

Application Form

'TRUSTED MARK' Certification scheme for Retailers

Instructions

- Applicant can be an organisation with own retail brands/ formats or can be a franchisee/ JV partner/ licensee of a single/ multi brand retail format.
- Applicant is free to apply for specific retail brand or any specific format*. Trusted Mark will be given only for that certified retail brand / format/ specified number of stores.
- Applicant is free to apply for select stores** under own/ franchised/ JV/ licensed retail brands. Trusted Mark will be given only for stores identified and applied for.
- In case of a franchisee getting certified for a retail brand for stores, the Trusted Mark will be used only for the stores operated by the franchisee. The parent brand does not get certified if franchisee gets certified.
- Please read the 'Important Note' and 'Application Terms and Conditions' mentioned at the end of this Application Form.
- Please type or write clearly using black or blue ink. Where not applicable, please fill in the blanks as NA.
- Please note that blank answers may result in processing delay.
- Attach separate sheets if space provided is insufficient.
- Delete where appropriate

* E.g. – If retail brand X operates 2 formats as X 'hyper' and X 'super' then the brand can apply for certification either as brand 'X' or brand X 'hyper' or brand X 'super'. Sample for mystery audit will be calculated accordingly.

** E.g. - The applicant Y operates 3 formats as 'A', 'B' and 'C' with 1000 stores of 'A', 700 stores of 'B' and 500 stores of 'C'. Y is free to apply for select 50, 500, 97 (or any count) of 'A', 'B' and 'C' respectively. While the application fee, management fee and Trusted Mark usage fee will be charged on basis of turnover (retail sales) of selected stores, the sampling for Mystery Audit and CB Audit will be done within applied stores. However there shall be a plan to cover all rest of the stores within 3 year period of certificate cycle.



'TRUSTED SHOP' Mark Certification Scheme for Retailers

Please tick mark formats that you operate in:

- ☐ Boutique
☐ Speciality Store
☐ Cash & Carry/ Wholesale
☐ Convenience Store
☐ Department Store
☐ Experiential Store
☐ Hypermarket
☐ Supermarket
☐ Others - please specify:
☐ Service Providers –
 please specify:

Please tick mark Channels that you operate in:

- ☐ Physical Stores
☐ e/m commerce - online and with mobile apps
☐ Tele/ TV channels
☐ Catalogue/ Direct Selling
☐ Omni-channel

Please tick mark products/ services that you deal in:

- ☐ Apparels
☐ Art & Craft
☐ Auto Accessories
☐ Books & Stationery
☐ Beauty/ Cosmetics
☐ Beverages & Desserts
☐ Confectionery & Biscuits
☐ Consumer Automobiles
☐ Consumer Electronics & Appliances
☐ Electricals & Fittings
☐ Entertainment
☐ Eyewear/ Opticals
☐ Fashion Accessories
☐ Food, FMCG & Grocery
☐ Furniture & Fixtures
☐ Furnishing

- ☐ Gaming & Entertainment
☐ General Merchandise
☐ Gifts & Toys, Music
☐ Hardware, Utilities
☐ Home Décor
☐ Home Tools & Equipment
☐ Kitchenware
☐ Luggage & Travel Accessories
☐ Mobile & Telecom
☐ Pet Products
☐ Shoes & Footwear Accessories
☐ Sportswear & Accessories
☐ Textiles
☐ Uniforms/ School Supplies
☐ Watches & Clocks
☐ Others - please specify: _____



'TRUSTED RESTAURANT' Mark Certification Scheme for Foodservice Retailers/ Restaurants/ Eateries

Please tick mark formats that you operate in:

- ☐ Quick Service Restaurant
☐ Café/ Juice Bar

- ☐ Take Away
☐ Ice Cream Parlour
☐ Drive in
☐ Kiosk

- ☐ Dine-in
☐ Home Delivery
☐ Other. Please specify: _____



'TRUSTED SALON/ SPA/ CARE'
Mark Certification Scheme for
Beauty and fitness retailers
/service providers with Salons/
Spas/ Gyms/ Fitness/ Wellness
centres

