



**BUSINESS POTENTIAL**

Expected Business Potential in Rs. \_\_\_\_\_ in one year.

**NOMINEE DETAILS- (Incase of Individual Agents Only):**

**I hereby nominate the person named below to receive the amounts of brokerage (including trail brokerage) to my credit in the event of my death.**

Nominee's Name: \_\_\_\_\_

Guardian's Name in case of Minor: \_\_\_\_\_ Date of Birth (if Minor): \_\_\_\_\_ Relationship: \_\_\_\_\_

Address of Nominee / Guardian: \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ Pin \_\_\_\_\_

Specimen Signature of Nominee  
(Guardian in Case of Minor Nominees only) (In Black Ink)

**Referred by: ARN-** \_\_\_\_\_ **(If you have been referred by any distributor of Reliance Mutual Fund then kindly mention the ARN code of referred person)**

**FOR OFFICE USE ONLY : For Approval by Reliance Capital Asset Management Limited Branch/Regional Manager**

Branch Manager Remarks: Have interviewed the applicant/checked and verified the credentials of the applicant as given above, I recommend and approve/do not recommend and disapprove empanelment of the applicant as a distributor.

**Empanelment approval:**  Approved (Date: \_\_\_\_\_)  Rejected (Date: \_\_\_\_\_)

**RCAM Branch Seal**

Signature of Branch Manager: \_\_\_\_\_

Name of Branch Manager: \_\_\_\_\_

Sap ID of Branch Manager: \_\_\_\_\_

**For Reliance Capital Asset Management Limited Branch Use**

Empanelment Form Received Date

Branch Name \_\_\_\_\_ Branch Code \_\_\_\_\_ Distributor City Category \_\_\_\_\_

Relationship Manager \_\_\_\_\_

SAP ID \_\_\_\_\_

State \_\_\_\_\_ Region \_\_\_\_\_ Zone \_\_\_\_\_

Segment  Retail IFA  ND  BND  Alternate Channel  Regional

**Key Services Provided to our Partners**

Direct Credit of Brokerage Facility in given Banks	AXIS, Bank of Baroda, CITI BANK, HDFC, ICICI, IDBI, Punjab National Bank & State Bank of India. For other Banks we process the brokerage through NEFT.
"EDGE"- The Learning Academy	Training on AMFI, Functional Skills and Soft Skills
24X7 Customer Care Center	Just dial 022-3030 1111 / 1800-300-11111 for your service needs
Daily Market Update SMS	Register your mobile numbers to subscribe this service
Daily Markets4U emailers	Subscribe on <a href="http://www.reliancecmutual.com">www.reliancecmutual.com</a> for latest updates
Auto E-mail Alert for Rejections	Ensure your updated email address is registered with us
Download Your Business Reports	By availing login facility from <a href="http://www.karvymfs.com">www.karvymfs.com</a>
Co-branded SOA for Investors	Facility to download from <a href="http://www.karvymfs.com">www.karvymfs.com</a>
Co-Branded Marketing Collaterals	Avail Marketing Collaterals from <a href="http://www.reliancecmutual.com">www.reliancecmutual.com</a>
Preprinted SIP Renewal Kit	To facilitate SIP renewals of your customer

**Checklist for Documents to be Submitted**

Documents	IFA	Partnership Firm	Company	HUF	Documents	IFA	Partnership Firm	Company	HUF
Copy of the AMFI Certificate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Authorised Signatory List	NA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	NA
Copy of the ARN Card	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Partnership Deed & Resolution	NA	<input checked="" type="checkbox"/>	NA	NA
PAN Card Copy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Board Resolution	NA	NA	<input checked="" type="checkbox"/>	NA
Cancelled Cheque Copy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	KYD Acknowledgement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Memorandum & Articles of Association	NA	NA	<input checked="" type="checkbox"/>	NA					

**For Empanelment as Distributor of Reliance Mutual Fund**

**These Terms and Conditions of Empanelment as a Distributor of Reliance Mutual Fund are a binding contract between yourself and Reliance Capital Asset Management Limited ('RCAM') (as asset manager of Reliance Mutual Fund ('RMF')) for your appointment as a distributor of Reliance Mutual Fund. Please read these Terms and Conditions carefully. By signing these Terms and Conditions you acknowledge that you have read, understood and agree to be legally bound by them.**

