



[www.omfed.com](http://www.omfed.com)

**The Odisha State Cooperative Milk Producers' Federation Ltd.**

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**EXPRESSION OF INTEREST FOR APPOINTMENT OF MILK DISTRIBUTOR IN CUTTACK CITY**

Applications are invited from aggressive, experienced & financially sound parties for appointment of **Milk Distributor** for marketing of OMFED **Milk** in **Cuttack City**.

Interested parties having required storage facility for keeping sufficient stock & logistics for distribution marketing of Milk at retail points may submit their application. Preference shall be given to the party having experience in dealing with **FMCG** products.

Application along with financial & business details may be forwarded to the above address, **on or before 21/08/2018**. Shortlisted applicants shall be called for detailed discussions prior to appointment as Distributor. For details, please visit our web site ([www.omfed.com](http://www.omfed.com)).

Application form along with terms and conditions are published on the website [www.omfed.com](http://www.omfed.com).

**Managing Director, OMFED** reserves the right to accept or reject any or all applications without assigning any reason thereof.

**Managing Director, OMFED**

## FOR MILK DISTRIBUTOR

### Terms & Conditions for Appointment of Milk Distributor

#### 1. Eligibility :

- (a) Financially sound. ✓
- (b) At least two year experience in Perishable Goods like Milk, Milk Products or FMCG business. ✓
- (c) He/ She shall have own Godown Facilities. ✓
- (d) He/ She shall have own vehicle preferably Refrigerated/ Insulated Vehicle. ✓
- (e) He/ She shall have Cold Chain facilities like freeze, bottle cooler etc.
- (f) He/ She shall have adequate field staff. ✓
- (g) He/ She shall have valid GST Number. ✓
- (h) He/ She shall have valid Food License. ✓
- (i) Area applied should not affect the sale of existing agents of Omfed. ✓
- (j) He/She should not adopt any unfair means for allotment of said Distributorship. ✓
- (k) He/She should try to achieve the sales of minimum 500 lits. of milk per day. ✓

#### 2. Selection and Allotment :

- (a) The party who fulfills the eligibility criteria may be called for detail discussion within 15 days of the application received. If the applicant does not get any information from office within 30 days of the submission of the application, it should be presumed that the application is rejected due to not fulfillment of selection criteria.
- (b) Allotment Order will be issued to the selected Applicant with a request to execute an Agreement between Applicant and Omfed. Before execution of Agreement, the Applicant has to deposit Rs.10,000/- (Ten thousand ) in shape of Demand Draft for Interest Free Security. ✓
- (c) On allotment, the Milk Distributor has to brand the Godown and Vehicle as per Omfed colour specification. ✓
- (d) The Milk Distributor has to start his business within 30 days of allotment. Otherwise his/her allotment will be cancelled by Omfed on 15 days notice to the allottee. The security deposit will be forfeited. ✓

### **3. Operation :**

- (a) The Milk Distributor has to place indent at least 1(one) day in advance at concerned marketing office. ✓
- (b) The Milk Distributor has to deposit advance money of milk indented at the designated banks of Omfed / concerned Marketing Office of Omfed.
- (c) The milk will be delivered to the Milk Distributor ex-Dairy or nearest store point. No transportation cost will be paid other than commission fixed by Omfed. ✓
- (d) The Milk Distributor or his/her authorized representative has to physically present at the time of delivery point to check the quantity and quality. No claim/ return is entertained after receiving the material other than genuine quality complain. ✓
- (e) 1% extra packet will be given as leaky replacement. ✓
- (f) The Milk Distributor has to carry the products in Refrigerated/ Insulated Vehicle only. ✓
- (g) The Milk Distributor shall sale only where Omfed milk is not available. ✓
- (h) The Milk Distributor shall not sale milk to our authorized agents or any tea stall where Omfed authorized agents are supplying. ✓
- (i) The Milk Distributor must not supply milk neither below the retail price nor charge higher price. ✓
- (j) For complain relating to quality, same should be registered (in written) within 12 hours of supply for exchange. After 12 hours, no complain must not be entertained. ✓

### **4. Cancellation and Termination :**

Omfed has the right to cancel/terminate, if the allotted Distributor:

- (a) Does not start his business within 30 days of allotment. ✓
- (b) Sells Competitor Brand Milk and Milk Products other than Omfed. ✓
- (c) Sells narcotic materials like Pan, Cigarette, Tobacco, Foreign Liquor etc.
- (d) Does not achieve the target fixed time to time by Omfed.
- (e) Sublets the distributorship to other.
- (f) Any other practice, which hampers the reputation and business of Omfed.

On Cancellation, only 90% of the Security Deposit will be paid for full and final settlement after availing “No Dues” from the concerned Dairy.

**APPLICATION FORM FOR NEW MILK DISTRIBUTOR IN CUTTACK CITY**

A. PERSONAL DATA					
1	Name of the Applicant :-				
2	Father's / Husband's Name :-				
3	Address for Communication:-	4. Permanent Address:-	Affix Passport Size Recent Colour Photograph		
4	Preferred Areas for Distribution :-				
5	Contact Phone No.				
B. CREDENTIAL DATA					
1	Experience in Milk, Milk Products / FMCG				
2	Any Experience in OMFED Business				
3	Existing Network				
4	Area of Operation				
5	Distribution Channel				
6	Annual Turnover ( only of FMCG)				
C. FEASIBILITY DATA					
PARTICULARS		EXISTING	UTILISED	SPARE	PROPOSED
1	<b>INFRASTRUCTURAL FESEABILITY</b>				
a)	Godown facilities (Area Space)				
b)	No. of freezer/ Bottle Cooler				
c)	No. of Insulated Vehicle				
d)	No. of field staff for distribution				
e)	Alternative arrangement for power failure				
f)	Others (if any)				
2	<b>MARKETING FESEABILITY</b>				
a)	No. of agent				
b)	No of Outlet (wholly owned)				
c)	Area Covered				
d)	Cold Chain Facility to Agent				
e)	Own Advertisement				
f)	Sale Growth				
g)	Potential Customers (Hotel, Colony, etc)				
h)	Others (if any)				
3	<b>FINANCIAL / STATUTORY FESEABILITY</b>				
a)	Constitution (Proprietorship /Partnership/ Co)				
b)	Sales Projection for 3 Yrs.				
c)	I.T Return ( Past 3 Yrs.)				
d)	SRIN/TIN/CST No.				
e)	Food Licence No				
f)	Trade Licence (if any)				
g)	Source for Project Financing (Own/Bank)				
h)	Source of Working Capital(Own/Bank)				
l)	Others (if any)				

**NB:-** The self attested photocopies of relevant documents (as mentioned above) to be attached alongwith for verification.

**SIGNATURE OF THE APPLICANT**