

**Jammu & Kashmir State Agro Industries Development Corpn.Ltd.**

**Cattle Feed Plant Bari Brahmana.**

**TENDER NOTICE**

**Subject: Offers for appointment of super stockists/distributors for sale of Cattle Feed in Jammu Division.**

**Ref : This office No. NIT No. Agro/DM/CFP/F-496/4657-59 Dt: 27-5-2013.**

**It is Circulated among all the interested parties that due to poor response in reference to the subject cited above the date of receipt of offers/tenders is hereby extended upto 03-07-2013 upto 4.pm.The detailed terms and conditions can be obtained from the following offices of the corporation or can be downloaded from the corporation's web site [www.jkagro.com](http://www.jkagro.com).**

**All other terms & conditions shall remain same.**

- 1. Divisional Manager, Cattle Feed Plant, Baribrahmana Jammu.  
Mobile No: 9419288672.**
- 2. Divisional Manager, Procurement & Sales Division Jammu.  
Mobile No: 9419102941**

**No: Agro/DM/CFP/F- 496 /4756**

**Dt: 19-6-2013.**

**Divisional Manager  
Cattle Feed Plant (BB)**

**Terms & Conditions for appointment of super stockists/distributors for sale of Cattle Feed in reference to N.I.T No: Agro/DM/CFP/F- 496/4756- dt.19-6-2013**

- 1) Corporation has a Cattle Feed manufacturing Plant at Baribrahmana Jammu with the production capacity of 50 Mts.packing Per day of Pelleted Cattle Feed. The feed is available in following sizes.
  - 1. 25 kgs. ISI mark**
  - 2. 25 kgs. Agro special****
- 2. In order to increase the sales and to have a organized sales net work, Corporation is proposing to appoint a Super Stockist for whole of the Jammu Proviencie and one distributor in each district. The distributor shall be responsible for appointing the dealers in his district. The details of the dealers appointed alongwith security deposit of `50,000/- shall have to be furnished to the Corporation by the distributor.**
- 3. Super Stockists of Jammu division shall be responsible for placing the order with the Cattle Feed Plant, Bari-Brahamana as per requirements of Division and the margin of profit of Super Stockist, distributor of the district and dealers is defined under the head “margin” para 14.**
- 4. The Minimum Security Deposit for the Super Stockists is Rs.10.00 lacs and Rs. 2.00 lacs for Distributor and 50,000 for dealers. The Super Stockist of the Division shall be responsible for taking the Supply Orders of the Cattle Feed Plant from the Distributors of the different districts and submit the demand to the Cattle Feed Plant within 7days.**
- 5. The cost of the tenderer documents shall be Rs. 500/- for Distributor and Rs. 1000/- for Super Stockist. The copy of the receipt shall be required to be enclosed with the tender if purchased in cash and demand draft of respective amount is to be attached with the tender in case the tender is down loaded from website.**
- 6. Both distributor and super stockiest should have good experience in sale of Cattle Feed or other related products like Animal Feed Ingredients etc. Experience in the field is must to be eligible for becoming Distributor,Dealer,Super stockist.**
- 7. The super stockiest and the distributor should have a net work of sales out let, sub dealers and dealers etc.**
- a. The super stockists should have net work of sales out lets, sub dealers and dealers through out the district. The tenderers shall be required to submit the list with address and contact No. of such dealers, sub dealers and sales out let along with their tender.**

The firm/parties having wide net work of such sales centers sub dealers and dealers shall be given due weightage while selecting the super stockists.

- b. The distributor should have net work of sales out lets, sub dealers and dealers through out the district. The tenderers shall be required to submit the list with address and contact No. of such dealers sub dealers and sales out let along with their tender. The firm/parties having wide net work of such sales centers sub dealers and dealers in the district shall be given due weightage while selecting the distributor.
8. The super stockists and distributors should define/indicate committed sales target which they shall achieve as per the quarterly projections made by the Corporation (minimum target sales statement enclosed as annexure "A").
  - a) Since all the sales of the Cattle Feed are to be routed through super stockists he is required to give the commitment with regard to achieving the minimum sales target fixed by the Corporation. The preference will be given to the tenderer who commit higher sales target to the Corporation. The security deposit of the super stockists shall be linked to his commitment of achieving committed sales target. On failure to achieve sales target the security deposit of the super stockists shall be forfeited which may please be noted.
  - b) Since all the sales of the Cattle Feed Plant in the respective district are to be routed through distributor he is required to give the commitment with regard to achieving the minimum sales target fixed by the Corporation. The preference will be given to the tenderer who commit higher sales target to the Corporation. The security deposit of the distributor shall be linked to his commitment of achieving committed sales target. On failure to achieve sales target the security deposit of the distributor shall be forfeited which may please be noted.
9. The performance of the super stockists and distributor shall be reviewed by the management every quarter and any of the distributor or the super stockists not achieving the target or not complying with the terms and conditions of the agreement shall be discontinued.
10. The super stockists should have adequate ware housing space to store minimum of 10 truck loads of Cattle Feed and office space equipped with internet fax phone and staff. The inspection of the infrastructure available

with the super stockists shall be done by team of officers of Corporation. The super stockist shall have to hold a buffer stock of 5 trucks loads of cattle feed all the time to ensure that there is no shortage.

11. The payment by the super stockists and the distributor is to be deposited in advance with the Corporation, with super stockists depositing advance money of the minimum 50 trucks initially at the time of signing of the agreement.
12. Though the security deposit proposed for super stockists and distributor is Rs. 10.00 lacs and Rs. 2.00 lacs respectively, the tenderer/the firm offering higher security deposits and higher sales target shall be given due weightage while selecting the distributor/ super stockists.
13. The super stockists will have to sell material only to the appointed distributors of the Corporation. He shall not conduct any direct sales unless authorized by Corporation in writing.
14. There shall be total sales margin of 7<sup>1/2</sup> % on MRP. This margin shall be distributed amongst the super stockists, Distributor and sub dealer/retailer in following ratio's.

|                         |      |
|-------------------------|------|
| Super stockists         | 1%   |
| Distributor             | 2.5% |
| Sub-Dealer/<br>Retailer | 4%   |

There will be additional incentive of 10% of the commission to the Super stockist/Distributor on the exceeded sales target.

15. The sales target for the year 2013-14 for Super Stockist and Distributor has been fixed keeping in view overall production of 1,20,000 qtls. with existing two shift basis. The target shall be revised on starting of new plant or on increase in production.
16. Before making to any commitment for bulk sales i.e. more than 100 Tons at a time to any individual or a Government Department, the Super Stockist and distributors will have to take prior consent of Jammu & Kashmir State Agro Industries Development Corporation Ltd. for making such offer as well as commitment on supply schedule and prices.
17. The material once supplied shall not be taken back by the Corporation unless otherwise it is assessed by the Corporation that there is some justification for doing so.

18. **Maximum retail price of Cattle feed will be governed by the Policy of the Jammu & Kashmir State Agro Industries Development Corporation Ltd. as will be in force from time to time and depending upon the rates of Raw material required for the manufacturing of the Cattle Feed. The Super Stockist /distributor/ dealer will not overcharge and in case of default, the Corporation will be free to take any appropriate action, and will also lead to the forfeiture of the Security Deposit and cancellation of agreement .**
19. **Jammu & Kashmir State Agro Industries Development Corporation Ltd. can extend any special / revised policy on the Super Stockists / Distributors/Dealers/ Retailers regarding margin / Commission at any time, depending upon the performance and target of the sales fixed and achieved by the party.**
20. **Corporation will be free to handle on its own bulk requirement of private or Government body without involving the concerned Super Stockist /distributor/dealer/ Retailer.**
21. **The Super Stockist distributor / dealer will ensure that competitors do not sabotage the goodwill of Jammu & Kashmir State Agro Industries Development Corporation Ltd. by selling our feed under a fictitious brand name of our feed.**
22. **All the retail outlets of the Super Stockist/ dealer will be open for check/inspection by the authorized Officers of the Corporation for proper display, storage of feed and sale on prescribed M.R.P. There will be display boards of J&K State Agro Industries at each dealer sub dealer location.**
23. **The Super Stockists/ Distributors/Dealers/Retailers shall not market any other brand of Cattle Feed in his area of operation and will also not enter into competition with other Super Stockists/dealers of Jammu & Kashmir State Agro Industries Development Corporation Ltd. In case Supper Stockist / distributor is found dealing in any other brand of cattle feed by our Field Officers or found selling material in area other than the allotted area, the Corporation shall be at liberty to terminate the dealership/distributorship without assigning any reasons thereof.**
24. **Corporation will reserve the right to continue the existing sale centers of the Corporation run by self, wherever felt necessary.**
25. **The Corporation shall have the right to terminate any Super Stockists / Distributors/ Dealers / Retailers at any time in case the said Distributor /dealer is found involved in any criminal activity or any other**

activity detrimental to the interests of the Corporation or for reasons for safeguarding the interest of the Corporation without any reason.

