

IRF TRUSTED MARK

THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

IRF Trusted Mark LLP is pleased to announce the launch of the **the first of its kind customer centric 'TRUSTED MARK' for retailers**. The scheme developed (in accordance with ISO/IEC 17065:2012) with inputs from over 100 global and Indian retail industry stakeholders will encourage retailers to improve on their practices and systems in operation. The **'TRUSTED MARK'** seal will assure consumers that retailers will observe their rights through the agreed standards. The key to certification is not only adhering to statutory requirements but also the requirements as mentioned in each of the technical standard. This will help in bringing in transparency so that the consumers know what to expect from their purchase/ service from the point of browsing and buying to after-sales. This will ensure that the brick and mortar retailers in general and specifically e/m-commerce retailers, selling through e/m-commerce as well and omni channel adhere to mandatory compliance with respect to information, security and integrity in their transactions, as stipulated in the relevant **'TRUSTED MARK'** standards.

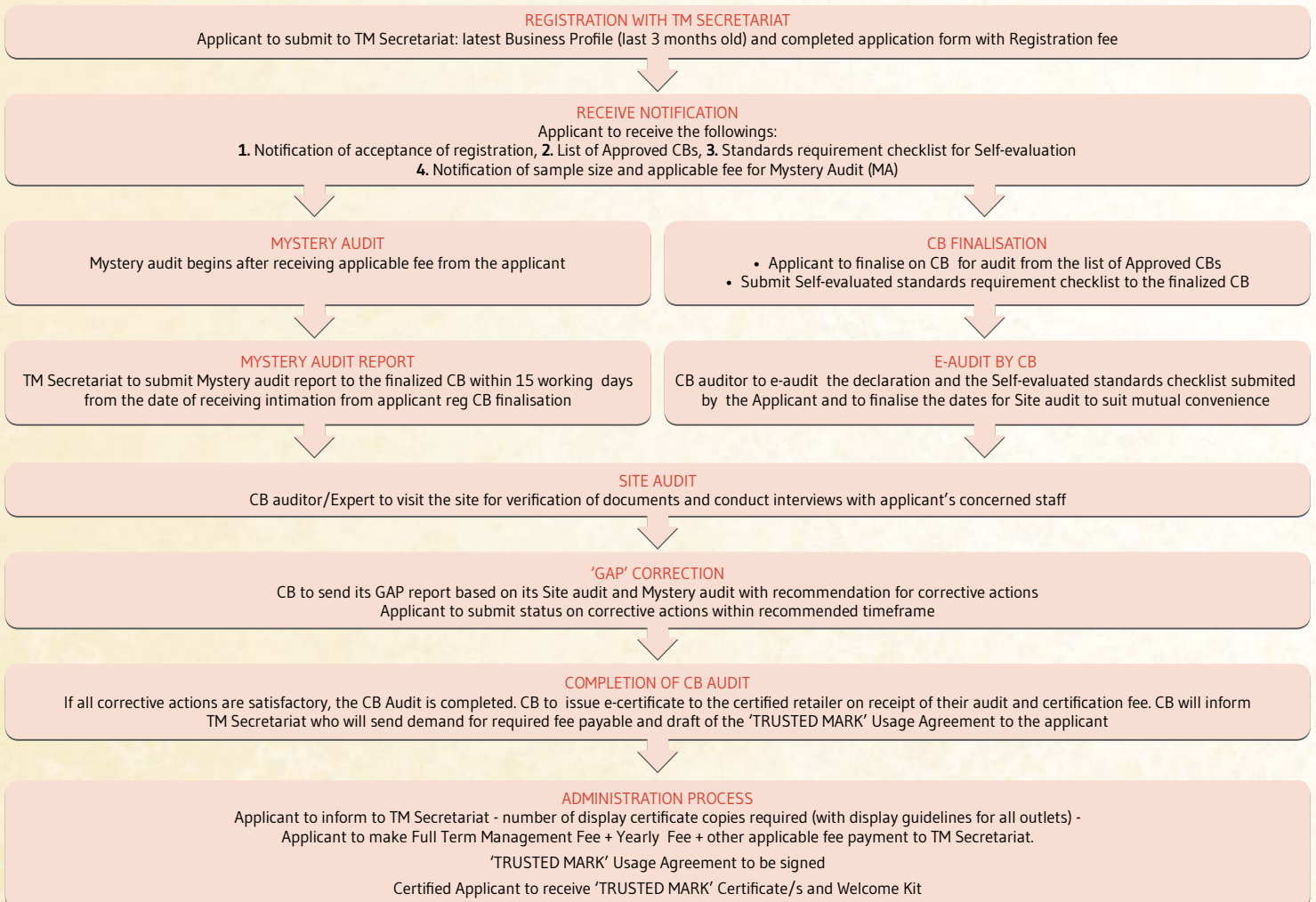
Certification Bodies accredited for ISO/IEC 17065 by the **National Accreditation Board for Certification Bodies (NABCB)** – Member International Accreditation Forum - will conduct the audit process for retailers operating with physical stores, commerce and omni channel.

IRF Trusted Mark LLP aims to undertake a nationwide campaign to establish the **'TRUSTED MARK'** as the seal for consumer trust – generating consumer awareness and assurance needed to encourage consumers to confidently shop, eat and enjoy products and services of outlets with **'TRUSTED MARK'**.