**OBLIGATIONS OF THE DISTRIBUTOR:**

1. The Distributor and its employees who will be involved in the distribution of the units of the schemes of RMF represent and warrant that they are authorised to act as a distributor of mutual fund product(s) and have passed the Association of Mutual Funds of India ('AMFI') Certification Test (Advisor Module) and a copy of the AMFI Registration Number (ARN) shall be submitted to RCAM for its verification and records.
2. In terms of Circular No. 35P/ MEM-COR/ 13/ 10-11 dated August 27, 2010 issued by AMFI, the Distributor will comply with the know your distributor requirements.
3. The Distributor and its employees who will be involved in distribution of units of the schemes of RMF must carry out such directions and instructions as may be issued by RCAM from time to time and shall, at all times, comply with all the extant applicable laws, rules, regulations, guidelines, directions, etc.
4. The Distributor must carefully read and understand the Scheme Information Document ('SID') of the scheme(s) of RMF and Statement of Additional Information ('SAI') and explain to the investors, the investment objectives, features of the schemes and risks associated therein. The Distributor must not make any representation concerning RMF or any scheme of RMF except those contained in relevant SID, SAI, the Key Information Memorandum ('KIM') and / or the marketing material issued by RCAM.
5. The Distributor shall use only the SID, SAI, KIM and marketing material as is provided to him by RCAM and the Distributor shall not design his own marketing material in respect of any scheme of RMF unless he has obtained prior written approval of RCAM for the same.
6. The Distributor shall at all times conduct himself with propriety and decorum and in a manner which is not prejudicial to the interest of RCAM / RMF.
7. The Distributor is not permitted to use any unethical means to sell, distribute, market, solicit or induce any investor to undertake any transaction pertaining to the units of any scheme of RMF.
8. The Distributor shall, at all times, comply with and adhere to the code of conduct for Distributors (enclosed herewith as Annexure), including any amendments thereto from time to time.
9. The Distributor shall comply with the provisions of the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996 and guidelines issued by Securities and Exchange Board of India ('SEBI') / AMFI from time to time pertaining to mutual funds with specific focus on regulations / guidelines on advertisements, sales literature and code of conduct.
10. The Distributor is not permitted to accept / receive cash towards investment in units of any scheme of RMF or otherwise on behalf of RCAM. The Distributor cannot, on behalf of RCAM, issue receipt of any application form(s), cheque(s), demand draft(s), etc. received towards subscription or any transaction in the units of any scheme of RMF.
11. The Distributor shall help RCAM/ RMF in complying with the relevant extant statutory and other applicable regulatory requirements relating to anti money laundering and know your client.
12. The Distributor shall be responsible for providing the foreign inward remittance certificate or the certificate evidencing the subscription by way of debit to the NRE/ FCNR account of any non-resident Indian investor, within five days from the receipt of subscription by RMF from such investor.
13. The Distributor shall not in any way pledge or have any lien or charge on the properties of the RCAM, RMF, the trustee company of RMF ('RCTC') or any investor, that are in its possession, towards the fees payable to the Distributor for the services rendered herein.
14. RCAM shall have a right to call upon the Distributor to furnish any information or statistics including but not limiting to his business with respect to other mutual fund(s), which the Distributor shall be bound to furnish.
15. The Distributor shall neither use nor display the name, logo, mark or any intellectual property of RCAM (or any things identical thereto) in any manner whatsoever, except as permitted by RCAM.
16. RCAM shall furnish to the Distributor through email, the copies of notices, addendums and all other documents as may be related to the schemes of RMF. The Distributor undertakes to:
  - (a) properly display such documents in its places of business;
  - (b) provide his email address to RCAM and keep RCAM informed about the changes thereto;
  - (c) provide legible hard copies of such documents to investors/potential investors of RMF.

