

MERCHANT APPLICATION FORM

Business Information

Commercial Name (DBA) (web site): _____

Establishment Name : _____

Legal Name : _____

Contact Person(s) : _____

Business Address : _____

Registered Address : _____

Tel : _____ Fascimile : _____

Email : _____

Business Details

Your Firm is : Proprietorship Partnership Company Other _____

Name(s) of : Proprietors, Partners or Directors (as applicable) _____

Business Category : Departmental Store Books Apparels Computer Hardware
 Travel Software Jewellery Other _____

Items Sold on the net : Hotel Reservations

Turnover (for the company/firm in Crores) : Rs. _____

E-Comm Turnover: FY-00' _____ FY-01' _____ FY-02' _____

Estimated Avg. ticket size: _____ Maximum Ticket Size _____

Additional Information

Copy of any *one* of the documents from each category (**Board Resolution is COMPULSORY**)

A} Certificate of Incorporation Sales Tax Registration Income Tax Registration/PAN No.
 MOA/AOA Partnership Deed Trust Deed

B} Trade Licences Lease Agreement (Premises) Electricity/Telephone Bills

C} Bank Statements (3 months) Audited Balance Sheet _____

Banking Details

Principal Bank _____ City & Branch _____

Type of Account _____ Account No _____

Funded Limit _____ Non-Funded Limit _____

Technical Details

Database Oracle SQL Other _____

Operating system NT Unix Linux Other _____

Web Application server IIS Apache Java Web Server Other _____

Host for the server Self Local ISP _____ Other _____

Store development team In-house Outsourced _____

Present payment mechanism COD Offline Credit Cards _____

Other software, technology used to build web store _____

Logistic Partner

Local _____ National _____

International _____

Other Details

No. of Employees : _____ No. of vendors : _____

Office Space (in sq.ft) : _____ Gross (%) Margins : _____

No. of days of inventory : _____ Average Net (%) Margins : _____

Total Funding in the Project

Total Funding till date (Rs. In Crores) : _____

Future investments (Rs. In Crores) : _____

Venture Capitalist Funding (Rs. In Crores) : _____

IPO Price / Current Share Price : _____

Applicants Declaration

I/We state that the written details are true and correct and are given in support of my/our application for acquiring facility by ICICI Bank Ltd subject to the applicable Merchant Agreement. The signature must be accompanied with an **Authorised Signatory Rubber Stamp**

Name	Designation	Authorised Signature	Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____