Please tick mark formats that you operate in:

- ☐ Salon
☐ Spa
☐ Gym

☐ Wellness Centre

☐ Others
please specify:



'TRUSTED CINEPLEX' Mark Certification Scheme
for Multiplex/ Miniplex

Please tick mark formats that you operate in:

- ☐ Miniplex ☐ Multiplex

Total Number of Screens _____ Please specify:



'TRUSTED FUNZONE' Mark
Certification Scheme for Family
Entertainment Centres/
Gaming Zones/ Water Parks/
Amusement Parks.

FEC Format - Please tick mark on your offerings:

- ☐ Adventure & Fun Rides ☐ Boating ☐ Water Skating ☐
Water Park
☐ Ice Skating ☐ Bowling Alley ☐ Active sports & Games such as
Laser Tag ☐ Indoor Climbing ☐ Miniature Golf ☐ Kart Racing ☐
Arcade/ Redemption Games ☐ Recreational Education ☐ Hobby
Workshops ☐ FEC(s) ☐ Food Court/ Restaurant/s ☐
Celebration Spaces ☐ Shopping

Others Please Specify

- ☐
☐
☐
☐



'TRUSTED PHARMACY' Mark Certification Scheme
for Retailer of medicines on prescription / OTC

Please tick mark Channels that you operate in:

- ☐ Physical Stores ☐ e/m commerce - online and with mobile apps ☐ Tele/ TV channels
☐ Catalogue/ Direct Selling ☐ Omni-channel



'TRUSTED JEWELLER' Mark Certification Scheme for Jewellery & Bullion Retailers

Please tick mark Channels that you operate in:

- ☐ Physical Stores ☐ e/m commerce - online and with mobile apps ☐ Tele/ TV channels
☐ Catalogue/ Direct Selling ☐ Omni-channel

Particulars of your business

Name of Business / Company / Firm / Outlet:

Address (mailing):

Tel:

Fax:

Website:

Email:

CIN/ Establishment Reg. no.:

Date of Registration:

Retail brand / format applying for Certification:

If engaged a consultant for 'TRUSTED MARK' Certification

Name of Consultancy Business:

Name of consultant(s):

Email:

Tel:

Mobile:

Contact Particulars

Name of Organisation Head: Dr/Mr/Ms

Designation of Organisation Head:

Contact Person for the purpose of certification:

Designation

Name:

Email:

Dr/Mr/Ms

Tel:

Mobile:

Size of applicant brand / format's Business – All Stores

☐ Retail Sales less than Rs. 10 crore

☐ Retail Sales - Rs. 10 to 100 cr

☐ Retail Sales over Rs. 100 cr

Size of applicant brand / format's Business – Only for Applied Stores

☐ Retail Sales less than Rs. 10 crore

☐ Retail Sales - Rs. 10 to 100 cr

☐ Retail Sales over Rs. 100 cr

If Business is a subsidiary of a Holding Company

Name of Holding Company:

Address:

Tel:

Mobile/Tel (alternative):

Email:

Fax:

Type of Owner:	
• Wholly Local	• Wholly Foreign Country: _____
• Foreign/Local Joint Venture/ Foreign Country: _____ Foreign Equity (%): _____	
Has your business or any of your Directors/Partners/Owners ever been rejected, suspended or removed from any certification scheme, including but not limited to this Scheme? YES / NO Please provide details (attach additional sheets if necessary):	
Has your business or any of your Directors/Partners/Owners ever been convicted of any criminal offence or infringed any regulatory requirements? YES / NO Please provide details (attach additional sheets if necessary):	

Server Particulars:	
Physical Location of Server & Address:	
Name of company hosting your server:	
Contact person at company hosting your server:	Tel:
Mobile:	Email:

