ODISHA STATE CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD. (OMFED)

D-2, Sahid Nagar, Bhubaneswar – 751007

EXPRESSION OF INTEREST (EOI)-CUM-SHORT TENDER NOTICE

FOR MANAGEMENT, SALE AND DISPLAY OF OMFED MILK & MILK PRODUCTS AT BALIJATRA-2026, KATAKA

Ref. No.: CO/MKTG/EVENT/2025/_____ Date: 17.11.2026

OMFED invites sealed quotations from reputed, experienced and financially sound **OMFED** agencies/distributors of OMFED Dairy, Arilo having adequate experience in sales, marketing and management of retail outlets/stalls for undertaking the management, sale and display of OMFED Milk and Milk Products during **Balijatra-2026 at Kataka from 24.11.2026 to 01.12.2026**.

OMFED shall provide three readymade stalls with branding to the successful bidder(s) for undertaking the sale and display of OMFED Milk and Milk Products exclusively. The details of the stalls and minimum expected sale values are indicated below:

1. Details of stalls and minimum sale value

Sl. No.	Description / Stall Size	Minimum as per InvoiceSale Value (₹)	Quoted Sale Value (₹)
1	Management and operation of OMFED Sale-cum-Display Stall (30 ft. × 30 ft.)	6,00,000	To be quoted
2	Management and operation of OMFED Sale-cum-Display Stall (25 ft. × 20 ft.)	5,00,000	To be quoted
3	Management and operation of OMFED Sale-cum-Display Stall (15 ft. × 10 ft.)	4,00,000	To be quoted

Note: The above-mentioned amounts represent the minimum expected sales turnover for the entire event period and not the agency's remuneration or stall rental.

2. Scope of Work

The selected agency/distributor shall be responsible for the following activities:

1. Management and day-to-day operation of the allotted OMFED Sale-cum-Display Stall during the entire Balijatra period.
2. Each stall allottee shall operate **two Tri Cycle units** for the sale and promotion of OMFED Ice Cream during Balijatra-2026, Kataka.
3. Engagement of adequate numbers of experienced, trained and presentable sales personnel for uninterrupted sales operations during the prescribed business hours.

4. Sale and display of all OMFED Milk and Milk Products as per the product availability and instructions issued by OMFED.
5. Ensuring adequate stock availability, timely replenishment and proper storage of products to avoid stock-outs.
6. Maintaining the prescribed cold chain for milk, ice cream and other temperature-sensitive products through suitable refrigeration/visi coolers/deep freezers.
7. Ensuring proper product arrangement, attractive display, price visibility and cleanliness of the stall.
8. Strict compliance with the approved retail rate and other pricing instructions of OMFED.
9. **Product Supply and Pricing:** OMFED shall supply Milk and Milk Products to the successful bidder at the applicable distributor price. Supply of products shall be made strictly against advance deposit of the required amount. No credit facility shall be extended by OMFED.
10. **Advance Indent and Deposit:** The successful bidder shall submit the product-wise indent to OMFED at least **one day in advance**, along with the corresponding advance deposit towards the requirement of products for the subsequent day. OMFED shall arrange supply subject to product availability and receipt of the advance deposit.
11. **Discounts and Promotional Schemes:** The successful bidder shall be permitted to offer discounts, promotional schemes, Buy-One-Get-One offers or other sales promotion activities for enhancing sales at his/her own cost and financial liability. Such discounts or promotional schemes shall not be reimbursable by OMFED.
12. **Prior Approval for Promotional Activities:** Any discount, promotional scheme or sales promotion activity involving OMFED products shall be undertaken only with the prior written approval of OMFED. The bidder shall ensure that such activities do not adversely affect the brand image, product quality or prescribed pricing policy of OMFED.
13. **Financial Responsibility:** All expenditure towards discounts, promotional offers, additional manpower, transportation, storage and other operational expenses shall be borne entirely by the successful bidder. OMFED shall not bear any additional financial liability in this regard.
14. **Sales and Stock Records:** The successful bidder shall maintain proper daily records of products received, products sold, promotional discounts offered, closing stock and unsold products, and shall submit such records to the authorised OMFED representative as and when required. **No return of unsold stock shall be permitted under any circumstances. No return slip or credit note shall be issued by OMFED against any unsold products remaining with the successful bidder after completion of the event. The bidder shall be solely responsible for the disposal or management of such unsold stock.**
15. .
16. Maintaining daily sales, stock, cash and digital transaction records separately for each stall.
17. Ensuring hygienic handling, storage and serving of products, wherever applicable.
18. Ensuring that only OMFED-authorized products are sold or displayed in the allotted stalls. Sale of any other brand or non-OMFED product shall not be permitted.
19. Maintaining the OMFED brand image and extending proper customer service throughout the event.
20. The agency shall be responsible for the conduct, discipline and safety of its engaged personnel.
21. The agency shall ensure to adhere all hygienic and cleanness around the stalls allotted, they are abide by the guidelines of the KMC during Baliyatra-2026.
22. Maintain Discipline by the sales person.
23. In case of any penalty imposed for cleanness & sanitation by KMC/Baliyatra Authority shall be born by the Allottee.

