

SBI Funds Management Pvt. Ltd.

(A Joint venture between SBI & Societe Generale Assets Management)

Empanelment Form for Financial Advisor (Individuals and Proprietor Firm)

ARN No.
[] []

Valid Upto
[] []

Date of empanelment
[] []

PAN No.
[] []

Account No:
[] []

MICR NO
[] []

Bank Name: []

Branch: []

Bank Address []

[] []

[] []

Nature of a/c []

(Please type the information or write in capital letters only)

1. Name _____ Surname _____
[] []

or Name of the Proprietorship Firm.
[] []

2. Address in Full for correspondence.
[]
[]
[] []

DISTRICT	[] []		
STATE	[] []		
PIN CODE	[] []	Tel.	[] []
MOBILE	[] []	Fax	[] []
E Mail	[] []		

3. Nationality of the Applicant : []

4. Date of Birth : []

5. Sex : Male Female

6. Educational Qualifications (please tick the highest qualification only);

<input type="checkbox"/> SSC/HSC	<input type="checkbox"/> Pre College Education
<input type="checkbox"/> Diploma / Certificate courses	<input type="checkbox"/> Degree / Graduate
<input type="checkbox"/> Post Graduate	<input type="checkbox"/> Others pls specify []

7. Occupation:

<input type="checkbox"/> Financial Service	<input type="checkbox"/> Business	<input type="checkbox"/> Service
<input type="checkbox"/> Professionals	<input type="checkbox"/> House Wife	<input type="checkbox"/> Agriculture
<input type="checkbox"/> Retired	<input type="checkbox"/> Others (pls specify)	

17. List three reasons why you think that you will be successful as Financial Advisor with SBI Mutual Fund (please use additional sheet if necessary)

1.
2.
3.

I declare that the information furnished herein are true & correct to the best of my knowledge & belief.

I undertake to abide by the terms & conditions which SBI Mutual Fund has at present or which SBI Mutual Fund may formulate in future regarding the operation of financial advisors and Proprietary firms.

Yours faithfully

Signature : Place:
Name : Date :

For Office Use only

- | | |
|--|---|
| <input type="checkbox"/> Application is in order | <input type="checkbox"/> Application not in order |
| <input type="checkbox"/> Proof of other agency available | <input type="checkbox"/> Rejected |
| <input type="checkbox"/> Appointed | <input type="checkbox"/> Reasons (pls specify) <input type="text"/> |

Signature:
Designation: Date:

Instructions for SBI Mutual Fund Financial Advisors

1. Applications should be made only in the standard registration form. Registration made in any other format would not be considered.
2. Completed registration form along with necessary proof, documents should be sent to the following address. ADDRESS of the INVESTOR SERVICE CENTRE/INVESTOR SERVICE DESK
3. The registration of the Financial Advisors is at the discretion of the SBI Mutual Fund. No correspondence will be entertained in case of a rejected application form.
4. The scheme forms along with other publicity material such as brochures, booklet etc. would be sent directly to the Financial Advisors at periodic intervals for the open ended schemes and before the launch of the scheme for close ended schemes.

