**HLL/CMO/SS/CBD/2020-21/ 27/05/2020**

# NOTICE INVITING

# EXPRESSION OF INTEREST

# FOR

**SUPER-STOCKIST**

**FOR**

**MULTI-REGIONAL BUSINESS OPERATIONS**

**OF**

**CONSUMER BUSINESS DIVISION**

**HLL Lifecare Limited**

**HLL Bhavan,**

**CENTRAL MARKETING OFFICE**

**26/4,VELACHERY-TAMBARAM ROAD**

**PALLIKARANAI**

**CHENNAI 600100, INDIA**

**Tel: +91-44-29813732**

**INVITATION OF EXPRESSION OF INTEREST**

**Consumer Business Division**

**HLL Lifecare Ltd**

EOI No: **HLL/CMO/SS/CBD/2020-21/** Date: 27.05.2020

1. Consumer Business Division, HLL LifecareLtd invites sealed applications from eligible party (ies) for appointment as Super-Stockist (SS) for Consumer Products in the select Regions/ States of India and marketed through the trade commercial channel which includes General Trade & Modern Trade..
2. **Domestic:** States falling under the Region of North (Delhi, Punjab, Haryana, Rajasthan, JK & HP), UP (UP & UT), East (West Bengal, Odisha, Bihar, Jharkant & North East) and West (Maharashtra, Gujarat & Madyapradesh).

(However, if any applicant wants to submit proposal for one or more States/ Regions apart from above list, the proposal can be submitted which will be examined and sole right of accepting the same rest with HLL LIFECARE LTD).

**Important Dates**

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Description** | **Schedule** |
|  | Dates of sale of EOI documents  | 28.05.2020 10:00 Hours |
|  | Place of sale of EOI document  | HLL Lifecare Limited, (A Government of India Enterprise), Consumer Business Division, 26/4, Velachery-Tambaram Road, Pallikaranai,Chennai |
|  | Cost of the EOI document  | Rs.1000/- + GST 18% |
|  | Closing date & time for receipt of EOI | 12.06.2020 15:00 Hours |
|  | Time and date of opening of EoI | 12.06.2020 14:00 Hours |
|  | Venue of Opening of EoI | Central Marketing Office, Chennai |

1. Interested applicant may obtain further information about this EOI from the above office selling the documents. EOI Documents may be purchased on payment of non-refundable fee of Rs.1000/- per set in the form of account payee Demand Draft / Pay Order / Cashier’s Cheque / Banker’s Cheque, drawn on a scheduled bank in India, in favour of “ **HLL LIFECARE LTD** ” payable at Chennai.
2. If requested, the EOI documents will be mailed by Registered Post / Speed Post to the domestic tenderers for which extra expenditure per set will be Rs.100/- for domestic post The tenderer is to add the applicable postage cost in the non-refundable fee mentioned in Para 2 above.
3. Applicant my also download the EOI documents from the HLL website [www.lifecarehll.com](http://www.lifecarehll.com) and submit the downloaded documents along with the required non-refundable fee as mentioned in Para 2 above.
4. Applicants shall ensure that their EOIs, complete in all respects, are dropped in the Tender Box /sent by Speed-post/Courier addressed to Dy. Vice President (Mktg), **HLL Lifecare Limited, Consumer Business Division, Chennai, India super scribing “EoI for Appointment of Super-Stockist” and the state/ region applied for** on or before the closing date and time indicated in the Para 1 above, failing which the EOI’s will be treated as late and rejected.
5. In the event of any of the above mentioned dates being declared as a holiday / closed day for the purchase organization, the tenders will be sold / received / opened on the next working day at the appointed time.
6. The EOI documents are not transferable.
7. The applicants requested to regularly check the website of HLL, since any further amendments will be published only in the website.
8. Last date for seeking clarification. If any, shall be 7(Seven) days prior to the schedule date of opening.