3. Eligibility Criteria

The participating agency/distributor must fulfil the following eligibility conditions:

1. The bidder should be a registered Distributer of OMFED Dairy, Arilo..
2. The bidder must possess a valid GST Registration Certificate and PAN.
3. The bidder should have at least two years of experience in retail sales, distribution, food products, dairy products, event stall management or similar activities.
4. The bidder should have adequate manpower and financial capacity to manage the allotted stall and achieve the prescribed minimum sales turnover.
5. The bidder must not have been blacklisted/debarred by any Government Department, PSU or reputed organization.
6. The bidder shall submit documentary evidence in support of previous experience, if available.
7. The bidders shall deposit an **interest-free and refundable Security Deposit of ₹1,00,000/- (Rupees One Lakh only), separately from the advance payment**, at the time of submission of the tender document.

4. Financial and Commercial Terms & Conditions

1. The bidder shall quote the proposed sales turnover against each stall separately. The quoted amount shall not be less than the minimum sale value prescribed for the respective stall.
2. The bidder quoting the highest sales turnover for an individual stall, subject to fulfilment of all eligibility conditions, shall ordinarily be considered for selection.
3. The quoted sales turnover shall be treated as the minimum sales commitment of the successful bidder for the entire event period.
4. The bidder shall deposit the prescribed security amount/performance security, as decided by OMFED, before commencement of the event.
5. The successful bidder shall be responsible for achieving the committed sales turnover during the event period.
6. All sales shall be made at the MRP/ retail price/approved selling price fixed by OMFED.
7. The mode of procurement, billing and payment settlement for OMFED products shall be as prescribed by OMFED. No credit facility shall be allowed unless specifically authorized in writing.
8. The successful bidder shall not be entitled to any commission, remuneration or reimbursement from OMFED unless specifically approved in writing.
9. All expenses towards manpower, food, accommodation, transportation, loading/unloading, daily operational requirements and other incidental expenses shall be borne by the successful bidder.
10. The bidder shall be liable for any shortage, damage, mishandling or loss of products attributable to its negligence or misconduct.
11. The final accounts, stock reconciliation and sales statements shall be submitted to OMFED immediately after completion of the event.

5. Operational Terms & Conditions

1. The allotted stalls shall be used exclusively for the sale and display of OMFED Milk and Milk Products.
2. The successful bidder shall take charge of the allotted stall and complete all operational arrangements before commencement of the event.
3. The agency shall ensure that all sales personnel wear clean and decent uniforms/identity cards, preferably displaying OMFED branding.
4. The stall shall remain operational during the prescribed Balijatra business hours, including weekends and holidays.
5. No structural modification, additional branding or installation shall be undertaken without prior written approval of OMFED.
6. The successful bidder shall maintain adequate lighting, cleanliness, waste disposal and customer-friendly arrangements inside the stall.
7. No subletting, transfer or assignment of the allotted stall to any third party shall be permitted.

8. The agency shall comply with all applicable food safety, hygiene, labour and local administrative regulations, including FSSAI requirements wherever applicable.
9. The agency shall follow the instructions of OMFED officials deputed for supervision and monitoring of the stalls.
10. OMFED reserves the right to inspect the stalls, verify sales and stock records and issue necessary instructions at any time during the event.

