



**INVITATION OF EOI  
FOR DISTRIBUTORSHIP OF MILK & MILK PRODUCTS OF UCDF LIMITED**

**EOI Notice No: 01 / 2024-25 Date 07.11.2024**

**UTTARAKHAND COOPERATIVE DAIRY FEDERATION LTD  
MANGAL PARAO, HALDWANI (NAINITAL)-263139**

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## GENERAL TERMS & CONDITIONS

- 1- The detail information regarding the EOI may be obtained from the UCDF website [www.ucdfaanchal.org](http://www.ucdfaanchal.org)
- 2- EOI document fees- All bidders should have to deposit EOI document fee online through NEFT/RTGS in the given bank account detail of Uttarakhand Cooperative Dairy Federation Ltd, Mangal Parao, Haldwani. The bidders must have to upload scan copy of the deposit/transaction receipt in EOI document. The bidders may also deposit EOI fess offline in form of D.D. (in original) or cash to this office on or before the mentioned date & time.
- 3- Security Amount – Qualified Bidder shall have to submit security amount of Rs 2,00,000 (Two Lakh Rupees) and a signed postdated account payee cheque in the favor of Uttarakhand Cooperative Dairy Federation Ltd., Haldwani which UCDF can utilize to realize any outstanding amount of UCDF.
- 4- UCDF will not be responsible for any problems faced by the bidder due to any technical fault occurred in the website while downloading the EOI document. For the same no time relaxation will be allowed to the bidder.
- 5- The bidder will have to mention unit rates of each item in numerals as well as in words.
- 6- The qualified bidder will have to make advance payment of the various products before raising their demands.
- 7- Conditional EOIs will not be accepted.
- 8- Consortium is allowed. However, eligibility criteria & technical & financial bid supporting document of lead bidder shall only be considered.
- 9- Undersigned reserves the right to reject any or all EOIs without assigning any reason. Managing Director, UCDF Ltd., Haldwani.

### 1. EOI Invitation

Uttarakhand Cooperative Dairy Federation Ltd. (abbreviated as UCDF Ltd.) is an apex level State Federation of District Milk Co-operative Unions in the state of Uttarakhand. It was established in the year 2001, under registration no 555, dated 12.03.2001, with its head office at Mangal Parao, Haldwani (Nainital). UCDF Ltd is engaged in milk procurement, processing and marketing activities of milk and milk products in the state of Uttarakhand and is popularly known for its brand 'Aanchal'.

The Uttarakhand Cooperative Dairy Federation Limited (UCDF) invites sealed EOIs from reputable brand promotion agencies for the selection of a Brand Promoting Agency in Uttarakhand. The selected agency will be responsible for developing and implementing effective brand communication and visibility strategies to promote the UCDF brand across the state. Interested agencies are requested to submit their technical and financial proposals as per the EOI guidelines.

## 2. Schedule of Events

S. No.	Event Description	Date & Time
1	Last Date of Submission	21.11.2024, 5:00 PM
2	EOI Opening by the committee	22.11.2024, 11:00 AM

## 3. Bank Details for Online submission of Application Fees through RTGS/NEFT:

<b>Name of account holder</b>	Uttaranchal Cooperative Dairy Federation Ltd.
<b>Name of Bank</b>	Axis Bank
<b>Branch</b>	Talli Haldwani (UT)
<b>Account Number</b>	584010100013749
<b>Type</b>	Saving bank
<b>IFSC code</b>	UTIB0000584

## 4. Scope of Work

Uttarakhand Cooperative Dairy Federation Ltd desires to engage distributors for its products being sold under its brand name "Aanchal", to ensure timely delivery of its products to various retail points from its Plants/factories.

## 5. Eligibility Criteria

Interested Agencies are expected to meet the qualification criteria as mentioned here. Agencies failing to meet either of these criteria or not furnishing the requisite supporting documents/documentary evidence will be liable to be rejected and not considered for EOI. UCDF shall evaluate the proposal with reference to the information and supporting documents furnished.

