

12. Enclose Balance Sheet & Profit and Loss Account for the past 3 years. (Please fill/ give information in the Annexure Form) :
13. Work out the following ratios pertaining to performance for the past 3 years :
 - (i) Turnover to capital employed :
 - (ii) Gross profit to capital employed :
 - (iii) Return on capital employed :

(for proper inter-firm comparison capital employed is to be taken as the investment on gross fixed assets plus net current assets)
14. Give a brief write-up about the Company since inception highlighting important milestones. :
15. Mention any Awards received earlier from any organisation/institution explaining the achievements meriting the Award(s) including from FAPCCI :
16. Please indicate your willingness or otherwise for the Jury to visit the site if so desired. :

PART-II.

1. a) Please state in detail what are the special steps taken in developing the internal market for the products any innovations introduced, new strategies developed, new techniques including money-back guarantees etc. :
- b) How far are you in keeping with the latest trends in marketing technology. Have you in any way gone steps further than this. :
2. a) How do you feel that the increased demand is the direct result of your marketing efforts and not the result of the popularity gradually acquired by the product over the years owing to its quality/excellence. :

- b) How do you also vouch that the increased :
popularity of the product is not the cumulative
effort of your efforts and those of your
predecessors.
3. a) Have your efforts in market development :
for any other products in the past fetched you
any recognition in the past at the State level &
at the National level. If so when and for what
particular product & the nature of recognition.
- b) To what do you attribute your success :
personal efforts and direction of the marketing
head or team work or adoption of latest marketing
techniques or specially developed techniques.
- c) If attributable to technique could you spell :
out the salient features of the techniques.
4. Are you registered under the A.P.Shops & :
Establishment Act. If so, mention the Regn.
No. & Date.
5. How do you consider yourself as specifically :
qualified for this Award (Give a small write
up not exceeding 200 lines).

Signature & Designation
with Office Seal