

**INDCOSERVE-INDCO TEA HOUSE  
FRANCHISE MODEL**

**1. INVITATION FOR EXPRESSION OF INTEREST**

INDCOSERVE invites sealed Expression of Interest from its registered distributors for operating INDCO TEA HOUSE under Franchisee Model at various places in Tamil Nadu enlisted in the Annexure 1 of this Documents.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed. The EOI Document is also available on the INDCOSERVE website: [www.indcoserve.com](http://www.indcoserve.com)

Interested Distributors may submit their responses in sealed envelopes in prescribed format to the undersigned latest by 22.06.2024

“The General Manager,  
INDCOSERVE,  
NO.35, Church Road, Bedford,  
Coonoor 643101”

Queries if any may be referred in writing to The General Manager, at the above-mentioned address or Telephone No:0423 2239509 or at E-Mail: [gm@indcoserve.com](mailto:gm@indcoserve.com)

S.No.	Critical Dates & Time	Date	Time
1.	Publishing Date & Time	12.06.2024	10.00 AM
2.	Document Download Start Date & Time	12.06.2024	10.30 AM
3.	Document Download End Date & Time	22.06.2024	03.00 PM
4.	Bid Submission Start Date & Time	12.06.2024	11.00 AM
5.	Bid Submission End Date & Time	22.06.2024	03.00 PM
6.	Bid Opening Date & Time	22.06.2024	04.00 PM

## 2. BACKGROUND:

INDCOSERVE is Indian's largest Tea Co-Operative Federation working with around 30,000 small tea farmers, manufacturing about 13 million kgs of Black Tea annually. The value chain of **INDCOSERVE** spans over 16 Tea Factories and includes sourcing of green tea leaves from its member growers, processing, distribution, and trading operation.

## 3. PRE-QUALIFICATION CRITERIA

S.NO.	Pre-Qualification Criteria	Supporting Compliance Documents
1.	The applicant shall be a firm/company/partnership/pro prietorship firm registered under the Indian Companies Act,1932	Copy of Certificate of incorporation and Partnership Deed, if any
2.	The applicant shall be a registered Distributor of INDCOSERVE	Distributorship certificate issued by the INDCOSERVE
3.	The applicant shall have previous experience in catering/ hotel industry	Relevant Documents shall be submitted
4.	The applicant should not be blacklisted by any Central Govt./State Govt. /PUS/Govt. Bodies	Certificate signed by the Authorized Signatory
5.	GST Registration	Copy of the GST Reg-06

## 4. EVALUATION CRITERIA AND METHOD OF EVALUTION:

- a) Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b) EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation/proposal to the selection committee whose decision will be final.

- c) The applicant shall submit a business proposal for the operation of INDCO TEA HOUSE (ITH) highlighting *inter alia*
- I. No. of Man Power proposed to be deployed for the operation of ITH
  - II. Business Strategy for the successful and profitable operation of ITH
  - III. Strength and opportunities analysis of the proposed sites
  - IV. INDCOSERVE will take up reference and reserves the right to pay due heed to the Applicants performance elsewhere and any experience from INDCOSERVE.
  - V. Short listed agencies will be issued Bid Documents and asked to submit their price proposal in a sealed envelope.
- d) Indcoserve is at liberty to conduct a pre-consultative meeting before finalising the franchise partners to assess their entrepreneurial capability to operate the Indco Tea House in a profitable manner.

## **5. Response:**

- 5.1 Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Business Strategy and other reports shall also be submitted.
- 5.2 Application in sealed cover superscribed, as "EOI for the Operation of INDCO TEA HOUSE OF THE INDCOSERVE"

## **6. CONFLICT OF INTEREST:**

- 6.1 Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Applicant to inform INDCOSERVE, detailing the conflict in writing as an attachment to this Bid.
- 6.2 INDCOSERVE will be the final arbiter in case of potential conflicts of interest, Failure to notify the INDCOSERVE of any potential conflict of interest will invalidate any verbal or written agreement.
- 6.3 A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Applicant is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

## **7. CONDITION UNDER WHICH EOI IS ISSUED:**

The EOI is not an offer and is issued with no commitment. INDCOSERVE reserves the right to withdraw EOI and or vary any part thereof at any

stage. INDCOSERVE further reserves the right to disqualify any bidder, should it be so necessary at any stage.

**8. LAST DATE OF SUBMISSION OF EOI:**

The last date of submission of EOI is 22.06.2024 (03.00 PM). Bid Opening Date and Time is 22.06.2024 (04.00 PM).

**INDCOSERVE - INDCO TEA HOUSE**  
**FRANCHISE MODEL**

**9. General Conditions of the EOI**

**FRANCHISE MODEL FOR INDCO TEA HOUSE**

FRANCHISOR - THE INDCOSERVE

FRANCHISEE - ANY REGISTERED DISTRIBUTOR/DEALER OF INDCOSERVE

1. The FRANCHISEE shall design, procure, construct, furnish and commission the Tea House as per the model and standard inclusions specified and approved by INDCOSERVE. The cost incurred towards establishing this Tea House shall entirely be borne by the Franchisee.
  
2. The Franchisee shall be an authorized dealer/distributor of INDCOSERVE.

**3. Franchise Fee**

The Franchise fee shall be paid by the Franchisee as per category wise locations (Categorization as per The Office of the Registrar General & Census Commissioner, Ministry of Home Affairs India, Census of India2011)

**i) Metro cities:** (Population 10 lakh and above)

The franchisee shall pay franchise fee annually of Rs. 1,20,000/- per year.  
(Franchise fee is Rs.10,000/- per month)

**ii) Urban areas:** (Population 1 lakh above and less than 10 lakh)

The franchisee shall pay franchise fee annually of Rs. 84,000/- per year.  
(Franchise fee is Rs.7,000/- per month)

**iii) Rural areas:** (Population up to 1 lakh)

The franchisee shall pay franchise fee annually of Rs. 60,000/- per year  
(Franchise fee is Rs.5,000/- per month)

The Franchise fee shall be increased annually till the expiration of contract term after assessing the business performance. The percentage increase shall be determined by authorized representative of Indcoserve/Committee of Indcoserve nominated by CEO, Indcoserve.

#### **4. Area / Rental charges**

##### **i) For the Land owned by INDCOSERVE:**

Area based rental charges has to be paid as per the actuals by the franchisee as per existing local rates which shall be determined by authorized representative of Indcoserve/Committee of Indcoserve nominated by CEO, Indcoserve.

##### **ii) For the Land owned by Indco Factory:**

If Indco Tea House is established in one of its factory locations, the concerned factory shall be paid the actual land rent by franchisee towards charges for space provided and support.

##### **iii) For Rental Space:**

If Rental space taken on lease or rent for the purpose from third party by INDCOSERVE, then the rent as per the actuals has to be paid by the franchisee.

#### **5. Electricity & Water**

Electricity & water charges to be paid as per the actuals by the Franchisee without any delay/violations as per local body guidelines. Indcoserve shall not be responsible for delay in payment/violation.

#### **6. Term of Initial Contract**

The term of initial contract is 11 months.

After completion of the Initial contract, extension of contract shall be determined by authorized representative of Indcoserve/Committee of Indcoserve nominated by CEO, Indcoserve.

#### **7. Termination of Contract**

i) One-month notice shall be given by the Franchisor, if Franchisor wants to terminate the Franchisee.

ii) If the Franchisee wants to cancel/withdrew their License, they have to give One month notice to Franchisor.

iii) After termination, the franchisee can not use Indcoserve brand/logo or anything to promote their business.

iv) Since the cost incurred towards establishing Indco Tea House shall entirely be borne by the Franchisee, the ownership of fabrication, materials, constructions,

infrastructure etc., will lie with the franchisee and shall vacate the place immediately after end of the notice period.

### **8. Sale of packed teas**

FRANCHISEE shall purchase not less than 200 kgs of packed teas (INDCOSERVE Tea) per month from the FRANCHISOR for a mandatory sale towards the month. (This is exclusive of purchase of Tea for preparation of liquid teas for serving customers). Unsold teas if any shall not be taken back by the FRANCHISOR at the end of the month or will not be adjusted in the next month quota. The cost of this has to be borne by the FRANCHISEE only.

### **10. RESPONSIBILITIES OF THE SUCCESSFUL APPLICANT**

1. FRANCHISEE shall use only FRANCHISOR Teas (INDCOSERVE Tea) for preparation of liquid teas for serving customers, and this shall be accounted and billed separately. No other brand of Tea shall be utilized other than FRANCHISOR. (This Teas is exclusive of 200kgs Packet teas to be purchased from the FRANCHISOR)
2. All Packaged tea shall be supplied to the FRANCHISEE at Wholesale price.
3. Food Menu and other beverages apart from tea may be decided by FRANCHISEE. However prior approval of Indcoserve is mandatory to include/exclude any products of their choice.
4. FRANCHISEE shall be the Custodian of the Indco Tea House for the purpose of operations only. The ownership of Indco Tea House shall lie with FRANCHISOR.
5. The Franchise Retail Outlet License is not transferable. The Franchisee shall not sublet or delegate the License to any other person.
6. Franchisee should provide the best quality Food which is cooked, stored and served in a hygienic manner.
7. Franchisee should always maintain the Indco Tea House branding, Construction etc., and shall not modify/Change the branding at any cost.

