



BISWA BANGLA MARKETING CORPORATION LIMITED
Karigari Bhawan, Room No 009, Ground Floor, Plot No B/7, Action Area – III, New
Town, Rajarhat, Kolkata -700160 Phone – (033) 2324 7230/31/32,
Email – info@biswabangla.in; CIN – U52100WB2014SGC204751

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Ref: BBMC/ADMIN/EOI/2022-23/002

Date: 17.04.2022

Expression of Interest No. BBMC/EOI/DIST/2022-23/EOI01(e)

INVITATION FOR EXPRESSION OF INTEREST (EOI)

FOR DISTRIBUTOR

FOR BISWA BANGLA PRODUCTS

Date of Publication: 17 April 2022

Last Date for Submission of EOI: 09.05.2022

Date of opening of EOI: 10.05.2022

Date and time for Online Pre-submission meeting: 25.04.2022 at 3 PM

Link for Online Pre-submission meeting : meet.google.com/ybu-trzn-nwk

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1. About Biswa Bangla

Brand 'Biswa Bangla' was launched by the Government of West Bengal to support the livelihoods of handloom weavers, craftsmen and traditional artisans of the state through strategic marketing of traditional and heritage products of West Bengal. Biswa Bangla Marketing Corporation Limited (BBMC) was incorporated on 31 December 2014 under the Companies Act, 2013 to manage the operations.

Biswa Bangla as a brand has brought back handloom products, handicrafts and other heritage products from the State to the mainstream of customer choice. BBMC's product development and merchandising team shares well-researched design inputs and product specification with the artisans and weavers to enhance marketability of their art, craft and skills through product diversification and quality management. While the products retain the essence and authenticity of the traditional craft form, those are often strategically developed in contemporary design to suit the needs and preferences of contemporary global citizens. All products pass through quality check by internal technical resources. Besides, quality assurance is secured from premier third-party agencies on specific requirement.

Through a holistic *"Quality First-Customer First"* approach, BBMC strives to offer unique product attributes as well as excellent customer experience to secure customer's preference for handmade products over machine-made alternates available in the market.

2. Purpose of EOI

The purpose of this EOI is to explore Distributorship for making products of the brand "Biswa Bangla" available widely in the different districts of West Bengal.

3. Product category

- a) Sundarban Honey
- b) Darjeeling Tea
- c) Kasundi
- d) Aam Kasundi
- e) Nalen Gur
- f) Other select heritage FMCG items as may be decided by the competent authority of BBMC or the Government of West Bengal from time to time.
- g) Select handloom items, Dokra handicraft, handmade wallet/ purses and other select handmade gifts, stationeries, home décor items as may be decided by the competent authority of BBMC or the Government of West Bengal from time to time.

Table showing region-wise distribution

Sl. No.	Name of the District	Region / Area
1	Alipurduar	
2	Bankura	
3	Birbhum	
4	Cooch Behar	
5	Dakshin Dinajpur	
6	Darjeeling	
7	Hooghly	
8	Howrah	
9	Jalpaiguri	
10	Jhargram	
11	Kalimpong	
12	Kolkata	
13	Malda	
14	Murshidabad	
15	Nadia	
16	North 24 Parganas	
17	Paschim Medinipur	
18	Paschim Burdwan	
19	Purba Burdwan	
20	Purba Medinipur	
21	Purulia	
22	South 24 Parganas	
23	Uttar Dinajpur	

4. Eligibility Criteria

- The applicant must have adequate experience in Marketing, Distributing and Selling of FMCG products.
- The Applicant must be into business of Distributorship of similar Fast Moving Consumer Goods (FMCG) for a minimum period of 5 years
- The applicant must have a turnover of ₹ 0.50 Crore or above from sale of FMCG Products in any of the previous 3 Financial Years, i.e. FY2018-19, 2019-20, 2020-21.
- The applicant must possess valid Trade License, GST, PAN.
- The applicant is allowed to apply for the regions as mentioned in Annexure B.
- One Distributor can apply for maximum of two regions only.
- Details of office staff and labour must be provided. The technical capacity (storage capacity, pest control and hygiene) of the vendors must be mentioned.

5. Documents to be submitted along with application.

- I. Copy of PAN, Trade Licence, Fire Licence, FSSAI Licence, MSME or other equivalent certificate.
- II. Copy of Memorandum and Articles of Association of Company, Certificate of Incorporation (in case of company), Partnership Deed (in case of Partnership firm and LLP) or any other appropriate testimonial (such as that for proprietorship etc.) establishing the status and nature of the applicant.
- III. List of the directors, partners/proprietors along with Copies of Identity proof and passport-size photographs of the respective Directors / Partners / Proprietors.
- IV. Copy of Audited Balance Sheet, Statement of Profit and Loss for the previous 3 Financial Years.
- V. Copy of Income Tax Returns filed during last 3 Financial Years should be submitted.
- VI. Copy of GST Registration and latest GST Filing table downloaded from GST Portal.
- VII. Board Resolution/ Letter from partners authorising all or any one of the Director/Partners to sign the documents.
- VIII. Any Authentic document such as Distributorship Certificate, Franchise Agreement etc. showing that the party has the minimum requisite number of years' of experience in the same line of business as mentioned above.
- IX. Ownership/Rent/Lease proof of premises where goods will be stored (Such as Property tax receipts / Electricity Bill receipts / Rental Agreement etc.).
- X. Duly Signed copy of EOI as a token of acceptance of all the terms and conditions. (All the pages of the EOI needs to be signed with the applicant's official seal).

6. Period of engagement

Engagement will be initially for a period of six months with a provision to further extend for a period of 1-year based on the performance review conducted on monthly basis regularly with a provision to terminate the Agreement for Distributorship with one-month notice period.

7. Terms and Conditions

- The Applicant should not have been declared/Blacklisted/banned from doing business and participating in tenders by any Government (Central or State) for the distribution of Goods in India or abroad on the date of submission of EOI. In case of submission of false declaration (Found at any stage), such distributor shall be disqualified, his security amount will be forfeited and blacklisted for 3 (three) years.
- The Applicant may also be asked to furnish additional information/ confirmation in connection with verification of the documents submitted by the Applicant, if deemed necessary, at the sole discretion of the management of BBMC.

- The empaneled Distributor shall ensure compliance with all the Government regulations, policies, guidelines, orders, conventions etc., in force related to any or all the activities covered in the contract/ agreement.
- Premises of shortlisted applicants will be visited by team of officials of BBMC and technical eligibilities will be evaluated on following parameters:
 - a. Veracity of information submitted in the documents to BBMC.
 - c. Number of manpower deployed for existing infrastructure
 - d. Existing procedure being followed for receipt of orders and execution.
 - e. Current sale volume transaction handled by the applicants.
 - f. Availability/tie-up with the Transporter/courier services for dispatch and other inventory-movement operations.
- The Distributor shall submit a declaration in writing that the distributor and/or any of the Members of its Board of Directors and/or its promoters do not have any crossholding/shareholding directly and/or indirectly in any manner whatsoever in the other provisionally selected Distributor for empanelment (Annexure C).
- The applicant must have adequate storage facility for proper storage of goods for an average period of 1 month.
- Reordering should be based on the average of last 2 months sales multiplied by 2, minus stock in hand and in transit –

Reordering level = (Average stock of last 2 months X 2) – (Stock in hand and in Transit).
- Distributors margin will be a maximum of **10% of the Retail Price** subject to discovery of the rate through market mechanism.
- Security Deposit - The Distributor shall have to give a Security Deposit in the form of Bank Guarantee for **₹ 5 Lakh (Rupees Five Lakh)**
- The Distributor shall have to use his own Computer and peripherals, Fax, Telephone etc. for billing / stock management and communication purposes at his own expense.
- Prospective distributor who qualifies as empaneled distributor would be individually notified after the assessment process of empanelment is completed.
- The above terms and conditions shall have to be considered by the Applicant in totality and the pre-qualification bid containing incomplete documents and not complying with the above conditions shall be rejected.
- Any Applications received after the Due Date and time will be rejected.
- In case of receipt of more than one EOI per region/ area, the Distributorship will be allotted district-wise (or) product-wise as per the discretion of the management of BBMC.

- In case of receipt of more than one EOI for the same zone, BBMC reserves the right of allotment.
- BBMC reserves the rights to accept or reject application without assigning any reason.
- BBMC reserves the right to change its Distributorship policy without assigning any reason.
- BBMC reserves all rights to withdraw the Invitation of EOI without assigning any reason.

Sd/-
Managing Director
Biswa Bangla Marketing Corporation Limited

Format for 'EXPRESSION OF INTEREST' Letter (To Be printed in the Letter head of Applicant if such letterhead is available)

To,
The Managing Director
Biswa Bangla Marketing Corporation Limited
Karigari Bhawan,
Ground Floor, Room No 009.
Plot No. B/7, Action Area III.
New Town, Rajarhat
Kolkata – 700160

Date

Sub: Expression of Interest (EOI) for Registration as 'Distributor'

Sir,

With reference to the mentioned subject, this is to inform you that we are interested to act as '**Distributor**' for your brand for the _____ region and I / we on behalf of the _____ hereby submit this Expression of Interest with the requested information in Annexure A, Annexure B, Annexure C attached for the captioned EOI.

We confirm that we have understood and thereby we agree to abide unconditionally by all the requirements as set out by Biswa Bangla Marketing Corporation Limited from time to time.

We further affirm that all the eligibility criteria have been fulfilled and the documents submitted are True and Correct. We are fully aware that in case of submission of False information / Misinformation, our EOI is liable to be rejected.

Yours Faithfully,

(Signature with Seal) _____
(Full Name) _____
(Designation) _____

ANNEXURE A:

Name of the Distributor	
Name of the Contact Person	
Designation	
Contact No.	
Email id	
Trade License No	
GST No	
PAN	
FSSAI No	
Fire License No	
Date of Incorporation	
Principal Place of Business (Address)	
No of Branches with Address	
Details of other Distributorship	
Financial Standing with reference to Bank	Certificate from Bank

ANNEXURE B:**Region details:**

The following are the regions in where invitation is open for expression of interest for Distributorship for sale of BBMC products.

Sl.No	Name of the District	Region / Area
1	Alipurduar	
2	Bankura	
3	Birbhum	
4	Cooch Behar	
5	Dakshin Dinajpur	
6	Darjeeling	
7	Hooghly	
8	Howrah	
9	Jalpaiguri	
10	Jhargram	
11	Kalimpong	
12	Kolkata	
13	Malda	
14	Murshidabad	
15	Nadia	
16	North 24 Parganas	
17	Paschim Medinipur	
18	Paschim Burdwan	
19	Purba Burdwan	
20	Purba Medinipur	
21	Purulia	
22	South 24 Parganas	
23	Uttar Dinajpur	

ANNEXURE C

Format for letter of Declaration (To Be printed in the Letter head)

To,
The Managing Director
Biswa Bangla Marketing Corporation Limited
Karigari Bhawan,
Ground Floor, Room No 009.
Plot No. B/7, Action Area III.
New Town, Rajarhat
Kolkata – 700160

Date

Sir,

Sub: Declaration for having no personal interest with the Company- reg

Ref: EOI No. BBMC/EOI/DIST/2022-23/EOI01(e) dated 17.04.2022

We hereby declare that our proprietor or any of the partners of the partnership firm/LLP, or any of the Directors of the company have no relationship within the meaning of Section 2(77) of Companies Act, 2013 with any of the Employees/Directors of Biswa Bangla Marketing Corporation Limited.

This is for your kind information.

Thanking you,

Yours Faithfully,

(Signature with Seal) _____

(Full Name) _____

(Designation) _____