

EXPRESSION OF INTEREST
FOR
RETAIL MERCHANDIZING SOLUTIONS
FOR
HLL LIFECARE LIMITED
(CONSUMER BUSINESS DIVISION)

HLL Lifecare Limited
Corporate Marketing Office
HLL Bhavan, Pallikaranai, Chennai - 600100
Tamil Nadu, India. Tel: 044-29813732/33/34

**EXPRESSION OF INTEREST FOR EMPANELMENT OF PARTIES FOR RETAIL
MERCHANDIZING SOLUTIONS**

1. Company overview

HLL is a leading healthcare company which is into the manufacturing and marketing of various contraceptives and healthcare products such as condoms, oral contraceptive pills, blood collection bags, surgical sutures, pregnancy test kits and other diagnostic test kits. Apart from this, HLL is also a leading service provider of healthcare diagnostics and imaging, retail pharmacy and turnkey projects in healthcare.

The Consumer Business Division (CBD) of HLL is primarily responsible for marketing of all the OTC brands of HLL which comprise the flagship brand - MOODS condoms, MOODS deodorants, Saheli oral contraceptive pills, Ustad condoms, Happy Days sanitary pads and along with government owned brands such as Deluxe Nirodh and Mala D. CBD has a network of more than 750 stockists and 200,000 retail outlets across the country. Chemists are the largest contributors to the condom category while the organized retail provides avenues for visibility.

2. Empanelment of parties for retail merchandizing

The Consumer Business Division (CBD), HLL is looking for suitable suppliers of retail branding and merchandizing solutions along with outdoor branding. In line with this HLL invites interested parties who can offer services for retail branding and merchandizing solutions.

Table 2.1: Scope of work

S.No	Jobs	Other services required apart from supply	Locations
1	Sunboard/foamboard branding of retail outlets	Recee required	1. Delhi - Delhi NCR 2. Uttar Pradesh - Lucknow, Kanpur, Noida - Ghaziabad, Agra, Meerut, Varanasi, Allahabad 3. Punjab - Amritsar, Chandigarh, Jalandhar, Ludhiana 4. Haryana - Faridabad, Gurgaon 5. Rajasthan - Jaipur, Jodhpur, Kota 6. Maharashtra - Mumbai, Navi Mumbai, Thane, Pune, Aurangabad, Nagpur, Nashik 7. Gujarat - Ahmedabad, Surat, Vadodara, Rajkot 8. Madhya Pradesh - Indore, Bhopal, Jabalpur, Gwalior 9. Chattisgarh -Raipur 10. West Bengal - Howrah, Kolkata 11. Odisha - Bhubaneswar, Cuttack 12. Bihar - Patna 13. Jharkhand - Dhanbad, Ranchi 14. Assam - Guwahati 15. Andhra Pradesh - Vishakapatnam, Vijayawada 16. Telangana - Hyderabad, Secunderabad 17. Karnataka - Bangalore, Mysore, Goa 18. Tamil Nadu - Chennai, Coimbatore, Madurai 19. Kerala - Thiruvananthapuram, Kochi, Kozhikode
2	Nonlit Flex Boards		
3	Glow Sign Lit Boards		
4	Flanges - Lit and nonlit		
5	End caps, cash till Bay breakers and highlighters at Modern Trade Outlets		
6	Wall paintings	Suitable sites should be provided	Rural locations in the following States 1. Uttar Pradesh 2. Punjab 3. Haryana 4. Rajasthan 5. Bihar 6. Jharkhand 7. Madhya Pradesh 8. Chattisgarh 9. Gujarat
7	Table top display units	To be delivered at specified location	1. Delhi
8	Hanging dispensers and parasites		2. Indore
9	Floor standing units		3. Kolkata
10	Wobblers		4. Mumbai
11	Posters		5. Chennai
12	Danglers		6. Bengaluru 7. Hyderabad 8. Thiruvananthapuram

3. Eligibility Criteria

The following are the criteria that should be fulfilled in order to participate in this process.

- Should be registered in India, copy of PAN card and GST certificate to be provided.
- Should have previous experience in any or all of the activities listed in Table 2.1(Scope of work) for at least three years.
- Should have a minimum turnover of Rs 10 Lacs in 2020-21. P&L statement for the previous financial year certified by a Chartered Accountant should be submitted.
- Turnover for last three years and details of income tax filed certified by a Chartered Accountant should be submitted.

4. Technical Evaluation

S.No	Jobs	To be submitted	
1	Sunboard/foamboard branding of retail outlets	Proof of work done for leading FMCG/Pharma brands in terms of images, videos, photographs etc	Client Testimonials
2	Nonlit Flex Boards		
3	Glow Sgn Lit Boards		
4	Flanges - Lit and nonlit		
5	End caps, cash till Bay breakers and highlighters at Modern Trade Outlets		
6	Wall paintings	Sample POS/POPs printed for other brands	
7	Table top display units		
8	Hanging dispensers and parasites		
9	Floor standing units		
10	Wobblers		
11	Posters		
12	Danglers		

5. Proposal

Interested parties who fulfil the eligibility criteria are requested to submit an expression of interest as per the format attached as Annexure – A for supply, installation and providing all or any of the services as listed in the 'Table 2.1: Scope of work' under section2 for a period of two years from the date of sign up.

HLL will shortlist the parties based on the technical evaluation and empanel them. HLL will invite quotations depending upon market requirements from time to time for each or some or all of the job(s), from the empanelled parties and the party quoting the lowest rates will be awarded the job(s).

6. Submission of proposals

All proposals may be marked as 'Empanelment' and addressed to

ANURADHA NAIR
DGM(MARKETING)
HLL LIFECARE LTD
26/4, HLL Bhavan
Velachery Tambaram Main Road,
Pallikaranai(PO),
Chennai - 600 100

Annexure - A

ACCEPTANCE FORM

(To be submitted in the letter pad of the firm indicating full name and address, telephone & fax numbers etc.)

From

To

HLL LIFECARE LTD
26/4, HLL Bhavan
Velachery Tambaram Main Road,
Pallikaranai(PO),
Chennai - 600 100
Ph: 044-29813733/34, 29530775

Dear Sir/Madam,

I / We, hereby offer to supply of retail branding and merchandizing solutions along with outdoor branding.

I/We have understood the terms and conditions mentioned in the invitation by you and have thoroughly examined the requirement needed and are fully aware of the nature of the scope of work required and my/our offer is to comply strictly in accordance with the requirement and the terms and conditions mentioned above.

Yours faithfully,

**SIGNATURE OF AUTHORIZED
REPRESENTATIVE WITH COMPANY SEAL**

CERTIFICATE

I / we hereby certify that the information given with this invitation is correct. If, at any stage, it is found to be incorrect, I / we understand that the empanelment will be liable to be terminated and action could be taken against me/us by the Company for damages.

**SIGNATURE OF AUTHORIZED
REPRESENTATIVE WITH COMPANY SEAL**

(To be submitted in the letter pad of the firm indicating full name and address, telephone & fax numbers etc.)