

Dealer/Distribution Margin: -

- Distribution/Dealer Margin for the sale of urea last notified on 18th June, 1999.
- Paid Rs. 180/- per metric tonne for sales through private trade and Rs. 200/- per metric tonne for sales through institutional agencies.
- Consequent upon implementation of DBT in fertilizer sector, various representations were received in DoF from Dealers and Fertilizer Companies to increase the Distribution/Dealer Margin to ensure financial viability.
- Government of India considered the demand to revise the dealer margin.
- Vide notification dated 28th March, 2018 DoF has revised Dealer's Margin from Rs.180/200 per MT of Urea (for Private Agencies/Institutional Agencies) to Rs.354 per MT of Urea.
- Rs 354/MT is being paid uniformly to all Dealers/Distributors effective from 1st April, 2018.
- It is paid on the quantity sold through POS devices only.
- Benefits of increasing dealer margin: -
 - i. Enhance the financial viability of Dealers/Distributors post DBT implementation.
 - ii. Around 23,000 Dealers across the country are benefitted.