Terms and conditions

1. The details filled in by the Financial Advisors in the registration form and the declaration made therein shall be the basis of the contract.
2. The Financial Advisor is expected to take sustained interest in his / her advisory work and popularize SBI Mutual Fund Schemes as an attractive form of investment. He / She shall carry out such functions and undertake such activities as may be advised from time to time by the Fund for the purpose of promoting, increasing and canvassing the sale of SBI Mutual Fund Schemes.
3. On registration, a Financial Advisor would be given a SBI Mutual Fund code and he / she should prepare a stamp bearing his/her name and SBI Mutual Fund code number. All application forms routed through the Financial advisor must bear his / her name stamp at all appropriate places provided in the application form. The advisors are required to affix the ARN no at the prefix place.
4. The Financial Advisor should procure on an average at least 7 application per month and should mobilize minimum of Rs. 5.00 lacs per annum. The registration of a Financial Advisor shall be liable for termination by the Fund if the amounts mobilized are less than the above mentioned targets. The targets may be revised by the Mutual fund from time to time and would be intimated to the Financial Advisors.
5. The Financial Advisors are eligible for commission on the business canvassed by him / her under each scheme separately at the rate / rates prescribed by the fund from scheme to scheme, provided however that the rates are subject to revision at the discretion of the Fund from time to time and the Financial Advisors shall be bound by such changes.
6. The Financial Advisors are not authorized to receive cash on the behalf of the Fund from Investors and issue any receipt therefore. The applicants shall be advised to lodge their applications together with the relative instruments with SBI Mutual Fund Investor Service Centre/Investor Service Desk/CAMS and Transaction point or any designated collection center of the Fund for deposit of application and instruments and for issue of an official receipt thereof. The designated centers alone are authorized to issue acknowledge for the application receipts.
7. The Financial Advisors shall carry out such directions and instructions as may, from time to time, be issued by the Fund or persons duly authorized by the Fund, for the purpose of fully and effectively carrying out the terms of Financial Advisors, The Financial Advisors shall at all times conduct himself / herself with propriety and decorum and in a manner which is not prejudicial to the interests of the Fund or which does not spoil the Image / Prestige of the fund. In case the fund has reason to feel dissatisfied with the conduct of an advisor the registration would be terminated without assigning any reasons thereof.
8. The Financial Advisors shall protect and keep harmless and indemnify the Fund against and in respect of any loss, claim, cost, charges, expenses whatsoever which the fund may have to incur as a result of the Financial Advisors not conforming to the instructions contained here in or which may be issued to him/ her from time to time by the Fund.
9. The registration of the Financial Advisors shall be liable to be terminated by the Fund forthwith:
 - (a) If he / she is found to be a minor
 - (b) If he / she is adjudicated insolvent
 - (c) If he / she is found to be of unsound mind by a court of competent jurisdiction.
 - (d) If he / she, is or has been within the five years immediately preceding his / her appointment convicted by a criminal court of an offence involving moral turpitude.
 - (e) If in the course of any judicial proceeding it is found that he / she has knowingly participated in or connived at, any fraud, dishonesty or misrepresentation against the Fund or any magnum holder.
 - (f) If he / she is found to canvas the sale of SBI Mutual Fund Schemes (issued under any scheme) in or around the premises of the office of the SBI Mutual Fund or its agency bank with a view to intercepting or embarrassing the direct sale or act in any other manner prejudicial to the Fund efforts in promoting sales across the counter.