**s/d**

**Dy. Vice President (Marketing)**

**HLL Lifecare Limited**

**Consumer Business Division**

**26/4, HLL Bhavan,**

**Velachery-Tambaram Main Raod,**

**Pallikaranai,**

**Chennai 600100, India**

**INVITATION OF EXPRESSION OF INTERESTFOR**

**SUPER-STOCKIST FOR MULTI-REGIONAL BUSINESS OPERATION**

**Brief:**

HLL Lifecare Limited (HLL) is a public sector undertaking, incorporated in the year 1966, under the administrative control of the Ministry of Health & Family Welfare, Government of India. HLL’s purpose of business is “to be a globally respected organization focusing on inclusiveness by providing affordable and quality healthcare solutions through continuous innovations”. In its quest to become a comprehensive healthcare solutions provider, HLL had diversified into healthcare services, while nurturing its core businesses in reproductive health.

**Marketing**

HLL’s large marketing network has been delighting its customers over the last two decades. Servicing 200000 retail outlets, covering 3500 hospitals, reaching over 30000 medical professionals, it has over 2800 stock points, 700 frontline team members placed in every town, with offices in all metros and mini metros, and reaches over 400000 villages in India. HLL is also one of the leading social marketing organisations in the country in the area of contraceptives - with a market share of over 70 percent in the rural and semi-urban markets. On the global front, HLL brands today reach more than 115 countries.

With two decades of dedicated efforts in brand building and market development, HLL has developed a sound marketing infrastructure and introduced an extensive range of its contraceptive, hospital and healthcare products in the domestic and global markets.

**Consumer Business Division (CBD)**

CBD product mix includes a range of world-class products reaching its customers through a network of 5000 stockists and over 500,000 retail outlets, comparable to any of the leading FMCG companies in India. “***MOODS” condoms*** is the one of the flag-ship brands marketed by HLL and commands one of the largest Market-share present in India. HLL is also one of the largest Social Marketing Organisations (SMO) for the Ministry of Health and Family Welfare (MoHFW), ensuring sales of over 80 percent of the Government of India brands - Deluxe Nirodh and Mala-D nationally, and FC2 - nitrile female condoms, to the vulnerable and high-risk groups of women, under the programme initiated by National Aids Control Organisation (NACO). The other brands in CBD includes the socially marketed ***USTAD*** Condoms &***SAHELI*** Contraceptive pills; and **FMCG** products like ***MOODS***Deos; ***MAKESURE*** pregnancy test card, ***VELVET***-Female condom, ***HAPPY DAYS*** sanitary Napkin &***MOODS*** Lubes. Over a period of years HLL has developed a large Sales & Marketing Team capable of ensuring the distribution to the General Trade, Modern Trade and E-Commerce.

**Objective:**

To fuel the ambitious plans for a rapid expansion, CBD proposes to engage a **Super-Stockist** for the redistribution of Moods & FMCG products for the States under the North, UP, East & Western regions. HLL will be directly supplying the brands to the Super-Stockist, who shall bedistributing the product to the Stockists at all the Metro/Tier-1/Tier-2/ R1/R2 towns/locations in all the regions/states mentioned.

This Expression of Interest (EOI) in invited for selection of Business partners/Super- Stockists for the following:

1. To provide a comprehensive Sales & Distribution, Logistics and Channel Management Services for the major products under Consumer Business Division in the States of North, West, UP& East Region. The detailed scope of work and Eligibility Criteria is elaborated below:
2. **SCOPE OF WORK:**
3. **Manpower**
	1. Recruitment & deployment of Field Sales personnel on a need based manner to cater to the requirement of increasing the revenues.
	2. Payments of the Field Sales personnel and adherence to all the statutory requirement of employment.
4. **Channel Management:**
	1. Maintain the channel relationship with the existing stockists/distributors and also addition of the new channels for sales and distribution.
	2. Sales Promotion schemes management to ensure the best results from the retail and thereby increase in the Retail channel base and Market share %.
	3. Merchandising for better Brand visibility at the Point of Sales (POS)
5. **Logistics:**
	1. Opening up of New Depots as per requirement to cater the supply to the Channels stockists/distributors of States/regions so as to ensure the stocks reach maximum 72 hours of the receipt of the orders.
	2. Ensure the availability of all the major Brands & SKU’s to cater to the requirement of the Trade channel.
	3. Inventory of 30 Days Average Sales to be maintained.
	4. Reverse Logistics.
	5. Should have a robust software for the distribution & reports required by HLL should be submitted as per the time frame given.
6. **ELIGIBILITY CRITERIA**