## a. Brand Promotion &amp; Marketing Services

S. N.	Eligibility Criteria	Supporting Documents Required
1	<b>Turn Over</b> – A turnover of at least Rs 1.00 Cr for the past 02 financial years.	Audited balance sheet from a registered Chartered Accountant.
2	<b>GST</b>	GST Registration Certificate
3	Experience – At least 02 years of relevant work experience in Dairy/FMCG firm of marketing & handling of distributors etc.	Relevant Experience Documents/Certificates.
4	The applicant should furnish an undertaking to the effect that the firm has not been blacklisted in India.	Letter of Undertaking (Annexure– IV)
5	Priority – Parties working in Uttarakhand in milk & milk products shall be given priority in the awarding of contract.	1. Furnishing of letters of work awarded by different firms.
6	Availability of Land Space – The parties should be having minimum available land space of minimum 500 sq ft (for plain districts) & 250 sq ft (for hilly districts)	Relevant documents to be attached.
7	Application Fees Rs 500 (Non-Refundable)	RTGS/ NEFT Receipt of Rs. 500

## 6. Technical &amp; Financial Bid

Interested agencies & parties shall submit the EOI in sealed envelopes along with EOI name and number separately.

## 7. EOI Evaluation:

The EOI Committee shall evaluate the various EOIs on the bases of commission and other charges on every product.

ANNEXURE- 'A' - EOI Acceptance Letter

(To be given on Company Letter Head)

Date:

To,

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**Sub: Acceptance of Terms & Conditions of EOI**

**EOI Reference No:** \_\_\_\_\_

**Name of EOI / Work:**

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Dear Sir,

1. I/ We have downloaded / obtained the EOI document(s) for the above mentioned 'EOI/Work' from the web site(s) namely:

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as per your advertisement, given in the above-mentioned website(s).

2. I / We hereby certify that I / we have read the entire terms and conditions of the EOI documents from Page No. \_\_\_\_\_ to \_\_\_\_\_ (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

3. The corrigendum(s) issued from time to time by your department/ organizations too have also been taken into consideration, while submitting this acceptance letter.

4. I / We hereby unconditionally accept the EOI conditions of above-mentioned EOI document(s) / corrigendum(s) in its totality / entirety.

5. In case any provisions of this EOI are found violated, then your department/ organization shall without prejudice to any other right or remedy be at liberty to reject this EOI/bid including the forfeiture of the full said EOI document fee deposit absolutely.

Yours Faithfully,  
(Signature of the Bidder, with Official Seal)

ANNEXURE 'B' - Non-Black Listed Certificate  
(Affidavit on A Non-Judicial Stamp Paper of Rs.100/-)

I, \_\_\_\_\_ sole proprietor/partner/authorized signatory of  
M/S \_\_\_\_\_ sole proprietorship/partnership  
firm/public/private limited company having its principal place of business/ registered office  
at.....(Full Address) do hereby solemnly affirm and declare  
as under:-

- 1- That I hereby confirm and declare that my/our firm/company M/S..... is not  
blacklisted/delisted or debarred with any company of Private/Public Ltd. or Government Company/Semi  
Govt. dept. from participating in the EOI as on date.
- 2- That I hereby confirm and declare that my/our firm/company M/S..... is /are not  
involved in any illegal activity and/or not charge sheeted for any criminal act of theft and/or any other  
essential commodity during last five years.
- 3- That I further undertake that in case any of the facts sworn in as mentioned above and any particulars  
mentioned in our application are found other-wise or incorrect or false at any stage, my/our firm/  
company shall stand debarred from the present and future EOIs of the Uttarakhand Co-operative Dairy  
Federation Ltd. and its associates Milk Union. Besides, Uttarakhand Co-operative Dairy Federation Ltd  
shall be entitled to take all such actions as may be deemed fit including termination of contract, if  
awarded, without any claim for any compensation whatsoever on account of such premature closure of  
the contract.
- 4- I know that to swear a false affidavit is crimes under the law and with such knowledge only I have  
sworn this Affidavit. I shall be responsible for any false statement.

**(Signature of the Proprietor/ Managing Partner/Director with Seal)**  
**DEPONENT**

Verified at ..... on.....that the contents of para 1 to 4 of this affidavit are true and  
correct and no part of this is false and nothing material has been concealed or falsely stated therein

**(Signature of the Proprietor/ Managing Partner/ Director with Seal)**  
**DEPONENT**  
**(Signature & Seal of Notary)**