



FLOATING ADVERTISEMENT
EXPRESSION OF INTEREST (EOI) FOR APPOINTMENT OF DISTRICT WISE DISTRIBUTORS IN
MADHYA PRADESH, RAJASTHAN AND CHHATTISGARH STATES FOR "VINDHYA HERBALS"
PRODUCTS
ON FIRST COME FIRST SERVE BASIS



Applied for-----

District Location-----

State-----

Chief Executive Officer
MINOR FOREST PRODUCE PROCESSING & RESEARCH CENTRE (MFPPARC)
(An ISO 9001:2015, EMS 14001:2015 & GMP Certified Unit)
Van Parisar, Barkheda Pathani, Bhopal – 462022, Madhya Pradesh
A Unit of MP State Minor Forest Produce (T&D) Co-operative Federation Ltd. Bhopal, Madhya Pradesh
Tel: (0755) 2970629, 2970630 Fax: (0755) 2417670
Visit at www.vindhyaherbals.in, E-mail: mfpparc@gmail.com

Cost of Tender Form: Rs 500/- Plus GST as Applicable (Non – Refundable)



Minor Forest Produce Processing & Research Centre

(An ISO 9001:2015, EMS 14001:2015 & GMP Certified Unit)

Van Parisar, Barkheda Pathani, Bhopal - 462022, Madhya Pradesh

Unit of MP State MFP Co-operative Federation Ltd. Bhopal

An undertaking of Govt. of M.P.

Tel: (0755) 2970629, 2970630

Visit at www.vindhyaherbals.in E-mail : mfpparc@gmail.com



Health from nature's wild wealth
दुर्लभ जड़ी बूटियों से निर्मित आयुर्वेदिक औषधि

Notification no.: MFP-PARC/ FR-Dealer-II/ 2023 /886

Dated: 03/07/2023

Details and important dates (Proposed)	
Eol, Reference number	MFPPARC/FR-Dealer-II/2023/886, dated 03/07/2023
Download & Purchase of Document Start Date & Time	03/07/2023 from 05.00 PM, www.vindhyaherbals.in First come- First Serve
Last Date & Time of submission of (OFFLINE)	FLOATING ADVERTISEMENT- ON THE BASIS OF FIRST COME FIRST SERVE
Date and time of opening of Bid	Within 1 week after receiving the Proposal
Place of opening of Technical bid	Office of CEO, MFP-PARC, Barkheda Pathani, Bhopal- 462022, Madhya Pradesh
Other Important Informations	
Tender Form Fees	500/- (Rs. Five Hundred Only) + 12% GST Demand Draft in favour of "Chief Executive Officer, MFP-PARC", payable at Bhopal
Security Deposit (SD)	30,000/- (Rs. Thirty Thousand only) for each District Demand Draft in favour of "Chief Executive Officer, MFP-PARC", payable at Bhopal
Address for communication / submitting of bids	Office of the CEO, MFP-PARC, Barkheda Pathani, Bhopal- 462022, Madhya Pradesh Phone: 0755-2970629

APPLICATION FORM FOR APPOINTMENT OF DISTRIBUTOR

Cost of Application form: Rs. 500/-

Application for Distributorship of Vindhya Herbals (MFPPARC)

Vindhya Herbals is a brand name of products manufactured by Minor Forest Produce Processing & Research Centre (MFPPARC), Bhopal. MFP-PARC is a unit of M.P. State Minor Forest Produce (Trade & Development) Cooperative Federation, Limited, Bhopal.

It is run by M.P. Forest Department officials and CEO of MFP-PARC is a senior IFS officer. The raw materials are procured from the forest areas of the state of M.P. MFP-PARC is a government undertaking unit and has the objective of providing livelihood to the tribal and villagers living in and around forest areas. MFP-PARC was established in 2005 and has been supplying to the AYUSH Department of India. MFPPARC manufactures ayurvedic and herbal products; company manufactures more than 350 products. MFP-PARC intends to appoint distributors at district level for its retail business across the state of Madhya Pradesh, Rajasthan and Chhattisgarh as per the terms and conditions provided in this document.

1. ELIGIBILITY CRITERIA

- 1.1 The applicant must have experience in retail and distribution business in FMCG/ Ayurvedic/ Herbal/ Pharmaceutical markets of at least 2 years. Preference will be given to applicant having experience in distribution of Ayurvedic medicines and existing distributors of similar product categories in applied territories.
- 1.2 Applicant Should have experience of distribution in the district applied for.
- 1.3 Applicant Should have a sufficient storage space/ go-down capacity within the applied territory.
- 1.4 Applicant fulfilling the above eligibility criteria will be evaluated based on their experience and business potential on first come first serve basis.

2. SUBMISSION OF APPLICATION FORM

- 2.1 Application Process
 - 2.1.1 The application form can be purchased by submitting a fee of Rs. 500/- in the office of Chief Executive Officer, MFP-PARC, Bhopal. Or
 - 2.1.2 By submitting a demand draft of Rs. 500/- in favor of "CEO, MFP-PARC" payable at Bhopal enclosed along with the application form and submit in the office of CEO, MFP-PARC, Barkheda Pathani, Bhopal.
 - 2.1.3 The document can also be downloaded from our website "www.vindhyaherbal.in" in that case the demand draft of Rs. 500/- shall be enclosed with the application form.
- 2.2 Each page of application form must be signed by the Applicant.
- 2.3 Disputes, if any, will have legal jurisdiction of the courts in Bhopal only.
- 2.4 It will not be binding, in any case whatsoever, upon the CEO, MFP-PARC to accept any application and shall reserve all rights to waiveoff any formalities thereof or reject any application without assigning any reason.
- 2.5 Application form should be submitted in a sealed envelope super-scribing "Application for distributorship for Vindhya Herbals"

- 2.6 Application/ distribution proposal cannot be made for more than 5 districts by a single applicant.
- 2.7 Security deposit to be paid for each district @Rs.30000/- (Rupee Thirty Thousand Only) by the applicant.**
- 2.8 Applicant shall have to provide a yearly estimate of sales for the applied territory (quarter wise) as per annexure 4.

3. SECURITY DEPOSIT

- 3.1 The Applicant will furnish, along with the agreement, a security deposit of Rs. 30,000 (Rupee Thirty Thousand Only) for each district in the form of **Demand Draft** of any Nationalized Bank in favor of “CEO, MFP-PARC” payable at Bhopal or in the form of a Bank guarantee of specified amount.
- 3.2 Within 7 days of communication, the applicant shall have to deposit the security amount failing which the distributorship may be awarded to the second applicant at the discretion of CEO MFP PARC.
- 3.3 The security deposit will be released in the favor of applicant on successful completion of all components of the agreement and on settlement of all dues. No interest will be paid on the security deposit.
- 3.4 Allotment order will be issued to the successful Applicant after the due signing of Agreement between the successful applicant and proposer (MPMFP PARC) on stamp paper at applicant’s cost.
- 3.5 In case of any settlement for payment, the full and final payment will be released only after successful completion of the agreement.

4. TERMS & CONDITIONS

- 4.1 The security amount deposited by the distributors will be Rs. 30,000. However, the distributor may increase the security amount anytime on the basis of the sales.
- 4.2 The appointed distributor shall be entitled to keep the total order value of ordered Vindhya herbals products below or equal to the security deposit at any point of time. In case the order value exceeds security deposit the distributor will have to pay the difference amount in cash.
- 4.3 **Minimum order value:** Minimum order value for any new order placed by the distributor should be not less than of Rs. 10000/-Ten Thousand.
- 4.4 **Free Transportation Value:** If the order billing value is less than Rs. 10,000/- the distributor will have to pay the charges for transportation of the products. The distributor will have to accept the courier from the MFP-PARC registered courier service provider and no objections shall be entertained with reference to the applicable courier costs.
- 4.5 Any order by the distributor shall take a minimum of 15 days for MFPPARC to process & dispatch the ordered quantities. Accordingly, the distributor should maintain adequate stock with them.
- 4.6 One resource at each district for field visits and sales support to the distributor shall be deployed by MFP PARC
- 4.7 Distributor can ask for sales support for non-moving/near expiry stock. However, decision shall be on sole discretion of MFP-PARC.
- 4.8 The distributor will have to provide the monthly sales report and closing stock to the central sales team and also mail to MFP-PARC mail id on the last day of every month.
- 4.9 In case the supply of products to distributor gets hindered due to payments issues for more than 20 days the distributorship will be liable for a cancellation.
- 4.10 Delivery of products to the retailers will be the responsibility of distributor. Distributor will have to manage the entire supply chain.
- 4.11 In case some products are not available with the MFPPARC the cash discount/ minimum order value will be applicable on the billing amount only. The distributor cannot claim for the cash discount/ minimum order

value on out-of-stock products.

- 4.12 Distributor cannot supply any product to government Sanjeevani or MFPPARC franchise outlets in any condition.
- 4.13 Distributor cannot cancel any placed order.
- 4.14 MFPPARC will not be liable for any payment for go-down, office or any working staff of distributor.
- 4.15 Only one authorized representative of the distributor will communicate with the MFPPARC officials. MFPPARC officials will not coordinate with any relatives of the distributor in any condition.
- 4.16 Distributor will be responsible for the collection of payment from retailer.
- 4.17 Company sales team will not involve in payment collection from retailers.
- 4.18 Distributor will be responsible for the door-to-door supply of stock and promotional material to retailers.
- 4.19 MFP-PARC will reimburse any in-transit damage if informed at time of unloading and mention on Logistic Receipt (L.R.) with quantity of damage/breakage.
- 4.20 The distributor must purchase first lot of available medicines and herbal products worth Rs. 25,000/- (Rupees Twenty-Five Thousand Only) within 30 days of agreement from MFPPARC by paying the amount by D.D. or by online payment.
- 4.21 Distributor should liquidate received products in First-Manufactured-First-Out (FMFO) basis.
- 4.22 Replacement of damaged stocks and /or stocks that has crossed "BEST BEFORE" shall be solely at the discretion of the MFP-PARC and shall be affected only on the written authorization of the MFPPARC executive as per the prescribed procedure.
- 4.23 Only 10% of the products are liable for exchange.
 - 4.23.1 The party should claim the expiry products before 1 months from the product expiry.
 - 4.23.2 If in case receives the expired product or near expiry product he should inform the same through mail within 5 days after receiving it.
 - 4.23.3 Transportation cost of expiry stock will be borne by distributor.
 - 4.23.4 MFP-PARC will issue credit note to distributor once the stock received and audited at MFP PARC location.
 - 4.23.5 Distributor can settle credit amount of return stock in next order.

5. DISCOUNT AND SCHEME PATTERN

S. No.	Category	Distributor Discount on MRP	Scheme
1	Honey, Mahuaprash and Chyawanprash	30%	-
2	Rest of the products	38%	6+1

5.1 Notes:

- 5.1.1 MFPPARC will not entertain distributor for revision/ change in the discount & scheme pattern. In case of any revision/ change in discount & scheme pattern MFPPARC will inform the distributor.
- 5.1.2 6+1 Scheme – For purchase of every 6 products (of same type) in a single purchase order, 1 product (of same type) will be given free.
- 5.1.3 The Discount may be reduced on item like gift pack or some specially prepared items.

6. DURATION OF APPOINTMENT

The appointment of distributor be initially for 1 year from the date of agreement.

7. MODE OF PAYMENT BY THE FRANCHISEE/DEALER

- 7.1 Payment can be done either through cheque/DD/online.
- 7.2 MFP-PARC will provide a 15 day credit against the post dated cheque of new order value if the total order value for the distributor is exceeding deposit amount. The products will be released by MFP-PARC only after receiving a cheque of the purchase order amount. Second purchase order shall be entertained only after balance payment of first order is received.

8. TERMINATION OF DISTRIBUTORSHIP

- 8.1 For termination of distributorship the distributor will have to give a 60 days' prior notice.
- 8.2 In case the supply of products to distributor gets hindered due to payments issues for more than 20 days the distributorship will be liable for a cancellation.
- 8.3 While on grounds of delay in supply, delay in payments and on violation of other terms & conditions MFPPARC will have the authority to terminate the distributorship by giving a 20 days notice.
- 8.4 MFPPARC will have authority to decide on claim/ refund on closing stock at Franchisee/Dealer location at time of contract termination.

9. EVALUATION

- 9.1 The applicants will be evaluated on the basis of the below parameters:
 - 9.1.1 Years of experience in the field of distribution
 - 9.1.2 Yearly Projected Sales
 - 9.1.3 Type of Business (Allopathic/ Homeopathic/ FMCG or Ayurvedic)
- 9.2 If at any time if it is found that the applicant has provided wrong information or documents, the distributorship will be liable for termination.

Chief Executive Officer

Minor Forest Produce Processing & Research Centre
Barkheda Pathani, Bhopal

Application for Distributorship of Vindhya Herbals (MFPPARC)**DOCUMENTS TO BE SUBMITTED**

S. No.	Document	Submission
1	Demand Draft of Rs. 500 (if form downloaded from website)	Yes/ No
2	Security Deposit Demand Draft (Rs. 30000/-)	Yes/ No
3	PAN Card Photocopy	Yes/ No
4	Bank Account Statement for last 6 months	Yes/ No
5	Income Tax Return for last 3 years	Yes/ No
6	Sale Tax Registration no. (Local/ Central) along with VAT/ TIN details	Yes/ No
7	Proof of experience (Also mention in annexure 3)	Yes/ No
8	Annual Turnover for last 3 years	Yes/ No
9	List of retailers along with their contact no. and address	Yes/ No
10	List of employees, Name and Designation (As per annexure 2)	Yes/ No

Demand Draft Details

	DD No.	Date	Bank	Amount
Application Fees				
Security Deposit				

Signature of Applicant:

Name of applicant:

INFORMATION ABOUT APPLICANT

Personal & Firm Details	
Name of the Applicant	:
Registered Office Postal Address	:
Date of Establishment of Firm Registration no. of firm	: :
Contact No.	Telephone: Mobile:
E-Mail	:
Tin No.	:
PAN Card Number	:
Type of Firm	Proprietary [] Partnership Firm [] Limited Company []
Detail of Bank	Name of Bank: Account No.: IFSC Code: Branch Address:
Office space (sq. ft.)	:
Godown space (sq. ft.)	:
Godown Location(s)	:
Type & No. Vehicles for distribution	:
Number of Employees (as per annexure 1, S. No. 10)	Managers [] Supervisors [] Field Staff []
Authorized Representative of the Firm	Name: Designation: Contact No.:

Signature of Applicant:

Name of applicant:

EXPERIENCE & EDUCATION

Experience Details				
Experience (Please Tick)		Ayurvedic [] Allopathic [] Homeopathic [] FMCG [] Herbal []		
Type of Business		Distributor [] C&F Agent []		
		Company 1	Company 2	Company 3
Name of Company (Attach proof as per annexure 1, S. No. 7)				
No. of Years involved				
Districts of operations				
Major Brands Handled				
Annual Sales Turnover	2022-23			
	2021-22			
	2020-21			
Educational Qualification				
Qualification	Year of Passing	Name of Institution		City

Signature of Applicant:

Name of applicant:

**Applicant cannot apply for more than 5 districts and distributorship will be allotted in only one district.
 Districts Applied for in order of preference:**

1. 2. 3.
 4. 5.

No. of districts applied: (In digit) (In words)

Projected Sales according to preference of district

Quarter	District 1	District 2	District 3	District 4	District 5
1 st Quarter					
2 nd Quarter					
3 rd Quarter					
4 th Quarter					
Total					

Signature of Applicant:

Name of applicant:

APPLICANT DECLARATION FORM

1. I/ We hereby declare that I/we are interested in taking distributorship for the products produced by Minor Forest Produce Processing & Research Centre, Barkheda Pathani (MFP- PARC), Bhopal.
2. I/ We hereby declare that I/we are interested in providing my/ our services as distributorship.
3. I/ We hereby declare that I/We have read and understood all the terms and conditions of the document and agree to abide by the same.
4. I/ We are ready to sign an agreement with MFP-PARC on the term and conditions as published in the RFP number.....dated..... by MFP PARC
5. I/ We hereby declare that given information true and correct while filling up the application form. It may be deemed open for the Minor Forest Produce Processing & Research Centre, Barkheda Pathani, Bhopal to cancel my agreement or take legal action in case of any information given by me/ us is found incorrect.
6. In case if I/ we could not fulfill the terms and conditions, Minor Forest Produce Processing & Research Centre, Barkheda Pathani, Bhopal will have the full authority to claim and forfeit my/ our submitted security deposit.

Date:

Signature of Applicant:

Name of applicant: