



**Application Format for Direct Selling Agent**

1. Name of the Person/Proprietor/Firm/Company
2. Name of Father/Husband (in case of individuals)
3. Details of Proprietor/Partners/Directors (in case of Firms/Company)

Name	Age	Date of Birth	Qualification	Relevant Experience	Other Business engagements (if any)

4. Income (Proof of income to be provided):
5. Address (Proof to be provided):

Telephone Nos:

Mobile No:

Fax No:

e-mail id:

6. No. of persons employed in the concern as Marketing Executives:
7. Command area to be covered:

8. References:

Reference Name	Address	Telephone No.

9. Business:

Expected business to be canvassed per month	No. of A/cs	Amount (in Rs. lacs)

10. Whether an assesses of IT..... Yes/No. If yes PAN No./TIN No.....

11. Whether worked in any organization. No. of years of experience and amount of business canvassed.

I/We hereby undertake that I/We have studied and understood the rules and regulations of IHLL for my engagement as DSA. I further undertake as under:

1. I/We will be responsible for canvassing the business and identification of the borrower & the property being financed and to assist in recovery in the event of any default etc.
2. I/We will exclusively work for your company and I/We undertake not to accept agency of any other housing finance company for promotion and procurement of business.
3. IHLL would not be bound to sanction cases brought by me/us and the final decision in this regard would rest with the sanctioning authority.
4. I/We am/are agreeable to execute at my cost an agreement with the company to work as DSA.
5. I/We undertake to abide by all rules and regulations as prescribed by IHLL to be DSA.
6. I/We hereby accord our consent that fee structure prescribed by IHLL for canvassing the business is acceptable to me/us.

Date:

Signature & seal of  
of the applicant.

Place

Encl: Personal profile of the individuals/firm