

# ASR ONLINE MARKETING PVT. LTD.



To,

Date: 28th March, 2022

Ministry of Consumer Affairs,  
Food & Public Distribution Department of Consumer Affairs,  
Krishi Bhawan,  
New Delhi-110001

Sub: Submission of Declaration of compliance to Consumer Protection (Direct Selling) Rules, 2021 and E-commerce Rules, 2020.

Respected Sir,

With reference to above, we are annexing herewith the following documents for your kind perusal, approval and record:

S.NO	PARTICULARS	PAGES
1	Quick Reference Sheet for complete details of the Direct Selling Entity	1
2	Copy of Company KYC Documents:	
2(a)	Certificate of Incorporation	2
2(b)	Memorandum of Association	3-11
2(c)	Articles of Association	12-20
2(d)	MCA Master Sheet	21
2(e)	PAN Card	22
2(f)	TAN Registration	23
2(g)	GSTIN Certificate	24-24
2(h)	Trade Mark Application	27-28
3	List of Directors along with copies of their self-attested KYC documents.	29-32
4	Board Resolution.	33
5	Self-Declaration of compliance to Consumer Protection (Direct Selling) Rules, 2021	35
6	Self-Declaration of compliance to E-Commerce Rules, 2020.	36
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10	Specimens of Contract Agreement with a Direct seller	41
10(a)	Copy of ID Card	42
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10(d)	Order form & its terms and conditions for a Direct seller	45
10(e)	Mechanism of Grievance Redressal	46
10(f)	Compensation Plan	47-48

Kindly acknowledge receipt in token of the acceptance of the above

Thanks & Regards

For ASR Online Marketing Private Limited

*राजनीति*

DIRECTOR

ASR ONLINE MARKETING

Mr. Sanjay Patel

Director

(Nodal Officer)

*Prinay*  
प्राप्त कर्ता / Receiver  
उपनोक्ता सामग्री विभाग  
Dept. of Consumer Affairs  
पूर्ण भवन, नई दिल्ली  
Krishi Bhawan, New Delhi

27/3/22

Encls: 1-47 Pages in all

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