Particulars of outlets – only for retailers with physical stores	
Total number of outlets in operation:	Total carpet area for retail operations =
Total Number of staff: In Retail Stores =	Total Number of staff: In HO/ support =
Number of Cities Present in =	Number of States Present in =

Particulars of outlets – Applied For	
Total number of outlets applied for:	Average carpet area for retail operations per store =
Average Number of staff: In Retail Stores (applied for) =	Total Number of staff: In HO/ support =
Number of Cities Present in (only for stores applied for) =	Number of States Present in (only for stores applied for) =

Following information should be sent in excel sheet for each outlet applied for*		
Outlet 1	Opening Date:	Outlet address
Outlet Manager's name:		Tel:
Mobile:	Size of Outlet (sq ft): Carpet Area =	
Number of staff:	Area of influence** around the outlet (sq ft / ft):	

Only those outlets which are operational for a minimum period of six months as on audit day will be considered for audit/ mystery audit so kindly mention store opening date* Area within which customer is offered facilities of washroom, drinking water, security check etc by the outlet on its own or through shopping mall/market/commercial structure where it exists.

Signed Declaration

I / We declare that:

- All the information given is accurate and truthful.
- The terms and conditions in this information kit had been fully read and understood.
- Declaration in regard to applicable Laws/Acts of the land as submitted in Annexure A is verifiable at any given time including application stage, audit stage and / or during certification cycle. The Certification shall stand cancelled in case any discrepancy is found in this regard at any stage of certification process.
- My business is committed to serve customers and consistently work towards improvement in systems and process to upgrade offerings and services. To be a 'TRUSTED MARK' Certified Retailer my business is committed to comply with 'TRUSTED MARK' Certification standards.
- The TM Secretariat is given the explicit authority to capture on site video, audio and pictures for our outlets/sites including the entrance area, inside the outlet, staff, billing etc and further indemnifies TM Secretariat & its audit partners against any action taken by anyone with regards to capturing of such proof, wherever required, for the purpose of Mystery Audit only.

Authorised Signature: CEO / Director / CFO/Owner	Business Stamp:
Name:	Designation:
Date:	

Please remember to include the following together with your application:

- Registration fee
- Company profile

Important Notes

- While Registration Fee to be paid together with submission of application form to TM Secretariat, the Mystery Audit Fee to be paid to TM Secretariat after receiving an invoice on the basis of man hour/ man day/ per mystery audit calculations. CB audit fee to be directly paid to the Certification Body as per man day calculations and other expenses as per mutually agreed terms between applicant and the CB. On successful completion of audit process, full term management fee together with yearly 'TRUSTED MARK' mark usage fee to be paid to TM Secretariat. The 'TRUSTED MARK' usage agreement will be signed only after remittance of all prescribed fees.
- From the date applicant enters into audit stage through submission of all required audit items, it will take around 3-4 months to complete the audit in order for retailer to be certified – subject to no major discrepancies.
- The scheme owner is free to change the sequence of audit stages to suit audit requirements
- A Certified Business must go through yearly checks by the chosen CB every 12 months. Additionally there shall be a surprise audit anytime during certification cycle of 3 years.
- The TM Secretariat reserves the right to direct designated CB to perform interim audit in case of complaints/ doubts.
- None of the fee paid to TM is-refundable.
- In the event that there is a need for the applicant to consult a consultancy firm the applicant will liaise directly with such consultant, who will be independent of the TM Secretariat or its '**TRUSTED MARK**' certification department experts. The TM Secretariat or its '**TRUSTED MARK**' department will under no circumstance be liable for any advice rendered by such consultancy firms.
- Applicants whose e-submission is insufficient as determined by the CB auditor, will have to submit the corrective actions within 2 months from the date of notification. Failing which, the Applicant is deemed to have failed the e-audit