Retailers seeking **'TRUSTED MARK'** certification can register by submitting the Application Form duly filled with necessary fee.

The Office of **'TRUSTED MARK'** certification is mentioned as TM Secretariat.

'TRUSTED MARK' CERTIFICATION- APPLICATION & AUDIT STAGES



Fee Structure – Per Retail Format (Fees are exclusive of Service Tax)

	Small Business Sales Turnover < Rs. 10 Crore	Medium Business Sales Turnover Rs. 10 – Rs. 100 Crore	Large Business 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' usage fee to TM Secretariat: Logo incorporation in 'TRUSTED MARK' Certification consumer & trade campaign	Rs. 50,000	Rs. 75,000	Rs. 1,00,000
Display Certificate fee to TM Secretariat (Each store of Certified Retailer to display the display certificate prominently)	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:

- Client would provide/ pay/ reimburse for travel, stay & meals in cities where CB/ TM Secretariat auditor/s/mediation committee members need to travel.
- Charges for 'TRUSTED MARK' stickers, hangtags etc. will be notified and to be paid to TM Secretariat as per client requirements.
- All fee in connection with CB audits (1st year, Subsequent surveillance audits) to be paid the engaged certification body (CB) directly by the client.
- 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 • Bank Account No.: 0812117224 • IFSC Code: KKBK0000195 • LLPIN: AAI-2150 • Bank Name: Kotak Mahindra Bank
- Bank Address: Pamposh Enclave, GK-1, New Delhi-110048 • GSTIN: 07AAGFI1315Q1Z7

Mailing Address:

R S ROY, 'Trusted Mark' Certification Secretariat

S-61 A, Okhla Industrial Area, Phase II, New Delhi-110020, India Telephone No. : +91-11-40525000, Fax No. : +91-11-40525001

 Page nos 1 & 2 to be retained by the applicant | Page nos 3 to 6 to be couriered to the above address.

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 Secretariat 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. The TM Secretariat 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.

Application Terms and Conditions

- The application is common for all sub schemes for certification. Only difference is the box for "Nature of Business"
- 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.
- 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.
- 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.
- 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.
- 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.
- An application for 'TRUSTED MARK' certification scheme must be accompanied by:
 - Completed application form as prescribed
 - Registration fee
- The application will be considered Null & Void
 - 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
 - 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

- 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.
- 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

- '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.
- 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.
- 'TRUSTED MARK' Certified Retailers are required to comply with all government laws, rules, and regulations at all times.
- '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.
- 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

- 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

- The applicant has been made aware of the TM Secretariat'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.
- Such retailers would be required to undergo an interim assessment before being lifted from suspension orders.

Failing in CB Audit

- Failure of the audit applies for applicants who pass the e-audit but subsequently fail the site assessment.
- If the applicant does not pass the CB audit, a re-audit fee may be charged by the CB as mutually agreed upon.
- 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.
- 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

- 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.
- 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 deems fit.

IRF TRUSTED MARK LLP

APPLICATION FORM

'TRUSTED MARK' CERTIFICATION SCHEME FOR RETAILERS

INSTRUCTIONS:

- 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
- 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

CHOOSE TRUSTED MARK CERTIFICATION SCHEME THAT YOU ARE APPLYING FOR AND MENTION NATURE OF BUSINESS



'TRUSTED SHOP' Mark Certification Scheme for Retailers

Please tick mark formats that you operate in:

- | | |
|--|--|
| <input type="checkbox"/> Boutique | <input type="checkbox"/> Hypermarket |
| <input type="checkbox"/> Speciality Store | <input type="checkbox"/> Supermarket |
| <input type="checkbox"/> Cash & Carry/ Wholesale | <input type="checkbox"/> Own brand/s store |
| <input type="checkbox"/> Convenience Store | <input type="checkbox"/> Others - please specify: _____ |
| <input type="checkbox"/> Department Store | |
| <input type="checkbox"/> Experiential Store | <input type="checkbox"/> 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

'TRUSTED E-SHOP' Mark Certification Scheme for online Retailers



Please tick mark formats that you operate in:

- Own brand/s products
- Inventory brands
- Multi products/brands
- Market place
- Others - please specify: _____
- Service Providers - please specify: _____

- 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 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
- Other. 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



'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: _____

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' 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: Dr/Mr/Ms	Email:
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
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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
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IF BUSINESS IS A SUBSIDIARY OF A HOLDING COMPANY

Name of Holding Company:

Address:

Tel:	Mobile/Tel (alt):	Email:	Fax:
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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 – onwly for retailers with physical stores

Total number of outlets:	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 for each outlet should be emailed in excel format at pritigupta@ifrtrustedmark.org *

Outlet 1	Opening Date	Outlet Manager's name:
Outlet address		
Mobile:	Tel:	
Number of staff:	Size of Outlet (sq ft): Carpet area =	

*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**SIGNED DECLARATION**

I / We declare that:

- o All the information given is accurate and truthful.
- o The terms and conditions in this information kit had been fully read and understood.
- o 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.
- o 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.
- o 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 the TM Secretariat & its audit partners against any action taken by anyone with regards to capturing of such proof, wherever required, for the purpose of the Mystery Audit only.

Authorised Signature: CEO / Director / CFO/Owner | Business Stamp:

Name: | Designation: | Date:

Please remember to include the following together with your application:

- o Registration fee
- o Company profile

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