



Bril® Reseller Registration Form

Thank you for choosing the Bril® reseller program. Through this world-class program you will help many parents get access to exceptional products for their children. By adding value to your customers you will enjoy unmatched benefits, freedom, satisfaction and financial rewards. Your earnings can grow multi-fold through offline sales and sales-commissions when you sell online using you unique reseller link(s). Welcome aboard! Getting started is easy; fill out this form, make the initial mandatory purchase and you're set to go! (Please fill in bold capital letters)

Individual, Firm or Company Name:

.....

Date of Birth (If Individual).....

TIN No (If Applicable):.....CST No. (If Applicable).....

Residence / Office Address:

.....

.....Country:.....Telephone:.....

Email ID:.....

Present Business or Profession:.....

Bank Name:..... Branch:.....

Account Number:..... IFSC Code/SWIFT:.....

Do you have a computer? Y N

If Yes Laptop Desktop

How did you hear about the Bril Reseller Program? (If referred by another reseller please mention name, contact number and reseller number (if available).....)

Do you have any prior direct sales experience? Y N

If Yes please mention company and product category:.....

Product(s) purchased to qualify as reseller (Mention product names):.....

Total Amount Paid (Min. Rs. 4400/):.....

Mode of Payment: Credit Card (Online) Transfer Cheque/DD in favour of Industrial Research Corporation
(Cheque/DD No.....Dt.....Drawn on Bank.....)

INDUSTRIAL RESEARCH CORPORATION,

New No.32/Old No.148, Kalki Krishnamurthy Salai(L.B.Road), Thiruvanimiyur,

Chennai-600 041. Tel: +91-44-4260 7203; Fax: +91-44-2445 6492.

Website: www.brilindia.com Email: brilinfo@brilindia.com



Terms & Conditions:

Industrial Research Corporation ("IRC") is the owner of the Bril trademark and the reseller system through which multiple products ("Products") (Bril and other brands) primarily for babies and children shall be sold to and by resellers. IRC has set out the following Terms and Conditions for its resellers:

1. Bril Resellers (hereinafter referred to as 'Reseller' or 'Resellers') shall sign-up with IRC to Resell its products by fulfilling all stipulated requirements including but not limited to filling out the Reseller Data sheet / Application Form(s), making the necessary initial sign-up payments or fulfilling min. purchase requirements and signing the terms and conditions.
2. Resellers must be 18 years or above at the time of enrolment in the Bril Reseller Program.
3. Resellers shall purchase the products at the stipulated prevailing "Reseller Price" from IRC
4. IRC shall ship products to Resellers only upon receipt of payment for products ordered. Cheques subject to realisation
5. Resellers are permitted to market, sell and ship products purchased from IRC to any customer in India
6. No reseller shall ship products purchased in India to customers abroad. Such actions shall immediately result in cancellation of the resellership and no refund of the initial purchase/sign-up fee or for stocks held by the Reseller shall be entertained.
7. In their own interest to avoid unhealthy price competition and difficulty in selling at later stages, Resellers are requested to sell Products at the MRP mentioned on the packs and avoid giving discounts.
8. Resellers must be fair in all dealings with the Company and with customers and shall ship products to customers as soon as they receive payment from the customers
9. Any genuine customer complaints about a Reseller's unethical practice or poor customer service shall be taken up seriously and more than two serious complaints from customers about a Reseller shall lead to cancellation of the resellership and no refund of the initial purchase/sign-up fee or for stocks held by the Reseller shall be entertained.
10. Stocks once sold shall not be taken back unless there is a genuine manufacturing defect.
11. Loyalty points or discounts (if applicable) must be passed on to customers who furnish the original points cards. The Loyalty points cards with the Name and contact info. of the customer it was received from may then be sent to IRC for credit that would be adjusted against the next purchase by the Reseller
12. Bril Resellers can access their back office on www.brilindia.com and use their unique reseller links on their websites / blogs / emails etc. If people click on their unique links and purchase online the reseller will be entitled to a commission at the prevailing 'Reseller Commission' structure. Resellers cannot earn a commission for purchasing using their own link. And Resellers DO NOT earn any commission if someone clicks their link, becomes a reseller and buys products at reseller price. So basically commissions are earned by resellers and affiliates only for purchase of products by end customers using their affiliate links.
13. Resellers accept that IRC may market any/all of its products through multiple channels including but not limited to the reseller channel, online direct to consumer/customer, retail outlets through distribution network, franchisees etc. and that the reseller must compete in the open market on a non-exclusive basis as the size of the market and opportunity to sell across the country in itself is huge.
14. Resellers agree to fulfil the prevailing 'Minimum Purchase Value' condition each time they make a purchase for themselves or for drop-ship orders. If the minimum purchase value condition is not fulfilled the applicable shipping charges will apply.
15. Resellers shall be responsible for all statutory compliances including but not limited to payment of taxes
16. Resellers indemnify IRC against any liability or injury (mental or physical) arising out of participation in the reseller program.
17. Resellers may use the Bril Authorised Reseller trademark and any other associated trademarks strictly only as per guidelines mentioned in the Business Tools section on www.brilindia.com
18. All trademarks belong to Industrial Research Corporation or its partners, and no reseller shall claim ownership or license rights to any such trademarks.
19. Resellers shall have access only to specific products and not all Bril products. Currently only products available in The Bril Shop at www.brilindia.com are available for purchase by resellers at reseller rates and subsequent resale by them.
20. Resellers shall not make any false claims about the Bril reseller program or products. Any such claims will lead to immediate termination of your Bril Reseller account. Resellers shall abide by a strict ANTI-SPAM policy and

