



# **THE INDCOSERVE**

Tamil Nadu Small Tea Growers' Industrial Cooperative Tea Factories' Federation Limited,  
IND.No.697 (INDCOSERVE)

## **Expression of Interest (EOI)**

**For**

**Providing Channel Service Activities on Commission Basis  
in all Defence Canteens throughout India for  
Indco Branded Teas through Canteen Stores Department  
(Ministry of Defence - Government of India)**

## **1. INTRODUCTION:**

INDCOSERVE is the largest tea cooperative federation in India and is working under control of Department of Industries and commerce, Government of Tamilnadu. It was established in 1965. The Indcoserve is an apex body of 16 Industrial cooperative tea factories located in Nilgiris under its fold.

INDCOSERVE has registered its branded teas namely BlueMont and Mountain Rose for the sale through the Defence Canteens under Canteen Stores Department, Ministry of Defence, Government of India.

For detailed information of Indcoserve, please visit our website: [www.indcoserve.com](http://www.indcoserve.com)

## **2. INVITATION OF EXPRESSION OF INTEREST (EOI):**

Interested companies / parties are requested to submit their EOI to undertake all the activities pertaining to the promotion and sales of Indco Branded Teas as mentioned below through Canteen Stores Department with their supporting documents / credentials.

- i) To liaise, oversee, promote, coordinate, maintain good relations on behalf of THE INDCOSERVE, increase sales and introduction of new products in CSD as and when required and ensure smooth supply and distribution of PRODUCTS through CSDs and render such other services incidental thereto.
- ii) To liaise with the concerned officials in CSD Head Quarters and shall make best endeavour to promote, introduce and improve the sales of the PRODUCTS in CSD Canteens and shall ensure placing of orders by CSD Canteen authorities.

## **3. ELIGIBILITY TO PARTICIPATE IN EOI:**

- a) The agency / party must have at least 3 years of experience in providing all comprehensive channel service for FMCG / Food and Beverage products in CSD
- b) The agency / party must have at least 5 FMCG / Food and Beverage products in their portfolio in respect of CSD business
- c) The agency / party must have a strong contingent of personnel (preferably Ex-servicemen) to conduct business with CSD
- d) The agency / party should have All India presence to conduct business with CSD

#### **4. TERMS & CONDITIONS:**

- a) Any Addendum / Corrigendum in respect of this Expression of Interest shall be issued on our website [www.indcoserve.com](http://www.indcoserve.com) only and no separate notification shall be issued in the press. Bidders are therefore requested to regularly visit our above website for this expression of Interest to keep themselves updated.
- b) INDCOSERVE reserves the right to accept or reject any or all EOIs received without assigning
- c) Any reason therefore whatsoever and the INDCOSERVE's decision in this regard will be final
- d) No contractual obligation whatsoever shall arise from the EOI process.
- e) INDCOSERVE reserves the right to verify the validity of information provided in the EOIs and to reject any bid where the contents appear to be incorrect, inaccurate or inappropriate at any time during the process of EOI or even after award of contract.
- f) The vendor shall bear all costs associated with submission of EOI, presentation.
- g) INDCOSERVE will not be responsible or liable for any cost thereof, regardless of the conduct or outcome of the process.

#### **5. SUBMISSION OF EOI:**

Interested agencies are required to submit the information as mentioned below in their EOI. The detailed Proposal should be submitted along with following supporting documents.

Annexure I    Covering letter from the company on its letterhead.

Annexure II    Company profile and Organization structure

#### **6. SIGNATURE & SUBMISSION:**

Companies may download the EOI document at cost of Rs.1,000/- (DD/Bankers Cheque) from [www.indcoserve.com](http://www.indcoserve.com) and submit their application on their Letter Head along with the required information in original in a sealed cover superscribing on top of envelope "EXPRESSION OF INTEREST (EOI) FOR PROVIDING CHANNEL SERVICE ACTIVITIES ON COMMISSION BASIS IN ALL DEFENCE CANTEENS THROUGHOUT INDIA FOR INDCO BRANDED TEAS THROUGH CANTEEN STORES DEPARTMENT (MINISTRY OF DEFENCE - GOVERNMENT OF INDIA)" at the address given below. You are also requested to send the soft copy of the same by email along with your application on or before 20.10.2023.

The Chief Executive Officer,  
THE INDCOSERVE  
No. 35, Church Road,  
Coonoor – 643 101,  
The Nilgiris,  
Tamil Nadu.

