

# **Direct Marketing License (DML)**

## **- Guidelines -**

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### **1. Eligibility for Direct Marketing License:-**

Any person desiring to purchase agricultural produce directly from the agriculturists in one or more than one market area is eligible for Direct Marketing License.

### **2. Documents required for application of Direct Marketing License.**

- a) Form "A" in prescribed format.
- b) Form "B" (Collection Center Information) in prescribed format.
- c) Bank Guarantee (For Maharashtra or more than one division Rs. 5/- Lakh, For One Division Kokan, Pune, Nasik Rs.5/- Lakh. Nagpur Rs.3/- Lakh. Amrawati and Nagpur Rs.2/- Lakh). For Bank Guarantee and Fee exemption please refer the Government GR
- d) Solvency Certificate.
- e) Declaration (On Stamp paper Rs.200/-) with notarization & with two witnesses.
- f) Declaration on Stamp paper of Rs.200/- about not being a Director/Partner in Private Market or Farmer- Consumer Market with notarization & with two witnesses.
- g) Operational and Working Guidelines.
- h) For company (constitution, Registration Certificate, List of Directors with address, Pan Card Xerox, Resolution regarding Signing Authority).
- i) For Proprietor (Pan Card Xerox, Adhar card Xerox, M.S.E.B. Bill, Election Card, Character Certificate).
- j) Income Tax Returns of last 3 years
- k) Project Report (with photos)
- l) List of farmers in contact
- m) License Fee Challan :-
  - i. For one Division area of operation Rs.500/- (Per division Rs. 500)
  - ii. For all State or more than one division area of operation Rs. 1000/-

### **3. How to apply for Direct Marketing License:-**

Any person who desires to apply for Direct Marketing License should submit all the prescribed documents to Director of Marketing office with the prescribed fee

### **4. Where to apply :-**

Application should be submitted to Director of Marketing, Maharashtra State, Pune-1.

### **5. Address :-**

Directorate of Marketing, (Maharashtra State)  
3 rd Floor, New Central Building,  
5, B. J. Road, Near Sassoon Hospital,  
Pune - 411001.  
Tel.: 020 26126628, 26126785.