26 The existing dealership/distributorship arrangements shall stand cancelled on finalization of the fresh arrangement through this tender.

27 The arrangement shall be initially for period of 3 years. However, management reserve the right to terminate the distributorship, super stockist arrangement any time by giving one month's notice.

28. The selected Super Stockist and Distributors will have to enter into an agreement which shall include above terms and conditions and any other terms and conditions which the Corporation may deem fit in the interest of business of the Corporation.

29. The existing Distributors, Dealer etc of the Corporation shall also have to participate in the tender. However, the security already deposited with the Corporation shall be considered and only the balance amount security shall have to be deposited to complete the minimum security amount.

30. One tender shall be considered for distributorship of one district.

31. In case of any dispute the issue shall be settled through Arbitration and Managing Director AIDCL shall be sole Arbitrator.

32. The tender/offers should reach the office of Divisional Manager Cattle Feed Plant Bari Brahmana, Jammu by 17-6-2013 upto 4 Pm.

33. For further details interested firms can contact Divisional Manager, Cattle Feed Plant, Baribrahmana Jammu Mobile No: 9419288672.

No: Agro/DM/CFP/F-496/4756  
Dt: 19-6-2013

Divisional Manager  
Cattle Feed Plant (BB)

**Jammu & Kashmir State Agro Industries Development Corporation Ltd.  
Bari Brahmana, Jammu**

**(A) Sales Target for super stockists**

| <b>S.No:</b> | <b>Jammu Division</b>  | <b>Minimum Target for the Ist Quarter 2013-14 in Qtls</b> | <b>Minimum Target for the 2<sup>nd</sup> Quarter for 2013-14 in Qtls.</b> | <b>Minimum Annual Target 2013-14 in Qtls.</b> |
|--------------|------------------------|---|---|---|
| <b>1.</b>    | <b>Super stockiest</b> | <b>10,000 qtls</b>  | <b>10,000 qtls</b>  | <b>4,0,000 qtls.</b>                          |

**(B) Minimum security deposit for super stockists: Rs. 10.00 lacs**

**(C) Statement showing the district wise target fixed for Cattle Feed for Distributors.**

| <b>S.No.</b> | <b>District</b> | <b>Minimum Target for the Ist Quarter 2013-14 in Qtls</b> | <b>Minimum Target for the 2<sup>nd</sup> Quarter for 2013-14 in Qtls.</b> | <b>Minimum Annual Target 2013-14 in Qtls.</b> |
|--------------|-----------------|---|---|---|
| <b>1</b>     | <b>Jammu</b>    | <b>1500</b>   | <b>1500</b>   | <b>6000</b>                                   |
| <b>2</b>     | <b>Kathua</b>   | <b>1000</b>   | <b>1000</b>   | <b>4000</b>                                   |
| <b>3</b>     | <b>Rajouri</b>  | <b>1000</b>   | <b>1000</b>   | <b>4000</b>                                   |
| <b>4</b>     | <b>Poonch</b>   | <b>600</b>  | <b>600</b>  | <b>2400</b>                                   |
| <b>5</b>     | <b>Samba</b>    | <b>500</b>  | <b>500</b>  | <b>2000</b>                                   |
| <b>6</b>     | <b>Udhampur</b> | <b>600</b>  | <b>600</b>  | <b>2400</b>                                   |
| <b>7</b>     | <b>Resesai</b>  | <b>600</b>  | <b>600</b>  | <b>2400</b>                                   |
| <b>8</b>     | <b>Ramban</b>   | <b>600</b>  | <b>600</b>  | <b>2400</b>                                   |
| <b>9</b>     | <b>Doda</b>     | <b>1000</b>   | <b>1000</b>   | <b>4000</b>                                   |
| <b>10</b>    | <b>Kishtwar</b> | <b>600</b>  | <b>600</b>  | <b>2400</b>                                   |

**(D) Minimum security deposit for distributor in each district: Rs. 2.00 lacs.**

**(E) Minimum Security deposit for dealer in each district Rs.0.50 lacs.**

**Manager**

**(BB)  
FC/MD**

**Divisional**

**Cattle Feed Plant**