

**EMPANELMENT OF DIRECT SELLING AGENCY (DSA)**

**APPLICATION FORM (to be typed in the Institution's Letterhead)**

1. Name of the Institution :
2. Nature of Constitution : Public Limited Company / Private Limited Company / Partnership Firm / Proprietorship Firm.
3. Business Office Address :
4. Telephone Nos. :  
Mobile Nos. :
5. Nature of Business : (Profile to be attached separately)
6. No. of years in the Business:
7. No. of Employees on Roll :
8. No. of Clients in your database :
  - a. Individual Clients :
  - b. Corporate Clients : (give list separately)
9. Details of past experience in retail marketing  
[Housing Loans, Personal Loans, Credit Cards, Others (specify)]
  - a. Name of the Institution/Bank/Others :
  - b. Nature of Product marketed :
  - c. Period of such work undertaken :
  - d. No. of Cases/Accounts procured :
  - e. Quantum of business (Amt. involved) :
  - f. Whether the activity is continuing. :
10. No. of clients you intend to contact in 1 year :
11. Estimated No. of clients you expect to introduce in 1 year :
12. How many persons you intend to allocate for Housing loan marketing :
13. Give your brief Business Plan/Strategy for marketing housing loans :  
(attach separate sheet, necessary)
14. Any other information.

**Place :**

**Date :**

**Sign of the Authorised Signatory/Name/Designation  
with Seal of the Institution**