## 7. OPENING:

The proposal submitted against the EOI will be opened as stated below:

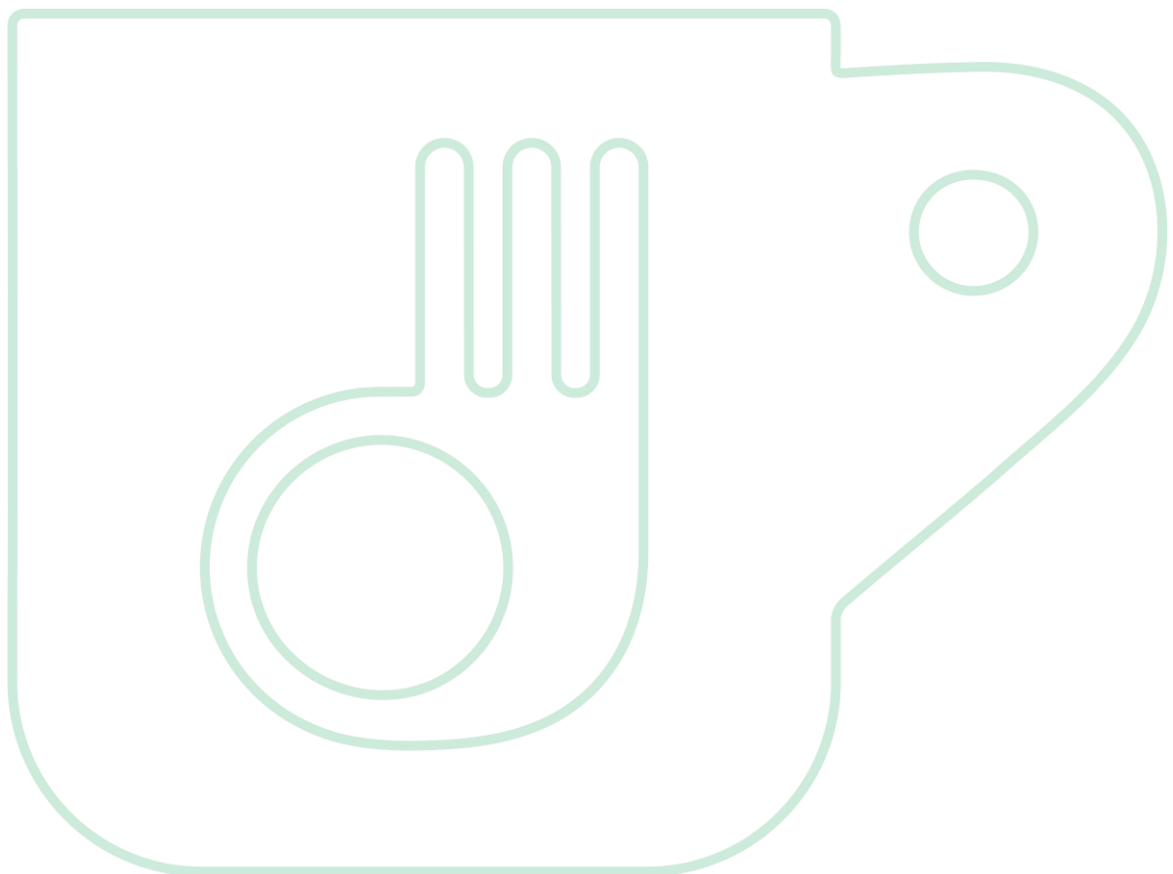
S.No.	Particulars	Date & Time
1.	Last date for submission of filled in form	07.01.2025 upto 4.00 PM
2.	Opening of EOI	08.01.2025 by 4.30 PM

## 8. SCOPE OF THE PROJECT:

- a) The agency / party shall liaise on behalf of THE INDCOSERVE with CSD Canteen Officials/ authorities to the extent required and necessary for promotion of the PRODUCTS and to ensure smooth supply and distribution of PRODUCTS for sale through CSDs.
- b) The agency / party shall keep THE INDCOSERVE posted of movement of stock of PRODUCTS in various CSD Depots ON MONTHLY BASIS.
- c) The agency / party shall be responsible to liaise with Canteen Head Quarters for procurement of orders and ensuring timely payments for the supplies made by THE INDCOSERVE.
- d) The agency / party shall ensure that the payments for all THE INDCOSERVE invoices shall be cleared within 45 to 60 days after generation of bills by the CSD Depots.
- e) The payment of commission to the agency / party shall be paid on monthly basis by THE INDCOSERVE. GST will be paid on the commission amount to the agency / party
- f) The commission paid to the agency / party shall include all office, travel, out of pocket expenses, follow-up for release of payments and any such expenditure that may be incurred by the agency / party
- g) THE INDCOSERVE would provide to the agency / party necessary product samples & replacements and sales promotion materials like catalogues, posters, danglers, etc to enhance the visibility of the products
- h) The approved agency / party should enter an agreement with the INDCOSERVE to undertake the above responsibilities