- (g) If the fund is satisfied that any statement made in the registration form is false or misleading or calculated to mislead;
- (h) If the Fund is satisfied that an Financial Advisor
- (i) Has offered or continues to offer any kind of an incentive to the prospective investors; or
 - (ii) In any statement, hand bill, circular or any other form of publicity material brought out by him, has reproduced the emblem of the Fund, or reproduced any advertisement, whether in full or in part, issued by the Fund without the prior authority of the Fund, or
 - (iii) Acts in any other manner prejudicial to the interest and image / prestige of the Fund
 - (iv) The provisions in this paragraph shall be without prejudice to the provisions in the next succeeding paragraph
10. In addition to what is stated in the preceding paragraphs, the Fund shall have the right to terminate the registration of an Financial Advisor at any time and without assigning any reason therefore, The Financial Advisor may also terminate his registration at any time upon information to the Fund through a letter.
11. In respect of all disputes arising under this registration the Court in Mumbai City alone shall have jurisdiction.
12. The Financial Advisors shall not have any claim against the Fund for any loss incurred by him/ her as not anticipated and arising out of any revision in the rate of commission for business canvassed.
13. The Financial Advisors should go through annual performance review with the respective Investor Service Centre.
14. **AMFI CODE OF CONDUCT FOR FINANCIAL ADVISORS:**
- 14.1 All the Financial Advisors abide by the AMFI code of Ethics and Guidelines that have been Issued in terms of SEBI Circular No.MFD/CIR/20/23230/2002 dated November 28th 2002, issued by Securities & Exchange Board of India (SEBI) on the captioned subject has prescribed the parameters for ensuring compliance with their circular no MFD/CIR/06/210/2002 dated June 26th 2002 "all Financial Advisors are advised to follow it strictly and should not indulge in any practice contravening it directly or indirectly i.e. paying commissions in any form or by allotting intermediary codes to investors or their associates for paying them commission on their own investments, etc"
- 14.2 Passing the AMFI Test has been made mandatory by SEBI as per SEBI Circular dated September 25, 2001 "all agents have to obtain AMFI certification prior to their registration; the requirement of certification is applicable".
- 14.3 Take necessary Steps to ensure that the clients interest is protected
- 3.1 Take necessary steps to ensure that the client's interest is protected.
 - 3.2 Adhere to SEBI Mutual Fund Regulations and Guidelines related to selling, distribution and advertising practices. Be fully conversant with the key provisions of the offer document as well as the operational requirements of various schemes.
 - 3.3 Provide full and latest information of schemes 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.
 - 3.4. Highlight risk factors of each scheme, avoid misrepresentation and exaggeration, and urge investors to go through offer documents/key information of memorandum before deciding to make investments.
 - 3.5 Disclose all material information related to the scheme/plans while canvassing for business.
 - 3.6 Abstain from indicating or assuring returns in any type of scheme, unless the offer documents is explicit in this regard.
 - 3.7 Maintain necessary infrastructure to support the AMC in maintaining high service standards to investors, and ensure that critical operations such as forwarding forms and cheques to AMC/registrars and dispatch of statement of account and redemption cheques to investors are done within the timeframe prescribed in the offer document and SEBI Mutual Fund Regulation.
 - 3.8. Avoid colluding with clients in faulty business practices such as bouncing cheques, wrong claiming of dividend/redemption cheques, etc
 - 3.9. Avoid commission driven malpractices such as:
 - (a) Recommending inappropriate products solely because the intermediary is getting higher commissions there from.
 - (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.
 - 3.10 Avoid making negative statements about any AMCs or scheme and ensure that comparisons if any, are made with similar and comparable products.
 - 3.11 Ensure that all the investors related statutory communications such as changes in (fundamental attributes, exit/entry load, exit options, and other materials aspects) are sent to investors reliably and on time.
 - 3.12 Maintain confidentiality of all investors deals and transactions.
 - 3.13 When marketing various schemes, remember that a clients interest and suitability to their financial needs are paramount, and that extra commission or incentive earned should never form the basis for recommending a scheme to the client.
 - 3.14 The Financial advisor will not rebate commission back to investors and avoid attracting clients through temptation of rebate/ gifts etc.
 - 3.15 A focus on financial planning and advisory services ensures correct selling, and also reduces the trend towards investors asking for pass back of commission.
 - 3.16 All employees engaged in sales and marketing activities should obtain AMFI certification. Employees in other functional areas should also be encouraged to obtain the same certification.
- Sequence of steps in the event of Breach of above "code of conduct" by the Financial Advisors.
- If any breach of the above code of conduct for intermediary is reported to AMFI by either an investor or an AMC in writing, then AMFI will initiate the following steps
- Write to the Financial Advisor (enclosing copies of the complaint and other documentary evidence) and ask for an explanation within a time limit of 3 weeks.
 - In case an explanation is not received within the time limit, or the explanation is not satisfactory, AMFI will issue a warning letter indicating that any subsequent violation will result in cancellation of AMFI registration.
 - If there is a proved second violation by the Financial Advisor, the registration will be canceled and intimation sent to all AMCs
15. The Financial Advisors will have a right of appeal to AMFI..
16. The Financial Advisors should submit self certificate to the AMC the wording of the said certificate would be "This is to certify that, in the course of my/our business in the distribution of mutual fund products during the financial year ended March 31,...../We have adhered to the code of conduct contained in SEBI's subsequent circular no.MFD/CIR/06/210/2002 dated June 26,2002 and to the requirements as prescribed in SEBI's subsequent circular no. MFD/CIR/20/23230/2002 dated November 28,2002 and the AMFI circular no CIR/ARN-01/02-03 dated January 15,2003 in this regard" as per SEBI guidelines for registration issued in terms of circular no MFD/ CIR/20/23230/2002 dated November 2002."
17. The Financial Advisors would be required to have at least 12 Investors for SBI Mutual Fund within one year of registration failing the above Financial Advisors would not be entitled to receive brokerage/commission from the SBI Mutual Fund on the mobilization done by the advisor during the subsequent year ,until Financial Advisors complies with the above.