Fee Structure – Per Retail Brand/ Format - (Service Tax/ Applicable Taxes Extra)

	Retail Sales Turnover < Rs. 10 Crore	Retail Sales Turnover Rs. 10 – Rs. 100 Crore	Retail Sales Turnover > Rs. 100 crore
Registration Fee to TM Secretariat with each application	Rs. 5,000	Rs. 7,500	Rs. 10,000
Mystery audit Fee to TM Secretariat– after getting the quote from TM Secretariat	As per man hour calculations – to be paid to IRF TRUSTED MARK LLP		
CB Audit, Yearly Surveillance and Surprise Audit Fee to CB	As defined in = Trust 202 – Trusted Scheme Audit Manday Estimation Guideline – to be paid to Certification Body		
Full Term Management Fee to TM Secretariat– after e-certificate is issued by CB	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Yearly 'TRUSTED MARK' mark usage fee to TM Secretariat: Logo incorporation in 'TRUSTED MARK' Certification Mark consumer & trade campaign	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Display Certificate fee to TM Secretariat (Certified Retailer to display the certificate prominently in each store)	Rs. 1,000 per certificate		
Review Fee to TM Secretariat in case the applicant fails the audit by chosen CB and applies for review of the audit process or if a certified retailer reapplies for upgradation.	Rs. 1,000	Rs. 5,000	Rs. 10,000

Note:

1. All above fee to be paid on basis of total retail turnover of stores enrolled for Trusted Mark Certification.
2. Client would provide/ pay/ reimburse for travel, stay & meals in cities where CB/ TM Secretariat auditor/s/mediation committee members need to travel.
3. Charges for 'TRUSTED MARK' stickers, hangtags etc. will be notified and to be paid to TM Secretariat as per client requirements.
4. All fee in connection with CB audits (1st year, Subsequent surveillance audits) to be paid the engaged certification body (CB) directly by the client.
5. Fees like Registration with application, Mystery Audit, Full Term Management, Trust Mark Usage, stickers, hangtags etc. and Review Fee to be paid to TM Secretariat.

Details for remittance of all fees payable to TM Secretariat:

In favour of "IRF TRUSTED MARK LLP" by cheque/ demand draft/ bank transfer.

- PAN Number: AA GFI 1315Q • LLPIN : AAI-2150
- Bank Account No.: 0812117224 • IFSC Code: KKBK0000195
- Bank Name: Kotak Mahindra Bank • Bank Address: Pamposh Enclave, GK-1, New Delhi-110048

Mailing Address:

R S Roy, 'Trusted Mark' Certification Secretariat
S-61A, Okhla Industrial Area, Phase II, New Delhi-110020, India
Telephone No. : +91-11-40525000, Fax No. : +91-11-40525001

‘TRUSTED MARK’ Certification - Application & Audit Stages

Registration with TM Secretariat

Applicant to submit to TM Secretariat: Latest Business Profile (last 3 months old) and completed application form with Registration fee



Receive Notification

Applicant to receive the followings –

1. Notification of acceptance of registration
2. List of Approved CBs
3. Standards requirement checklist for Self-evaluation
4. Notification of sample size and applicable fee for Mystery Audit (MA)



Mystery audit

Mystery audit begins after receiving applicable fee from the applicant

CB finalisation

- Applicant to finalise on CB for audit from the list of Approved CBs
- Submit Self-evaluated standards requirement checklist to the finalized CB



Mystery audit report

TM Secretariat to submit Mystery audit report to the finalized CB within 30 working days from the date of receiving intimation from applicant reg CB finalisation

e-audit by CB

CB auditor to e-audit the declaration and the Self-evaluated standards checklist submitted by the Applicant and to finalise the dates for Site audit to suit mutual convenience



Site audit

CB auditor/Expert to visit the site for verification of documents and conduct interviews with applicant's concerned staff



