned in the Strategies marketing under higher price, we can easily educate them and expand our coverage of this segment nationally.

3) Auto LPG

This has been seen as the best alternate to petrol/diesel/CNG for the vehicles. It is environmentally better and affordable. The demand is ever increasing and much more profitable.

### **Multiple options to consumer**

We sell 4 kg. cylinder with stove attachment which is beneficial for those who are using the Janta kerosene wick stove, ideally suited for small families, and low-income groups living in small apartments, not having a spacious kitchen. This incurs no huge initial investment as well as for filling. The uses are narrated at our website under the navigation of “Product”.

### **Market situation after withdrawal of subsidy**

As mentioned in our website under the navigation of “Parallel Marketing System in LPG” and news on the scroll where you will find that there will be good scope for parallel marketer because they work under the parallel marketing system in which they can sell the product at their own level by fixing the price where no restriction of rates which can be varied according to situation and circumstances. When the subsidy is withdrawn, there will be a glut of demand from consumers to the parallel marketers. This increased demand will be difficult to manage and it is very critical that we prepare our infrastructure i.e. bottling plants, storage godown, selling network etc. beforehand.

### **How our associates will be successful**

#### **1. Risk free opportunity**

Every new business carries a risk-tag, which leads to huge business losses. But our business associates/distributors/dealers/retailers/mini retailers function under our protective umbrella of “**risk free opportunity**” click here to know the full details. They have no prospects of loss in this business. They complete the period of one year which has been given under this scheme, if they found that business is not viable, and due to any other reason they are not interested, they can return the unsold cylinders to the company if they have started as Customer

Representative, they can get back full refund of the price of the connections without deductions.

## **2. Wait & watch policy**

A business venture does not return the fruits of your endeavor on the next day. It takes prolonged and hard efforts to establish firmly in such a career. But when you cross the initial hurdles, the growth potential is unlimited. This is thus different from salaried service, where a person gets an assured and fixed income from the very first month, generally with a security of service, but does not have further growth prospects except over a prolonged period and to a minimum extent. In a self-employment, one needs to possess Self-confidence and determination to lead a carrier-path with sure prospects at the appropriate time.

While we assure you that there is presently enough existing prospects in LPG under parallel marketing, when the transitory period is crossed and subsidies are withdrawn fully by the government and free-market trade is restored, the prospects before our distributors/dealers are unlimited.

You deal with the household & commercial sector and provide them a basic necessity of daily use. We look after everything for you and only responsibility given to you is customer-relation. Look after the customer and secure the business and success will tap at your doors for your inputs of hard-labour.

We advise our prospective customers to book their area because we are rigid and adopt our policy of “**Premier Marketing Set-Up**” which contain limited scope of jurisdiction with minimum investment and franchisee fee which may increased in the near future.