8. FRANCHISEE shall be responsible for obtaining all necessary licenses, permissions, clearances from the concerned local body authorities like, FSSAI, D & O License, Health safety, fire safety, Govt. tax / GST law and collect the Govt. tax / GST as applicable on sales and remit it to the authorities concerned within the stipulated time.
9. Indco Tea House must exhibit the certificates obtained from competent authorities whenever demanded by the officials for the purpose of inspection.
10. The Franchisee is strictly prohibited from selling items banned by the Government like Tobacco, Liquor, Cigarette etc. and the Franchisee should not sell any other competitive Tea products.
11. The License will be cancelled by the Federation if any malpractices are detected such as adulteration, selling on higher prices than MRP, selling other brands of Tea products and selling prohibited items.
12. It is specifically understood that the relationship between the Federation and the Franchisee is of seller and buyer and cannot be constructed as employer and employee.
13. Only hygienic, purified water shall be used for cooking and for drinking purpose. All safety precautions have to be taken by FRANCHISEE for water safety.
14. For the purpose of serving and packaging of Food, only approved bio-degradable materials have to be used.
15. FRANCHISEE shall be responsible for proper upkeep and safety of the Indco Tea House.
16. For the purposed serving and packaging of Food, only approved bio-degradable materials have to be used.
17. FRANCHISEE shall be responsible for Health & safety of the Indco Tea House under all circumstances and shall ensure that the staff in the Indco Tea House strictly follow COVID-19 norms.



18. FRANCHISEE shall dispose-off all wastes (wet, dry, solid, recyclable, Non-recyclable, biodegradable etc.,) responsibly and in accordance with the local Administration and Government guidelines.
19. Any distributor interested in running a Indco Tea House shall also present a detailed business plan including the list of food and beverages to be sold and the strategies they may adopt towards brand building for Indcoserve.
20. Indcoserve Officials shall have right to inspect the Indco Tea House at any time, and the Franchisee shall cooperate with the Indcoserve Officials.
21. The Court in the Nilgiris District will alone have jurisdiction to entertain any suit of dispute that may arise between the parties.

**FORMAT-1**

**APPLICANT'S EXPRESSION OF INTEREST**

To,  
The General Manager,  
INDCOSERVE,  
Bedford, Coonoor  
643101

Sub: Submission of Expression of Interest to  
Operate Indco Tea House at

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In response to the invitation for expression of interest (EOI) published on 11.06.2024 for the above purpose, we would like to express interest to operate the INDCO TEA HOUSE at \_\_\_\_\_ as per the terms and conditions enshrined in the EOI Document. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Details (Format-2)
2. Additional information (Format-3)
3. Declaration (Format-4)

Sincerely yours,

Signature of the applicant

[Full name of applicant]

Stamp .....

Date:

Encl: As above

Note: This is to be furnished on the letter head of the organisation.

## FORMAT - 2

S. No.	Organizational Contact Details	
1	Name of Organization	
2	Main areas of business	
3	Type of organization Firm/Company/partnership firm registered under the Indian Companies Act,1956/the partnership Act,1932	
4	Whether the firm has been blacklisted by any central Govt. Bodies/Autonomous? If yes, details there of	
5	Address of registered office with telephone no. & fax	
6	Address of offices	
7	Contact Person with telephone no.& e-mail ID	

Enclose:

1. Copy of certificate of Incorporation.
2. Copy of article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant Stamp &  
Date

**FORMAT – 3**

<b>Additional Information and Reports</b>		
<b>1. List of Enclosures</b>		
<b>S. No.</b>	<b>Description</b>	<b>No. of Pages</b>

Signature of the applicant

Full name of applicant

Stamp & Date

## **FORMAT – 4**

### **Declarations**

We hereby confirm that we are interested in operating Indco Tea House of the Indcoserve under Franchisee Model.

All the information provided here with is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.

**Annexure – 1**

<b>S.No.</b>	<b>Indco Tea House - Proposed Locations</b>
<b>1</b>	<b>Collectorate, Salem</b>
<b>2</b>	<b>Government Hospital, Salem</b>
<b>3</b>	<b>Bus Stand, Salem</b>
<b>4</b>	<b>Government Engineering College, Salem</b>
<b>5</b>	<b>Government Arts College For Men, Salem</b>
<b>6</b>	<b>Government Arts College For Women, Salem</b>
<b>7</b>	<b>TANCOIR, Coimbatore</b>
<b>8</b>	<b>Royapuram Park, Tiruppur</b>
<b>9</b>	<b>GH Coimbatore</b>
<b>10</b>	<b>Kilambakkam Bus Terminus, Chengalpattu</b>
<b>11</b>	<b>CMC, Vellore</b>
<b>12</b>	<b>Adukkamparai GH</b>
<b>13</b>	<b>Naruvi - VIT Group Hospital</b>
<b>14</b>	<b>CMRL, Koyambedu Market</b>
<b>15</b>	<b>Sagosome, Salem</b>
<b>16</b>	<b>Salem Central Coir Marketing ICS Ltd., Salem</b>
<b>17</b>	<b>Uzhavar Sandhai, Coimbatore</b>
<b>18</b>	<b>Tidel Coimbatore</b>
<b>19</b>	<b>TTDC, Coimbatore</b>
<b>20</b>	<b>Coimbatore Medical College, Coimbatore</b>
<b>21</b>	<b>Aavin - Sholinganallur</b>
<b>22</b>	<b>Valley View Junction – View Point, Ooty</b>
<b>23</b>	<b>Elcot, Coimbatore</b>