'GAP' correction

CB to send its GAP report based on its Site audit and Mystery audit with recommendation for corrective actions
Applicant to submit status on corrective actions within recommended timeframe



Completion of CB audit

If all corrective actions are satisfactory, the CB Audit is completed. CB to issue e-certificate/ single paper certificate to the certified retailer on receipt of their audit and certification fee. CB will inform TM Secretariat who will send demand for required fee payable and draft of the 'Trusted' Mark Usage Agreement to the applicant



Administration process

Applicant to inform to TM Secretariat - number of display certificate copies required (with framing and display guidelines for all outlets) - Applicant to make Full Term Management Fee + Yearly Fee + other applicable fee payment to TM Secretariat.
'Trusted' Mark Usage Agreement to be signed

Certified Applicant to receive 'Trusted' Certificate/s and Welcome Kit

Application Terms and Conditions

1. The application is **common for all sub schemes** for certification. Only difference is the box for “Nature of Business”
2. All applicable fees mentioned in this form do not include any taxes or government levies and the same will be charged extra as applicable at the time of billing.
3. The applicant is bound by the Terms and Conditions herein and such variations, which may be from time to time, be made by the TM Secretariat.
4. The applicant must not have five (5) or more complaints lodged against it with breaches of any of the applicable laws/acts, and must have a clean track record with TM Secretariat and relevant authorities in order to qualify for the certification scheme.
5. If the retailer is found to be prosecuted / deviating from applicable compliance at any given time during the certification cycle, the certification shall be cancelled.
6. Businesses with different CIN/ establishment registration numbers are considered separate entities, even if they are under the same holding company. Separate applications will be required.
7. An application for **‘TRUSTED MARK’** certification scheme must be accompanied by:
 - i. Completed application form as prescribed
 - ii. Registration fee

The application will be considered Null & Void

- i. if complete set of required audit items as per the checklist are not submitted/ presented to chosen CB within 6 months from the date of CB finalisation
- ii. with the Applicant considered to have failed the audit if the Applicant’s chosen CB does not intimate the TM Secretariat about the completion of the audit within 1 year from the date of CB finalisation

Certification Details

1. Full Term **‘TRUSTED MARK’** certification would mean certification of a retailer for a period of 3 years, renewable subject to the audit, investigation results, feedback from the public i.e. complaints if any, and other relevant factors. TM Secretariat reserves the right to revoke or direct the CB/s not to renew the certification should businesses fail to adhere to the Certification standards in its yearly checks.
2. Any change in ownership structure after obtaining certification may be subjected to re-audit with furnishing a deed of assignment. This audit shall be independent of other audits that the business is scheduled to undertake.

Standards

1. The **‘TRUSTED MARK’** Certified Retailers are required to maintain the **‘TRUSTED MARK’** standards as stated, among other things, in the audit criteria provided. The criteria may be revised from time to time and the retailers must be so bound by such.
2. Upon acceptance of certification, brick and mortar retailers are required to display their Refund, Exchange & Compensation (REC) policies clearly in their stores or such policies must be easily accessible to consumers. Alternate channel retailers are required to publish their policies on their respective channels.
3. **‘TRUSTED MARK’** Certified Retailers are required to comply with all government laws, rules, and regulations at all times.

4. 'TRUSTED MARK' Certified Retailers must have a proper criterion and process to deal with complaints and a dispute resolution programme in place and, which is transparent and known to consumers.
5. In order to uphold the standards, which may be updated from time to time, set by the TM Secretariat, all 'TRUSTED MARK' certified retailers shall adhere to the standards and abide by penalties imposed upon breach/infringement of the set standards.

Conditions Precedent

6. Applicant should allow '**TRUSTED MARK**' representatives/ certification bodies into their premises/ stores for auditing and/or investigation purposes, whether notified or not as the audit process will include mystery audit.

Assessment

7. The applicant has been made aware of the '**TRUSTED MARK**' certification department's empowerment to deal with breach/infringement of the Code of Practice. Businesses who commit a breach/infringement shall be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the breach/infringement, or by any other appropriate means.
8. Such retailers would be required to undergo an interim assessment before being lifted from suspension orders.

Failing in CB Audit

9. Failure of the audit applies for applicants who pass the e-audit but subsequently fail the site assessment.
10. If the applicant does not pass the CB audit, a re-audit fee may be charged by the CB as mutually agreed upon.
11. If an applicant fails to pass the prescribed audit process two more chances will be given to apply for re-audit. All re-audit fees, if any, must be paid by the applicant to the CB.
12. If an applicant fails to pass the audit by the chosen CB, the applicant may ask for a review of the audit with reasons to the TM Secretariat. Upon receipt of the request along with the review fee, the 'TRUSTED MARK' Certification Review Committee will discuss the audit process and discrepancies with the CB. The review fee will be refunded if the review is found in the applicant's favour and in that case CB will re-audit wherever necessary as per the direction of the Review Committee.

Termination

9. Upon termination and expiry of '**TRUSTED MARK**' Certification scheme, all related materials including the '**TRUSTED MARK**' certificate/s, stickers, hangtags, logo should not be used in any manner whatsoever by the businesses before its return.
10. The TM Secretariat reserves the right to revoke certification should certified retailers fail to adhere to the license agreement or breach the Terms and Conditions herein, or for whatsoever reasons, as the TM Secretariat certification department deems fit.

S.No.	Annexure A - Acts / Laws	Relevance code	Tick only those which are applicable
1	Applicable labour Laws including PF, Gratuity Act	A	
2	Byelaws for the construction of cinema buildings	B	
3	Child Labour (Prohibition & Regulation) Act, 1986	A	
4	Cinema Regulation Act and Rules	B	
5	Clinical Establishments (Registration and Regulation) Act	B	
6	Consumer Goods (Right To Free Return) Act 2015 (Consumer Electronics)	B	
7	Contract Labour (Regulations & Abolition) Act	A	
8	Contract Labour / Companies Act	A	
9	Drugs & Cosmetics Act 1940	B	
10	Environment protection Act 1986	A	
11	Immoral Traffic (Prevention) Act	A	
12	Income tax; Commercial tax; Services tax Sales of Goods Act	A	
13	Indian-Income-tax-Act-1961/Rule-18DB (Multiplex)	B	
14	Intellectual Property Rights	B	
15	Interstate Migrant Workmen Act 1979	A	
16	Legal Metrology Act & Rules made thereunder Consumer Protection Act	B	
17	Legal Metrology Act (Packaged Commodity) Rules & other relevant product specific guidelines on labelling, display, stocking & sale	B	
18	Mathadi Board Rules (Maharashtra)	A	
19	Narcotic drug and Psychotropic Substances Act	B	
20	Payment and Settlement Acts	A	
21	Pharmacy Act 1948	B	
22	Public Safety Measures (enforcement) Act 2012 (AP and Telangana)	C	
23	Sexual Harassment at workplace Act, 2013	A	
24	The Consumer Protection Act	A	
25	The Information Technology Act	A	
26	The Shops and Establishments Act	A	
27	Human Resources (Labour Act)		
a.	Exit of Female Employees as per timing of Shop & Establishment Act	C	
b.	No. of Employees Working in Store / Zone as per License issued under Shop & Establishment	C	
c.	Nomination Of Person by Principal Employer to be present at the time of wage disbursement	C	
28	Register / Notice Maintain		
a.	Record of Health fitness certificate of the Food Handlers	C	
b.	Record of Pest control	C	
29	Returns - Submit Under Labor Act		
a.	ESSCOM	B	
b.	FSSAI	C	
	Please mention below any other applicable regulation the business adheres to		

Relevance code - A:Basic essential; **B:** Product/service specific; **C:** Outlet/Other requirements specific