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sending bulk-emails to people who they do not know or to non-opt-in databases shall lead to immediate account termination.

21. Bril Resellers shall only feature products available to them for resale on their websites and any marketing collaterals. Bril reseller must feature only approved images of products that are available in the Business and Marketing Tools Section for resellers on www.brilindia.com. All product features stated on reseller sites and collaterals must match what is mentioned about the said product on www.brilindia.com only.
22. There is no partnership, employment joint-venture etc between Industrial Research Corporation and the Reseller
23. Terms & Conditions are subject to change without notice
24. Disputes subject exclusively to courts in Bangalore only
25. Reseller names, profiles and earnings may be published in Bril's marketing collaterals from time to time for the benefit of new resellers. Resellers who do not wish to be featured must inform IRC in advance. Unless informed advance IRC will assume that you have accepted this clause and shall not be liable under any circumstance.

Additional Terms For Bril International Resellers:

1. Resellers based outside India must purchase products at the indicated USD prices
2. International Resellers will have to fulfil the prevailing 'Minimum USD purchase Value' applicable for first time purchase and subsequent purchases.
3. Shipping Fees shall apply for all shipments made outside India.
4. International Resellers shall be responsible for payment of customs and other applicable import duties in their country of residence in case the courier company does not do the same.
5. International resellers agree to follow all rules of their land and indemnify Industrial Research Corporation from any loss, damage, injury and/or other liabilities that may arise out of carrying out this Bril Resellership business.
6. The MRP (Maximum Retail Price Indicated on the product will not apply when reselling a Bril product in any country outside India). Resellers may sell products at a maximum price of Cost plus 50%. I.e. Cost = Product USD price + Shipping+ Customs and other duties. Reseller Selling Price should be \leq Cost + 50% Margin.
7. BrillKids products are not available to Bril International Resellers. BrillKids products may not be purchased by International resellers even for personal use from www.brilindia.com . For non-indians, Brillkids products must be purchased only on www.brillkids.com and terms set out by Brillkids Inc Hongkong will apply for those purchases.
8. All general terms above other than these special terms shall also apply for Bril International Resellers.

Terms and Conditions Accepted

Signature with seal:

Date: