**INDORE MILK UNION - INDORE (MP)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NOTICE INVITING FOR APPOINTMENT OF SALES & MARKETING AGENCY**  **e-TENDER**  Online e-tenders (Two Bid system) are invited by Indore Sahakari Dugdha Sangh Indore (M.P) for selection of an Agency - Firm / Company for undertaking the complete Sales & Marketing, Creatives & Content Creation, Digital & Social media Marketing. Eligible and competent Agency – Firm / Company for Sales and Marketing with relevant expertise in FMCG foods sectors can apply for the tender on thus strictly adhering to the details prescribed in the tender document.  The tender document can be obtained from the site of tender [(www.mptenders.gov.in)](about:blank) on remitting the cost of Tender Document Rs.2000/-(Rupees Two Thousand) online payment. Along with EMD of Rs. one lakh online latest by 12:00 noon on 13.02.2020. All terms and conditions and other details are available for reference at our H.O website [www.mpcdf.gov.in](http://www.mpcdf.gov.in)  Corrigendum / Amendment if any to this publication would appear only on the above mentioned websites and will not be published else where.  The CEO of Indore Sahakari Dugdha Sangh - Indore (MP) reserves the right to accept or reject any or all the offers without any explanation to the parties without assigned any reason thereof.  **Key Information**   |  |  |  |  | | --- | --- | --- | --- | | Last date and time of tender form purchase online | Last date and time of financial bid submission online | Date and time of opening technical bid | EMD required | | 13.02.2020 till 12.00 NOON | 13.02.2020 till 12.00 NOON | 14.02.2020 2.30 PM | **Rs. One Lakh only** |     **Chief Executive Officer** |

**INDORE MILK UNION - INDORE (MP) – INDORE (MP)**

Telephone No.               Fax No.

                                                                                                    E-mail :

**DETAILS**

|  |  |
| --- | --- |
| e-Tender for | Selection of an Agency - Firm / Company for undertaking the complete sale & marketing of Indore Milk Union - Indore (MP) under the brand SANCHI |
| Reference No. | INDORE MILK UNION – INDORE (MP) /mkt/XX/2020/NIT-1 |
| ***Cost of Tender  Form*** | **Rs. 2,000 (Rupees Two thousand only)** |
| Schedule I | General terms & conditions for Agency |
| Schedule II | General Information of Agency |
| Schedule III | Technical Valuation |
| Schedule IV | Rate submission format |
| Last date and time for purchase of  tender document | 13.02.2020 till 12.00 NOON |
| Technical Bid with Earnest Money Deposit | Rs.1,00,000/- (Rs. One lakhs only) online payment and technical bid will be uploaded online on or before 13.02.2020 till 2.00 PM |
| Last date and time for online submission of  tender document | 13.02.2020 till 12.00 NOON |
| Date & Time  for opening of Tender | Technical bid shall be opened at 2.30 PM on 14.02.2020  Financial bid shall be opened after evaluation of the technical bid. |
| Envelop – A | Technical documents to be submitted online schedule I, II, III including proof of EMD submitted. |
| Envelop – B | Financial bid to be submitted online |
| Address for communication | CEO  Indore Milk Union  INDORE  (MP) |

**CHIEF EXECUTIVE OFFICER**

**INDORE MILK UNION - INDORE (MP)**

**SCHEDULE – I**

The Indore Milk Union - Indore (MP) invites online tenders (e-tender) from competent Agency - Firm / Company for Sales and Marketing with relevant expertise. Indore Milk Union is an apex body need complete Sales & Marketing strategy for sales growth with implementation of updated uniform policies, need to develop service and supply chain, for maximum market coverage and product reach, also promotional & media strategies for brand development with National Level approach.

The CEO of Indore Milk Union - Indore (MP) reserves the right to accept or reject any or all the offers without any explanation to the parties thereof without assigned any reason thereof.

1. **OFFER SUBMISSION:**

1.1 The offers should be submitted online, within the prescribed time & date.

1.2 The offers received by Fax/E-mail will not be considered.

1.3 The rates should be quoted in prescribed format in e-tender online only.

1.4 Tender submitted should be digitally signed.

1.5 The party should clearly mention their address, fax/e-mail/ telephone nos. in the offer submission document. If there is any change in address during the contract period it would is mandatory to submit all the relevant document of address within five days to the office of INDORE MILK UNION - INDORE (MP).

1.6 Individuals submitting the offer and other related documents must specify whether he has submitted as in the capacity of

1. The sole proprietor of the firm or constituted attorney of such proprietor.
2. Partners of the firm, if it is partnership firm, attach partnership deed and Power of

Attorney.

1. Agency - Firm / Company should be based on Indore (MP) and well known about

geographically of MP with market culture of FMCG.

**2.0 EARNEST MONEY DEPOSIT (EMD):**

2.1 The party shall be required to deposit EMD of Rs.100000/- (Rs. One lakhs only) along with the tender submission. The tender shall not be accepted without a valid EMD. Tenderer should online upload the information in schedule II and schedule III as mentioned in the tender document for technical bid.

2.2 EMD of successful tenderer will be adjusted against Security Deposit (SD) and shall be retained till the completion of the tender validity period. No interest will be paid on this security deposit by Indore Milk Union - Indore (MP).

2.3 EMD of unsuccessful parties will be returned automatically from pool account of MP e-tenders of to them with no interest.

**3.0 FINANCIAL BID:**

3.1 The financial bid offered shall be valid for a period of five years with extended period from the date of appointment. The work order would be a period of two years. Period may be extended for next five years on yearly basis depending on requirement and performance or as the case be.

3.2 The offered price should be firm, clear and free from any escalations during the validity period.

3.3 Agency - Firm / Company should clearly understand that Indore Milk Union - Indore (MP) will not give any commission without any sales growth. Indore Milk Union - Indore (MP) will make payments of commission to Agency – Firm / Company on the basis of tender approved rate as per increased corresponding sales proceeding on sales volume from last year on which amount will be calculated on the basis of current year average sales rate.

3.4     The tendered should quote rates as per Schedule IVformat.

* + 1. Mini. 115 out of 230marks will be require for qualifying to open the financial bid.

1. **PAYMENT TERMS AND CONDITION**

4.1 Indore Milk Union – Indore (MP) will provide per month consultancy fee as support to Agency for handling and managing all sales & marketing related activities for twelve months only.

4.2 Indore Milk Union - Indore (MP) will clear bill payments as earliest of within one months for avoiding unnecessary delaying of activities in the market and de-growth of sales.

4.3 Quarterly Payment by Indore Milk Union - Indore (MP) to agency comparing the growth sales proceeding of same month of previous year as per the tender financial quote for commission and fourth quarter payment will be done after final settlement of accounts.

4.4 Agency will be liable for all statutory for liabilities as per Govt. rules. Payment due to the Agency will be settled with deduction toward applicable TDS, Tax, etc.

4.5 Indore Milk Union will provide TA/DA expenses as per our norms to the Agency for their market visit outside Indore. Agency will submit his bill with relevant documents to CEO’s.

1. **GENERAL TERMS & CONDITIONS:**
   1. Agency will be selecting their sales team for marketing and sales activities of sufficient man power through man power agency provided by Indore Milk Union - Indore (MP). Agency will be responsible for sales team working, handling and distribution network and all sales promotion activities as per budget of Indore Milk Union - Indore (MP).
   2. Agency will suggest and advice for complete creative & content creation, Digital & Social Media activities related sales & marketing. Agency will be also responsible for managing the E commerce portal through Facebook, Twitter, Instagram, and other medium etc. (all types on Online Marketing). Buying Cost for above mentioned deliverables will be borne by Indore Milk Union - Indore (MP).
   3. Agency will guide and suggest for the buying and production of Printing, Packing, Hoarding, Dealer Board, News Paper, Radio & TV buying, etc. (ATL & BTL) to Indore Milk Union - Indore (MP). Buying Cost for above mentioned deliverables will be borne by Indore Milk Union - Indore (MP). Indore Milk Union - Indore (MP) will provide deliverables within two months and Sales & Marketing Agency will verify the work for the same.
   4. Agency will guide and suggest for product pricing, MRP & margin structure as per   competitors, sales promotion & scheme budget area wise, products wise to Indore Milk Union - Indore (MP) and Indore Milk Union – Indore (MP) will take appropriate decision for sales growth.
   5. Agency will be responsible for sales & marketing in area of Indore Milk Union and outside of MP state.
   6. Agency will not be working as SS and Distributors.
   7. Agency will give suggestions for taking action if agency is not satisfied from the working of existing sales team, provided through service provider affiliated Indore Milk Union - Indore (MP), Super Stockiest, distributors and retailers then Indore Milk Union - Indore (MP) will take action.
   8. Indore Milk Union - Indore (MP) will be supporting and actively participating for Agency in terms of timely decision, fast approval & action related sales & marketing for timely implement in the market for sales growth.
   9. Indore Milk Union - Indore (MP) will provide all details related sales & marketing as per requirement by Agency as earliest for immediate & prompt action.
   10. Agency will report/work under GM (Marketing) of Indore Milk Union - INDORE (MP).
   11. Indore Dugdha Sangh’s employees/ex.employees or their close relatives and any other person directly or indirectly connected with Indore Dugdh Sangh’s business/activities are not eligible for participating in this tender.
2. **SCOPE & SUPPORT BY AGENCY:**
3. **Marketing Strategy:**

6.1 SKU packaging, designing appreciable as per national brand.

6.2 TAG line or Slogan for branding, product wise concept, quality & technology highlights for developing consumer off-take nationally.

6.3 Plan for face-lifting of parlors, Franchisee, VAN & others activities.

6.4 Creatives for Bus panel/tanker panel, Bus shelters, Mobile Ads, Standee design, hoarding, Dealer Board, Poster, Dangler, Stickers, etc.

6.5 Creatives for Aspirational merchandise for all products and SKU’s.

6.6 Creatives for POP’s, Flyers & leaflets, marketing & reporting tools, T-Shirts, Caps and sales promotional activities etc.

6.7 Creatives for stationaries like Bag, Broachers, Notebook, Wall & Desk calendars, booklets and promotional items.

1. **Sales Strategy:**

1 Experienced Sales Team (Man Power) selection and management (Promoters, Sales Executive and Sales Supervisor) as per competitive leading brand.

2 Training and development of sales team regarding our policies, reporting system, product knowledge, etc.

3 Monthly target wise day to day action plan as per area and market.

4 Distribution channel management from Distributors to consumer through retailers & parlors.

5 Suggestion for policies regarding Terms & conditions for Super-stockiest, Distributors and retailers for uniform policy to Indore Milk Union policies.

6 Planning and implementation for area wise promotional activities as per budget of Indore Milk Union.

7 Planning and implementation for product placement in Modern Trade & Institutions.

8 Sales strategy and planning for new product launching.

**7.0 Eligibility criteria and Checks Parameter: (Technical Bid)**

1. Agency should have registration of the Firm / Company and should be minimum five years old. (Registration Copy / Form 16 Incorporation Letter of competent authority)
2. Agency must have GUMASTA license, GST certificate, PAN card.  (Physically check & Document to be submitted)
3. Agency’s owner should have experience in FMCG trade of mini. 5 Years. (Any document proof to be submitted)
4. Agency should have experience in marketing & Creatives. (Authorization Letter / Certificates)
5. Agency should have experience in Digital & Social Media. (Authorization Letter / Certificates)
6. Agency should have experience in Dairy Products also.
7. Tenderer should submit affidavit that he or his firm / company had not been black listed in the past by any organization.
8. Agency must have to submit last 3 years ITR documents.
9. Agency should have a minimum of 3 companies experience for launching in FMCG foods.
10. Tenderer should have experience on Madhya Pradesh market strategy, should be well known with the geographical area of Indore Milk Union’s area and priority will be given to Indore region.

**Note: If the tenderer do not meet the above criteria or unable to produce the valid proof for these documents he will be liable for rejection in technical bid.**

**[Technical evaluation on eligibility of the Agency – Firm / Company will be done as mentioned in schedule – (III)].**

**8.0 SIGNINING OF CONTRACT:**

Successful tenderer shall enter into a separate agreement among Agency, Indore Milk Union - Indore (MP) in the non-judicial stamp paper of Rs.1000 /- at Indore Milk Union - Indore (MP) within 10 days after receipt of rate approval order.

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**9.0 CONSEQUENCES OF BREACH OF AGREEMENT:**

If the authorized person of the Agency- Firm / Company in the contract/tendering firm commit breach of any of the conditions of agreement it shall be lawful for the CEO of INDORE MILK UNION - INDORE (MP) to cancel the contract and recommend for forfeiture of the Security Deposit lying with INDORE MILK UNION - INDORE (MP).

**10.0 TERMINATION OF CONTRACT**

Competency of the agency will be evaluated initially after six months and then quarterly the growth rate will be calculated. If performance is not found satisfactory then the contract period may be terminated or extended by CEO of INDORE MILK UNION - INDORE (MP).

1. **DISPUTE ARBITRATION & FINAL AUTHORITY:**

11.1   It should be clearly understood that in the event of a successful tenderer failing to accept and execute their services, then decision of the CEO of Indore Milk Union – Indore (MP) in this respect will be final.

11.2 If any dispute arises then Chairman  of INDORE MILK UNION - INDORE (MP) will be the Sole Arbitrator and his decision shall be final and binding on all the concerned.

11.3  For all disputes, both the parties should resolve the matter mutually if any dispute arises then the jurisdiction area will be Indore (MP).

11.4  If the tender opening date become holiday then the next working day may be considered for tender opening.

**Chief Executive Officer**

**SCHEDULE  II**

*(To be submitted along with the certificates)*

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**A**  **General Information :**

I/We hereby furnish following particulars about my/our unit (s)

1. Name of Agency   : M/s. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Address of the Agency   : 1.    Office \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Name of the Agency’s Owner

Proprietor / Partner(s)   :1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

  :2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

    :3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Name with designation of   :   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

the person authorized (if any)

to sign the documents on

behalf of the Agency.

5. Telephone Nos. & Mobile No.  : Office

  : E-mail    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Particulars of the registration

           certificate issued by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

competent authority,                 :

Registration No. & date

7. G.S.T No.   :       \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    dated \_\_\_\_\_\_\_\_\_\_\_\_\_

           (furnish a photocopy)

8. PAN (furnish a photocopy)   : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. Whether the unit or sister   : Yes      / No

concern unit or any unit of            If the reply is ‘yes’ please give details  below their Proprietorship or

Partnership, (if any) has been \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Blacklisted/debarred or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

          penalized by any Central or State

         Government Organization or Cooperative

Organization at any time.

                                                               \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Income tax return for last 3. Years. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Seal & Signature of the tenderer**

**SCHEDULE  III**

**Technical Valuation :**

Technical Evaluation on eligibility of the firm/company is as per the below points.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No.** | **Eligibility Criteria for Agency - Firm / Company** | **Particulars / Details** | **Confirmation from Agency - Firm / Company** | **Marks / Point** |
| 1. | Type of Agency | Any Type Firm  LLP, Pvt. Ltd. & Co. |  | 10  15 |
| 2. | Agency’s required legal documents / Certificates of Govt. | Gumasta  & GST  Incorporation Form-16 |  | 10  15 |
| 3. | How many years old Agency with registration | Up to 5 years  Above 5 years |  | 10  15 |
| 4. | Agency’s owner work experience of Sales & Marketing in FMCG foods | Up to 5 yrs.  Above 5 Yrs. |  | 10  15 |
| 5. | How many states including MP worked by Agency’s owner. | Up to 2 states  Above 2 states |  | 10  15 |
| 6. | In sales & marketing, designation of Agency’s owner for mini.10 years of mini.3 different Co.’s | ASM / RSM  GM / Marketing Manager & above |  | 10  10  15 |
| 7. | Marketing Experience of Agency’s owners in any Dairy Products | No  Yes, mini. 3 years |  | 0  0  10 |
| 8. | Experience in Creatives, Content Creations & Marketing | Up to 3 years  Above 3 years |  | 10  15 |
| 9. | Authorization Letters / Certificates for Sales & Marketing | Mini. 2 Companies  Above 2 Companies |  | 10  15 |
| 10. | Experience in Digital & Social Media | No  Yes |  | 0  10 |
| 11. | Agency owner’s new products launching experience of minimum three Companies / Brands | No  Yes |  | 0  10 |
|  |  |  | **TOTAL MARK** | **230** |

**NOTE:**

1. Please submit Agency’s / Proprietor’s / Partners documents like Company’s Letters, Authorization & Appointment letter, Agreement, Paper Ads and your declaration letter for proofing your above confirmation and marking purpose.
2. Committee constitute by CEO of INDORE MILK UNION - INDORE (MP) will take decision for top three marking Agencies only, rest all bellow marking Agency will be canceled.
3. The Chief Executive Officer, INDORE MILK UNION - INDORE (MP), Bhopal reserves the right to accept or reject any or all the offers without any explanation to the parties thereof without assigning any reason thereof.

**Seal & Signature of the Tenderer**

**Indore Sahakari Dughdh Sangh Maryadit,**

**Indore**

**SCHEDULE  IV**

(***RATES SHOULD BE SUBMITTED IN THIS FORMAT)***

***FINANCIAL BID Online only.***

**Name of the firm/agency :-  ………………………………………………..**

|  |  |  |
| --- | --- | --- |
| **Sr. No.** | Description | Rate |
| **1.** | Minimum monthly Consultency  Fee for promoting sales of milk and milk product in Rupees only including of all taxes | Rupees  …………. |
| **2.** | Commission on growth of milk sale and milk products (excluding Ghee sale) per 1000 liters basis over last year same quarter (excluding bulk sale) . | Rupees  …………. |

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