|  |  |
| --- | --- |
| **a** | Participant of EOI should be a company and should have been in existence for at least 3 years prior to the date of EOI/bid submission. Copy of incorporation certificate to be provided. |
| **b** | Average Annual Turnover of Rs 50 Cr for the company or group companies for last 3 financial years. (i.e. 2017-18, 2018-19 and 2019-20). Audited annual Reports of the service provider to be submitted. |
| **c** | The Participant company/group company should have been working as a Super-Stockiest/CFA for at least 5 major Companies/ Brands for a minimum period of 5 years. Agreement/Appointment copies to be submitted |
| **d** | Participant of EOI should have at least 4 Offices/ Depots in the country/Regions specified. Address and GST Details of the Offices to submitted.  |
| **e** | Net worth of the Participant of EOI should be positive during the last three financial years (i.e.2017-18, 2018-19 and 2019-20). Audited annual Reports of the service provider to be submitted. |
| **f** | Participant of EOI must have been engaged a total manpower strength of more than 50 resources (manpower) for Sales and distribution and/or merchandising functions. |

**Conflict of Interest**

The selected SS’s shall not engage in activities that are in conflict with interest of the client (HLL LIFECARE LTD) under the assignment and they would not engage in any contract that would be in conflict of interest with their current obligations. The selected SS that has a business of family relationship with such members of HLL LIFECARE LTD staff who are directly or indirectly involved in this assignment will not be awarded the assignment.

**Documents Required**

* Copies of the Appointment/Agreement with the client certifying the engagement of the SUPER STOCKISTS’s from Companies currently engaged with.
* Brief presentation of your enterprise including number of staff, turnover, year in business.
* CVs of key team members;
* Relevant past project experience in the region etc.;
* Balance sheet/ITR’s for last three years with P & L.
* Registration details of the constitution of the firm/ incorporation details
* Setup/ Establishment/ in India/ overseas, office locations and addresses, manpower strength etc. With GST registration copies.

The EOI shall contain inter-alia the following:

1. Demand Draft for Rs. 1000/-+ 18% GST in favor of HLL LIFECARE LTD.
2. Duly filled in application.
3. Documentary evidence in respect of the eligibility criteria.
4. Statement showing clause by clause compliance to all terms and conditions of the EOI.
5. The following certificates may be furnished:

“We certify that there has been no conviction by a court of law or indictment / adverse order by a regulatory authority for any offence against us. It is further certified that there is no investigation pending against us or the CEO / Directors / Managers of our concerned.

It is certified that there is no conflict of interest exist as on date and in future if such a conflict of interest arises we will intimate HLL LIFECARE LTD of the same.

1. The methodology and approach that will be adopted in executing the assignment.

**Mode of Submission of EOI:**

The EOI document containing the information as required in the previous paragraphs and in the Annexure shall be enclosed on one envelope super scribing “**EoI for Empanelment of Super Stockist”**and the State/ Region/ applied for………………… (In case of PAN India or Global, it may be super scribed accordingly)

The EOI document priced at Rs.1000/-(one thousand only) payable by the Bank draft/Bankers cheque from schedule Bank, payable at Delhi/ NCR should be submitted on or before ……………………………., addressed to, **Dy. Vice President (MKTG), HLL Lifecare Limited, CBD, CHENNAI.** The technical bid will be opened at 3.00 pm on the same day. The application received late shall not be considered.

The EOI document may be purchased from this office with fees paid either in cash or trough bank’s draft up to 4.00PM (a day prior to date of opening)

Forms may also be downloaded from the HLL’s website. [www.lifecarehll.com](http://www.lifecarehll.com), and submitted with fees as mentioned above. The envelope containing Commission Fee shall be opened for the applicants who qualify in their technical bid. Date of opening will be intimated to the qualifying parties.

