

CRITERIA FOR ENGAGEMENT OF RETAILERS FOR SELLING OMFED MILK AND DAIRY PRODUCTS

01. Application

- (a) Application for engagement of Retailer will be available at all Dairy Plants/ OMFED website www.omfed.com.
- (b) The application form and scheme details can also be available to intending retailer/s through whatsapp of the concerned Plant Manager/ Marketing Incharge in pdf format.
- (c) The scanned application form duly filled in should be submitted to OMFED by e-mail of respective Dairy plants.
- (d) Scanned application can also be submitted by whatsapp to Plant Manager/ Marketing Incharge of concerned Dairies with an intimation to Corporate Office (Mobile No. 9439060418, 9437677716).

02. Eligibility

Should have own land/ own shop/ rented or lease hold shop for doing OMFED business there (copy of land document or rent agreement to be furnished).

03. Selection and Allotment

- (a) The application of eligible party/ies shall be disposed off within 07 days from the date of submission of application.
- (b) On selection, a formal authorisation letter shall be issued for a period of one year and may extend subject to performance.
- (c) No security deposit is required for the new retailers.
- (d) The selected party shall be provided with ad. Materials on cost /free basis for brand recognition of OMFED.
- (e) The selected party has to start OMFED business within 30 days of allotment.

04. Operation

- (a) Supply of milk shall be made against 100% advance deposit only towards the cost of milk.
- (b) The selected party/ authorised representative has to remain physically present at the time of delivery of milk to check the quantity and quality and also sign in the delivery sheet on receiving the indented quantity milk and milk products.

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- (c) The liability of the Federation shall cease once the milk is delivered to the party against 100% payment.
- (d) No claim/ return is entertained after the milk is delivered to the party.

05. Cancellation and Termination

OMFED reserves the right to cancel/ terminate, if the authorised agent

- (a) Discontinue the milk business for a longer period.
- (b) Any other practice which hampers the reputation and business of OMFED.



A. Name & personal details

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3. Contact Address

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Date :

Signature of applicant

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