## **9. PERIOD OF AGREEMENT:**

The agreement with the approved agency / party shall be in force for a period of 1 year from the date of entering of agreement. The agreement may be renewed from time to time by mutual consent of both the parties. However, INDCOSERVE has no obligation to renew with the same party after the expiration the period of agreement.



## **Annexure-I**

### **Cover Letter**

(To be submitted by the party on the Company's Letter Head)

The Chief Executive Officer,  
THE INDCOSERVE  
No. 35, Church Road,  
Coonoor – 643 101,  
The Nilgiris,  
Tamil Nadu.

(Date & Reference)

**Subject: EXPRESSION OF INTEREST (EOI) FOR PROVIDING CHANNEL SERVICE ACTIVITIES ON COMMISSION BASIS IN ALL DEFENCE CANTEENS THROUGHOUT INDIA FOR INDCO BRANDED TEAS THROUGH CANTEEN STORES DEPARTMENT (MINISTRY OF DEFENCE - GOVERNMENT OF INDIA)**

We, the undersigned, express our interest for the subject EOI and declare the following:

- i) I/We am/are duly authorized to represent and act on behalf of (name of the Agency).
- ii) I/We have examined and have no reservations to the EOI document including Amendment No(s) & Clarification No(s) (if any).
- iii) With reference to your invitation for EOI, we are furnishing herewith all the required details as per the prescribed formats.
- iv) INDCOSERVE and /or its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents and information submitted in connection with this application, and to seek clarifications from our bankers and clients. This letter of Application will also serve as authorization for any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and as requested by INDCOSERVE.
- v) INDCOSERVE and /or its authorized representatives may contact the following nodal persons for further information on any aspects of the application:

<b>Contact Person</b>	<b>Name &amp; designation</b>	<b>Address for Communication</b>	<b>Telephone No Email ID</b>

vi) This application is made in the full understanding that:

- a) EOI process will be subject to verification of all the information submitted by the Agency with its application to INDCOSERVE.
- b) INDCOSERVE reserves the right to reject or accept any or all the applications, can INDCOSERVE the EOI process without any obligation to inform the Agency about the grounds of same.

vii) The undersigned declare/declares that the statements made and the information provided in the duly completed application are complete, true and correct in every detail.

**Name:**

**In the Capacity of:**

**Signed duly authorized to sign the application for and on behalf of:**

**Date:**



## Annexure-II

### Company Profile and Organization Structure

EXPRESSION OF INTEREST (EOI) FOR PROVIDING CHANNEL SERVICE ACTIVITIES ON COMMISSION BASIS IN ALL DEFENCE CANTEENS THROUGHOUT INDIA FOR INDCO BRANDED TEAS THROUGH CANTEEN STORES DEPARTMENT (MINISTRY OF DEFENCE - GOVERNMENT OF INDIA)

<b>Name of the Company</b>	:	
<b>Registered Address</b>	:	
<b>Contact Person &amp; Designation</b>	:	
<b>Postal address for communication</b>	:	
<b>Telephone No.</b>	:	
<b>Fax No.</b>	:	
<b>Mobile No.</b>	:	
<b>E-mail address</b>	:	
<b>GST No.</b>	:	
<b>PAN No.</b>	:	

(Please enclose documents regarding Organization Structure, Registration and Ownership including Certificate of Incorporation and Memorandum of Association etc.)

#### Documents enclosed:

1. Annual report (last 3 financial year)
2. Organization brochure, etc.
3. Other relevant documents to prove their expertise and experience
4. List of clients, with CSD codes.
5. Detailed Project Proposal for Marketing Indco Branded Teas in CSD
6. Any other information/document considered necessary but not included above
7. Volume of business carried out in the past three (3) years through CSD, Client Wise – quantity and sale value.

**Signature:**

**Name:**

**Designation:**

**Company Seal:**