**FEES AND CHARGES PAYABLE TO THE DISTRIBUTOR:**

17. The Distributor shall be eligible for a fee, on the amount of subscriptions sourced by him towards investment in any scheme of RMF, at the rates prescribed by RCAM from time to time. The rate(s) of fee are subject to revision, from time to time, at the sole discretion of RCAM and the Distributor shall be bound by such revisions. The fee payable by RCAM shall be inclusive of all taxes, service tax, costs, charges and expenses incurred by the Distributor in connection with his rendering of the services herein.
18. In case the Distributor receives any fee which is not due or payable to the Distributor, RCAM / RMF shall be entitled to recover or adjust all such wrongly paid amounts from the amounts due to the Distributor.
19. RCAM will directly credit the fee payable to the Distributor in his bank account, as per the details provided by him from time to time, or through such means as may be deemed appropriate by RCAM.
20. In case any fee is paid to the Distributor, in advance, in respect of proposed subscriptions by any investor, RCAM shall have a right to recover such amount of advance fees, as is paid to the Distributor in respect of any subscriptions which are not made by the investor.
21. The Distributor shall be entitled to only the fee specified herein above for the services rendered by him in terms of this agreement.

**INDEMNITY:**

22. The Distributor hereby declares and covenants to defend, indemnify and hold RCAM and its directors, affiliates, promoters, employees, successors in interest and permitted assigns harmless from and against all claims, liabilities, costs, charges, damages or assertions of liability of any kind or nature resulting from:
  - a. Any breach of terms, covenants and conditions or other provisions hereof, or any SID(s) / SAI or any actions or omissions there under;
  - b. Any failure to comply with all applicable legislation, statutes, ordinances, regulations, administrative rulings or requirements of law;
  - c. The misfeasance, negligence, defaults, misconduct or fraudulent acts of & by the Distributor or its representatives, employees, directors, agents, representatives; and
  - d. Any and all actions, suits, proceedings, assessments, settlement, arbitration judgments, cost and expenses, including attorneys' fees, resulting from any of the matters set forth herein above.

**TERM AND TERMINATION:**

23. The appointment of the Distributor shall continue to remain in full force and effect unless terminated by RCAM or the Distributor, in accordance with the provisions contained herein. RCAM shall be entitled to terminate the engagement of the Distributor forthwith, if:
  - a. the Distributor is found to be a minor or adjudicated as an insolvent or found to be of unsound mind by a court of competent jurisdiction;
  - b. it is found that the Distributor has knowingly participated in or connived in any fraud, dishonesty or misrepresentation against RCAM / RMF or any unitholder of RMF.
  - c. any statement made by the Distributor in the Distributor Empanelment Form is found to be false or misleading or intended to mislead.
  - d. the Distributor conducts or acts in any manner, which is deemed prejudicial to the interest of RCAM / RMF;
  - e. the Distributor does not comply with all applicable legislations, statutes, ordinances, regulations, administrative rulings or requirements.
  - f. the Distributor remains inactive in business with RCAM for a considerable period of time, as decided by RCAM from time to time. RCAM also reserves the right to suspend brokerage under such cases.

24. Further, RCAM shall have the right to terminate the appointment of the Distributor, without any cause, at any time by giving 10 (ten) days notice to the Distributor. The Distributor may also terminate his engagement with RCAM at any time by giving 10 days notice to RCAM.
25. The engagement of Distributor shall stand automatically terminated, without notice from RCAM, upon disqualification or withdrawal of necessary authorisation(s) of the Distributor.
26. Upon any termination, the distributor shall forthwith return to RCAM all documents, papers and material pertaining to and / or belonging to RCAM / RMF.

**CONFIDENTIALITY :**

27. The Distributor undertakes that the Distributor, its directors, affiliates, promoters, employees and representatives shall at all times maintain strict confidentiality with regard to all matters, documents, information or data already exchanged or to be exchanged in future by RCAM relating to RCAM/ RMF/ RCTC, any investor, any scheme of RMF and issues raised by the RCAM from time to time and shall not be disclosed, divulged, or allowed or caused to be divulged by any of them without prior written consent of RCAM, to any third party nor used for any purpose other than for the performance of their obligations hereunder.

**MISCELLANEOUS :**

28. RCAM reserves the sole right and discretion to change the status category of the Distributor.
29. The empanelment of the Distributor as a distributor of RMF shall be on a non-exclusive basis.
30. The Distributor shall not have any claim against RCAM / RMF for any loss, actual or notional, incurred by him on account of any revision in the rate(s) of fee by RCAM.
31. In respect of all disputes arising under this engagement, the courts at Mumbai alone shall have jurisdiction, in accordance with the laws of India.
32. The Distributor shall be entitled to register a nominee with RCAM, which nominee shall, in case of the demise of the Distributor, be entitled to receive trail commissions on the business done by the Distributor before his demise, provided the Distributor has complied with these Terms and Conditions. RCAM reserves the right to ascertain the identity of the nominee at any time.
33. The statements and declarations made by the Distributor herein are the basis of his empanelment as a Distributor.
34. The empanelment of the Distributor as an distributor of RMF is subject to written confirmation from RCAM.

I HEREBY CONFIRM AND DECLARE THAT I HAVE READ AND UNDERSTOOD THESE 'TERMS AND CONDITIONS OF EMPLANEMENT AS DISTRIBUTOR AND AGREE TO ABIDE BY THE SAME.

Signature : \_\_\_\_\_

ARN Name : \_\_\_\_\_

ARN Code : \_\_\_\_\_

**ANNEXURE**

**SEBI's Code Of Conduct (For Intermediaries of Mutual Funds)**  
(To be complied with by the Distributor at all times)

1. Take necessary steps to ensure that the client's interest is protected;
2. Adhere to SEBI (Mutual Fund) Regulations, 1996, as amended, and the guidelines related to selling, distribution and advertising practices. Be fully conversant with the key provisions of the SID / SAI as well as the operational requirements of various schemes of RMF.
3. Provide full and latest information in respect of schemes of RMF to investors in the form of offer documents, performance reports, fact sheets, portfolio disclosures and brochures, and recommend schemes appropriate for the client's situation and needs.
4. Highlight risk factors of each scheme, avoid misrepresentation and exaggeration, and urge investors to go through SID / SAI / KIM before deciding to make investments.
5. Disclose all material information related to the schemes/plans while canvassing for business.
6. Abstain from indicating or assuring returns in any type of scheme, unless the SID is explicit in this regard.
7. Maintain necessary infrastructure to support RCAM in maintaining high service standards to investors, and ensure that critical operations such as forwarding forms and cheques to RCAM/ RCAM's registrar and despatch of statement of account and redemption cheques to investors are done within the time frame prescribed in the SID / SAI and SEBI Mutual Fund Regulations.
8. Not colluding with clients in faulty business practices such as bouncing cheques, wrong claiming of dividend/redemption cheques, etc.
9. Not undertake commission driven malpractices such as:
  - (a) recommending inappropriate products solely because the intermediary is getting higher commissions therefrom.
  - (b) encouraging over transacting and churning of mutual fund investments to earn higher commissions, even if they mean higher transaction costs and tax for investors.
10. Not make negative statements about RCAM or any scheme of RMF and ensure that comparisons, if any, are made with similar and comparable products.
11. Ensure that all investor related statutory communications (such as changes in fundamental attributes, exit/entry load, exit options, and other material aspects) are sent to investors reliably and on time.
12. Maintain confidentiality of all investor deals and transactions.
13. When marketing various schemes, remember that a client's interest and suitability to their financial needs is paramount, and that extra commission or incentive earned should never form the basis for recommending a scheme to the client.
14. Not rebate commission back to investors and not attract clients through temptation of rebate/gifts etc.
15. A focus on financial planning and advisory services ensures correct selling, and also reduces the trend towards investors asking for passback of commission.
16. All your employees engaged in sales and marketing should obtain AMFI certification. Employees in other functional areas should also be encouraged to obtain the same certification

I/We, having read the above, agree and undertake to abide by aforesaid SEBI's code of conduct.

Signature : \_\_\_\_\_

Place: \_\_\_\_\_

ARN Name : \_\_\_\_\_

Date: \_\_\_\_\_

ARN Code : \_\_\_\_\_