**Evaluation Criteria:**

1. The party who fulfills the eligibility criteria may be called for detail discussion within 15 days of the application received. If the applicant does not get any information from office within 30 days of the submission of the application, it should be presumed that the application is rejected due to not fulfillment of selection criteria.
2. Allotment Order will be issued to the selected Applicant with a request to execute an Agreement between Applicant and HLL, before execution of Agreement.
3. On allotment, the Distributor has to allocate the Godown and Vehicle as per HLL specification.

(d) The Distributor has to start his business within 30 days of allotment failing which the appointment shall stand cancelled by HLL on 7days notice to the allottee.

**TENURE OF ENGAGEMENT**

The appointment of SS (SUPER STOCKISTS’s) will be initially for a period of 3 years and further extendable by another 3 years. The engagement tenure can be extended for subsequent years at sole discretion of HLL LIFECARE LTD depending upon satisfaction of HLL w.r.t. performance of the SS.

**STANDARD OF PERFORMANCE:**

The SUPER STOCKISTS shall perform the Services and carry out the obligations with all due diligence, efficiency and economy in accordance with generally accepted professional standards and practices and shall observe sound management practices. The SUPER STOCKISTS shall always act, in respect of any matter relating to this contract or to the services, as faithful adviser to HLL LIFECARE LTD and shall at all-time support and safeguard its legitimate interests in any dealings with the third parties.

**CONFIDENTIALITY:**

Except as provided in this Agreement the SUPER STOCKISTS must not disclose, divulge or make public or shall personally use for his gain any of the materials, processes, accounts, transactions dealings, and information etc. without the prior written consent of HLL LIFECARE LTD.

**TERMINATION:**

 HLL LIFECARE LTD has the right to terminate the Agreement at any time on giving notice of two months to the SS without assigning any reason as well as in circumstances where the SS commits a material breach of agreement or becomes bankrupt. The BDA has also the right to terminate the appointment on giving notice of one month in case of breach of the agreement by HLL LIFECARE LTD.

**APPLICABLE LAW:**

This agreement is governed by and interpreted in accordance with the laws of India for the time being in force.

**FAIRNESS AND GOOD FAITH:**

The Parties undertake to act in good faith with respect to each other’s rights under this Contract and to adopt all reasonable measure to ensure the realization of the objectives of this Contract.

The Parties recognize that it is impractical in this Contract to provide for every contingency which may arise during the life of the Contract, and the Parties hereby agree that it is their intention that this Contract shall operate fairly as between them, and without detriment to the interest of either of them, and that, if during the term of this Contract either Party believes that this Contract is operating unfairly, the Parties will use their best efforts to agree on such action as may be necessary to remove the cause or causes of such unfairness, but no failure to agree on any action pursuant to this Clause shall give rise to a dispute subject to arbitration.

**RESOLUTION OF DISPUTES:**

If dispute or difference of any kind shall arise between the HLL LIFECARE LTD and the SS in connection with or relating to the contract, the parties shall make every effort to resolve the same amicably by mutual consultants. In the event, the Parties fail to settle a dispute amicably within 15 (Fifteen) days, the dispute shall be referred to arbitration by a sole arbitrator mutually appointed by both the Parties. The arbitration proceedings shall be held in English and in accordance with the provisions of the Arbitration & Conciliation Act, 1996.

Jurisdiction of Arbitration: The venue of arbitration shall be Trivandrum, (India).

**Annexure 1**

**APPLICATION FORM FOR SUPER STOCKISTS**

Sub: Application of the SUPER STOCKISTS

Ref: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Name of the SUPER STOCKISTS :
2. Location
3. Full postal Address :
4. Telegraphic Address :
5. Telex/fax No. :
6. Tel No. :
7. E-mail :
8. Details of staff :
9. Technical
10. Skilled
11. Unskilled
12. Details of the Client to whom the services were offered during the last three year :
13. No. of years in business
14. Whether proprietorship, partnership concern or individual :
15. Whether meet the qualification criteria as given in **EOI document** if so give the documentary evidence in support :
16. Any other information you want to furnish :

**Declaration**

I/We certify that the above information is correct and true to the best of our/my knowledge and belief. In the event of any information being found false or incorrect, action can be taken against us. Further declared that we have never been arrested / prosecuted or convicted by a Criminal Court or involved in any other case, registered by the police.

Place: Yours faithfully,

Date: Signature of the applicants