6. Performance and Penalty

1. Failure to achieve the committed minimum sales turnover without valid justification may result in forfeiture of the performance security, wholly or partly, subject to the terms of the agreement.
2. Any unauthorized sale of non-OMFED products, overcharging, misrepresentation or violation of OMFED branding guidelines shall be treated as a serious breach of the terms and conditions.
3. In case of unsatisfactory performance, negligence, misconduct or violation of the agreement, OMFED reserves the right to issue a warning, impose appropriate penalties or terminate the allotment.
4. Any loss or damage to OMFED products, equipment or property caused by the agency or its personnel shall be recoverable from the agency.
5. OMFED reserves the right to cancel the allotment and make alternative arrangements at the risk and cost of the defaulting agency, as per the agreement.

7. Submission of EOI/Quotation

Interested agencies/distributors shall submit their sealed quotations in the prescribed format along with the following documents:

1. Application/covering letter expressing interest.
2. Copy of PAN Card.
3. Copy of GST Registration Certificate.
4. Firm Registration Certificate/Trade Licence, wherever applicable.
5. Documentary evidence of relevant experience.
6. Details of previous assignments, if any.
7. Self-declaration regarding non-blacklisting.
8. Proposed sales turnover quoted separately for each stall.
9. Contact details, including name, address, mobile number and email ID.

The quotation shall be submitted in a sealed envelope superscribed:

"EOI-CUM-QUOTATION FOR MANAGEMENT, SALE AND DISPLAY OF OMFED PRODUCTS AT BALIJATRA-2026, KATAKA".

The sealed quotation shall reach the Office of the Managing Director, OMFED, D-2, Sahid Nagar, Bhubaneswar-751007, on or before **2.00 pm on 20.11. 2026..** Quotations received after the stipulated date and time shall not be considered. **The Quotation will be opened at 3.00 pm on 20.11.2026.**

8. Evaluation and Selection

1. The quotations shall be scrutinized by the competent authority/committee constituted by OMFED.
2. Selection shall be made on the basis of eligibility, relevant experience, financial capacity and the highest committed sales turnover quoted against each stall. In case of Non achieving the turnover SD shall be forfeited.
3. OMFED reserves the right to seek clarification or additional documents from any bidder, if required.
4. Separate allotment may be made for each stall to the highest eligible bidder.
5. In case of a tie in quoted sales turnover, OMFED may adopt an appropriate selection procedure as decided by the competent authority.
6. The decision of OMFED regarding selection and allotment shall be final and binding.

9. General Conditions

1. Submission of an EOI/quotation shall not confer any right on the bidder to claim allotment of a stall.
2. OMFED reserves the right to accept or reject any or all quotations, cancel or modify the EOI process or relax any condition in the interest of the organization without assigning any reason thereof.
3. OMFED shall not be responsible for any loss arising due to natural calamities, adverse weather conditions, administrative restrictions or other unforeseen circumstances affecting the event.
4. Any dispute arising out of the allotment shall be subject to the jurisdiction of the competent courts at Bhubaneswar, Odisha.
5. The successful bidder shall execute an agreement with OMFED before commencement of the event, accepting all terms and conditions stipulated herein.
6. Any other condition not specifically covered in this EOI shall be decided by OMFED, and the decision of the Managing Director, OMFED, shall be final and binding.

For further details, interested agencies may contact the PR Section, Corporate Office, OMFED, Bhubaneswar, during office hours.

Managing Director
OMFED, Bhubaneswar

Annexure-I: Format for submission of quotation

EOI-CUM-QUOTATION FOR MANAGEMENT, SALE AND DISPLAY OF OMFED PRODUCTS AT BALIJATRA-2026, KATAKA

To
The Managing Director
OMFED, Bhubaneswar.

Sub: Submission of quotation for management, sale and display of OMFED products at Balijatra-2026, Kataka.

Sir/Madam,

With reference to the EOI-cum-Short Tender Notice issued by OMFED, I/we hereby submit our quotation for management and operation of the OMFED Sale-cum-Display Stall during Balijatra-2026.

1. Details of the bidder

- Name of Agency/Firm:
- Name of Proprietor/Authorized Signatory:
- Registered Address:
- Mobile Number:
- Email ID:
- GSTIN:
- PAN:
- Relevant Experience:

Quoted Sales Turnover

Sl. No	Stall Size	Minimum Sale Value (₹)	Quoted Sale Value (₹)

I/We hereby declare that the information furnished above is true and correct. I/We have carefully read and understood all the terms and conditions of the EOI and agree to abide by the same.

Date:
Place:
Signature of the Bidder:
Name and Seal of the Agency/Firm: