

Rajasthan State Ganganagar Sugar Mills Limited

4th Floor, Nehru Sahkar Bhawan, Bhawani Singh Road, Jaipur-302 006 INDIA

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NOTICE INVITING OFFERS - MARKETING & SALES AGENCY FOR RAJASTHAN & HARYANA

Sealed offers are invited for appointment of Marketing Agent for sale of Royal Heritage Liqueur(RHL) in the state of Rajasthan & Haryana. RHL is manufactured on the basis of ***exotic and authentic*** historical recipes taken from erstwhile Princely States.

Our aim is to improve the sales and build our brand through an agency who will generate awareness and ensure sales against the payment of Commission.

Sealed offers are invited from reputed persons/organizations having ample experience in business in prescribed format (Cost Rs.300/-) which contains, detailed terms and conditions. Such agency will be granted, initially upto **March, 2011**. Offer should reach our Head Office on any working day accompanying Demand Draft of Rs.10,000/- for each state. All rights reserved. Please visit us at www.royalheritageliqueur.com for details.

General Manager

Cost Rs.300/-

Rajasthan State Ganganagar Sugar Mills Limited

4th Floor, Nehru Sahkar Bhawan,
Bhawani Singh Road,
Jaipur-302 006(Rajasthan) INDIA

**Prescribed Format for engagement of Agent
for marketing and Sales of Royal Heritage Liqueur Brands in the state
of Haryana & Rajasthan**

1. Due date & time of receipt of offers _____
2. Due date & time for Opening of Offers: _____
3. Name of State Country/group of Foreign Countries where RHL is to be taken for Sale _____
4. Details of amount and DD along with name of Bank, deposited along with this offer in view of Clause No.6. _____
- 5.(a) Name of Persons/organization making offers _____
- (b) Detailed Address _____

- (c) Details of Website. E-mail, Telephone & Fax Nos. _____

- (d) Name & address of authorized Representative in Rajasthan/ _____

Haryana.

6. Details of Statutory registrations such as IEC Code, TIN,PAN,CST VAT No. etc.

7. Please provide details of monthly & annual quantity (brandwise) assured for Sales. Please enclose brandwise quantity on your Letter Head and inscribe it as Annexure III.

I have read the conditions of offer carefully and agree to abide by all the conditions and have signed all the pages in token of acceptance thereof.

- (a) I am offering in individual capacity.(Cut if not applicable)
- (b) I am Manager/Proprietor/Partner/Director _____ of the offering firm and have been authorized to submit this offer. The authority letter in this regard is enclosed herewith

Signature.....

.....

Name of Signatory

(IN BLOCK LETTERS)

.....

Designation:.....

Seal:.....

Dated:

RAJASTHAN STATE GANGANAGAR SUGAR MILLS LTD.JAIPUR

(Certified ISO 9001:2000 for Royal Heritage Liqueur(RHL) Plant,Jaipur)

Prescribed Terms & Conditions for engagement of Agent for marketing and Sales of Royal Heritage Liqueur Brands in the state of Haryana & Rajasthan

(Import Export Code No.**1306013160**)

1. The offerers are requested to read the terms and conditions contained in this prescribed format before submitting their respective offers. The offers must be submitted in properly sealed envelope and must reach this office in time and date as notified. Envelope must be inscribed with the subject and name of offerer. The offerer should sign at the end of each page as a token of his acceptance of all the terms and conditions. Please indicate offer in figures as well as words and avoid over writing and cuttings.
2. It is hereby explicitly conveyed that individuals signing the offer must specify as follows:-
 - (a) Whether signing as "Sole proprietor of the firm?
 - (b) Whether signing as registered active partner of the firm?
 - (c) Whether signing for the firm i.e. for procuracionem?
 - (d) In case of Companies and registered firms, whether signing a Secretary, Manager, Partner, Director etc. will submit an authorization from the company to do this. A copy of any document under which such authority is given should be forwarded with the offer.
3. If any conditions are imposed which are in conflict with the basic idea/concept of the offers, it may be rejected.
4.
 - (a) Exclusive Right Basis' means providing absolute rights to the successful offerer with respect to the territory of specified Indian State. The offerer would be only authorized entity for the specified period to market and sale its various brands. The offers/proposals are sought for appointment of agency upto March,2011. The management reserve right to extend or to withdraw the orders at its discretion.
 - (b) Offers for more than one state, can be considered at the discretion of RSGSML.
5. Validity of the offer shall be 60 days from the date of opening of the offer.
6. Offer related to Rajasthan must contain Token-money in shape of a Demand Draft of Rs.20,000 (Rupees Twenty Thousand only) in the name of Rajasthan State Ganganagar Sugar Mills Ltd. payable at Jaipur(India). No interest shall be paid on this amount. No request for adjustment of outstanding claim of any kind against the company towards

Token-money will be entertained and failure to deposit the desired amount will result in cancellation of offer.

7. **Eligibility:**

The prospective bidder is required to have following :-

- (a) National level tie-up or presence of work regarding sales and marketing, related to beverages.
- (b) Minimum 5 years experience for marketing, development and brand building as a consultant and/or as a marketing agent.
- (c) Experience of work with reference to creating the awareness among consumers preferably in the field of beverages.
- (d) Experience of similar work for marketing and sales of Alcoholic beverages in Hotels and Bars will be additional weightage
- (e) Minimum turn over required is Rs.25 lacs per annum during last five years.

Note: The bidder who fulfills max requirement will be given preference

8. Various brands of RHL are detailed at Annexure-I alongwith brandwise EDP i.e. Ex Distillery Price. EDP is the basic price of RHL decided by RSGSML it can be changed/alterd at any point of time unilaterally, without prior information.

9. **Scope or Work:**

The successful tenderer will be responsible for the following with respect to brands of Royal Heritage Liqueurs produced by the Company:-

- (a) Generation of awareness about brands of Royal Heritage Liqueurs in the respective State/Rajasthan.
- (b) To assign the task to a team of salesmen, to contact personally retail outlet Hotels and Bars in the respective State so as to impart knowledge and information about the specialty of Royal Heritage Liqueur brands with special emphasis to mobility and its historical and heritage importance. The team will also provide information about the authenticities of the recipes of such Royal Heritage brands and its properties, advantages, etc.

- (c) To provide Pamphlets, Hoardings, Brochures etc. as per requirement in consultation with RSGSML, within the specified laws and rules prevailing in the respective State.
10. The expenses to be incurred on marketing, sales net work, advertisement, retail commission, expenses on hoarding, booklet, leaflet, brochures etc shall be on the part of such successful offerer with reference to the respective state.
 11. Expenses, including fees/levy or charges payable for sanction and approval of bottles, labels, inner/outer boxes, brand fee and any type of expenses relating to RHL for Rajasthan Excise, till it reaches RSBCL Depot shall be on the part of RSGSML. Similarly It will be on part of RSGSM upto Depot/Wholesale Depot of RHL at Haryana.
 12. The successful offerer shall abide by laws and rules applicable with reference to trade and sale of Heritage Liqueur and shall be liable for violation of such laws/rules and penalties for non-compliance of such provisions of law, rules and practices prevailing in such states of India.
 13. **Security Deposit:** The successful offerer shall submit Security amount to be decided by RSGSML, within 10 days after approval of their offer.
 14. The Security amount so required shall be in addition to the amount of Token Money, deposited along with the offer, as per condition No.6 of this prescribed format.

No interest shall be paid on the security. When the security money in full or in part is proposed to be forfeited, a notice will be given, to explain within 10 days, as to why the security money should not be forfeited for failure to comply the terms and conditions of order/contract etc.
 15. In the event of any breach of conditions of the order/arrangement/MOU/contract at any time on the part of the offerer, the order/ contract may be terminated summarily by the Director Incharge with such conditions as may be deemed fit.

16. **Offer:**

- (a) Tenderer is required to submit offer of commission required for the proposed marketing and sales work in terms of percentage of EDP as detailed at Annexure – I at the space provided below the chart.
- (b) The payment of commission as per (a) above shall be paid over and above the sales of 4000 BL for the state of Rajasthan which is the minimum monthly sales target. No such minimum sale is fixed for Haryana
- (c) The sales achieved over and above this minimum target shall be considered for payment of commission.
- (d) The commission will be paid as percentage to the EDP of each brand subject to the condition that minimum total monthly average sales are above 4000 BL in case of Rajasthan State. The commission will be paid for sales of brand at the EDP prescribed for that particular brand for the State of Rajasthan as demanded by the successful tenderer.
- (e) The offerer is required to provide details of expected monthly/Annual Sales (brandwise) which is offered as Assured Sale for the respective states i.e. Rajasthan/Haryana. The quantity may please be mention on the letterhead of the offerer and it may be added along with the standard document to be inscribed as Annexure-III.

Explanation: It is hereby further clarified that when sales are achieved by successful tenderer above the monthly target in Rajasthan, they are entitled for payment in terms of BL exceeding to the monthly minimum target with respect to the brands sold, which have the highest EDP.

17. **Sales Promotion Scheme:**

.The successful tenderer may introduce any other sales promotion scheme i.e. provision of Gifts etc. out of his own commission payable to them by RSGSML and/or any other resources.

18. It is to inform that all rights regarding selection of marketing agent are reserved, but it is relevant to mention that preference may be given to the tenderer, who demands minimum commission in terms of percentage of EDP.

19. **Taxes:** TDS or any other taxes as applicable by Government of India/ Rajasthan shall be deducted/charged extra at source from the successful offerer as per

applicability. Increase/ decrease in Government taxes, duties, levies shall be borne by such offerer.

20. Direct or indirect canvassing on the part of offerer or their representatives will disqualify them.
21. In case of any dispute arising out of business propositions, the matter will be referred to Sole Arbitrator appointed by the Director Incharge, RSGSML whose decision shall be final and binding on the parties.
22. The company reserves the right to accept or reject any offer without assigning any reason.
23. The submission of more than one offer and under different names is prohibited.
24. Any relationship or business connection that may exist between offerer and any official of the RSGSML should be declared. If this information is found to have been suppressed, orders/contract, if any, entered- into, may be cancelled forthwith without notice and compensation and amount that may have been deposited, may be forfeited.
25. The offerer is requested to sign each page of the documents along with the seal.

Annexure-I

RAJASTHAN STATE GANGANAGAR SUGAR MILLS LTD. JAIPUR
E.D.P. of Various brands of Heritage Liqueur w.e.f. 01.04.2009

S.No.	Brand Name	No. of Bottles in a case	E.D.P. per case (Rs.)
1.	Royal Kesar Kasturi	12	2990.00
2.	Royal Kesar Kasturi Miniature (90 ML)	100	3834.00
3.	Royal Kesar Kasturi Premium	06	2860.00
4.	Royal Jagmohan	12	5778.00
5.	Royal Jagmohan Miniature (90 ML)	100	6323.00
6.	Royal Jagmohan Premium	06	3995.00
7.	Royal Chandra Haas	06	4071.00
8.	Royal Chandra Haas Miniature (90 ML)	100	7235.00
9.	Royal Chandra Haas Premium	04	3625.00
10.	Royal Mawalin	12	2990.00
11.	Royal Mawalin Miniature (90 ML)	100	3450.00
12.	Royal Mawalin Premium	06	2967.00
13.	Royal Saunf	12	1494.00
14.	Royal Rose	12	1494.00
15.	Royal Ellaichi	12	1494.00
16.	Royal Apple Orange	12	1494.00

OFFER: The tenderer is required to offer the rate of commission at the column below in terms of percentage(%) percentage to EDP.

(to be written by tenderer)

I offer ____% as commission for marketing and sales work as per scope of work of the tender.

(Name)

Signature:

