

**Expression of Interest (EOI) for
Selection of an Agency for Setting-up and Operating HPMC Kiosks
at Metro Stations of DMRC Network**



**Himachal Pradesh Horticultural Produce
Marketing & Processing Corporation Ltd
(A Government Undertaking)
Nigam Vihar Shimla-2 (H.P)**



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Marketing & Processing Corporation Ltd
(A Government Undertaking)
Nigam Vihar Shimla-2 (H.P)**

Ref. No. HPMC/DMRC-2022/

Dated: 30th March, 2022

INVITATION FOR EXPRESSION OF INTEREST

Himachal Pradesh Horticultural Produce Marketing and Processing Corporation Limited (A Government Undertaking) invites sealed Expression of Interest (EOI) from eligible agencies for setting-up of HPMC kiosks at Metro Stations of DMRC Network.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website www.hpmc.in.

Further details, if any, may be obtained from the Office of **the General Manager, HPMC Ltd. 3rd Floor Nigam Vihar Shimla H.P. 171002 during working hours.**

Last date for submission of EOI 13-04-2022 **upto 1400 hrs.** Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of **Rs 5000.00** by way of DD/Pay Order in favour of “the Managing Director, HPMC Ltd.”, payable at Shimla may be submitted mentioning “**EOI for Selection of an Agency for Setting-up and Operating HPMC Kiosks at Metro Stations of DMRC Network**” on the top cover to The General Manager, HPMC Ltd. 3rd Floor, Nigam Vihar, Shimla H.P. 171002. The EOI shall be opened on 13-04-2022 at 1500 hrs.

**Managing Director
HPMC Ltd.**

1.0 Background:

H.P. Horticulture Produce Marketing & Processing Corporation (HP State Government Undertaking) popularly known as HPMC was incorporated on 10th June, 1974 with the financial assistance of World Bank. The mandate of this organization was to provide post-harvest facilities to the fruit growers of the state and to help them to get best returns for their produce from the market.

HPMC was established with the objective of marketing of fresh fruits and processing of all types of surplus fruits. It has developed the most modern system of marketing in the country. The unique characteristics of this organization are that It provides supplies of horticultural inputs, tools and implements besides apple grading/packaging and storage facilities to the growers.

The infrastructure created way back in seventies and early eighties has now been upgraded in a phased manner by commissioning most advanced computerised apple packing /grading lines with controlled atmosphere facilities in the fruit growing areas of the State. This has helped farmers avail technology to meet the international market requirements.

Processed fruit products market is growing at a handsome pace across the globe. Keeping in view the rising demand, HPMC is augmenting the installed capacity by creating new facilities and upgrading the existing infrastructure. The new processing facility will increase the productivity of HPMC manifolds.

HPMC is pursuing with the Delhi Metro Rail Corporation Ltd. for renting out raw space for setting up of HPMC Kiosks at about 100 Metro Stations of the DMRC Network (subject to allotment of space by DMRC). HPMC is in process of engaging an eligible, experienced and capable agency for setting up and operating these Kiosks.

2.0 Aims & Objectives:

The objective of the selection of agency for setting up and operating HPMC Kiosks at Metro Stations of DMRC Network is to engage some capable, credible, financially sound and reputed private party/agency having sufficient experience of setting up and operation of such kiosks in order to ensure timely erection of the kiosks, smooth functioning and high sales turnover.

3.0 EOI Processing Fees

A non-refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft or a Pay Order drawn in favour “the Managing Director, HPMC Ltd.”, payable at Shimla. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

4.0 Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to HPMC Ltd. at the address specified herein earlier. In exceptional

circumstances and at its discretion, HPMC Ltd. may extend the deadline for submission of proposals by issuing an amendment to the EOI will be available on the HPMC website.

5.0 Validity of Offer:

The offer for EOI as per this document shall remain valid for a period of three (3) months initially from the last date of submission of the EOI, which may be extended further if required by HPMC.

6.0 Terms of Reference

The detailed terms of reference are enclosed at **Annexure-I**.

7.0 Instructions to the Applicants

7.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes

- a) Applicant's Expression of Interest as per Format-1.
- b) Organizational Contact Details as per Format-2.
- c) Experience of the organization as per Format-3.
- d) Financial strength of the company as per Format-4.
- f) Revenue Model and Sales Turnover as per Format-5.
- g) Declaration as per Format-6.
- i) Demand Draft of Rs. 5000.00 (Rupees five thousand only) in favour of the Managing Director, HPMC Ltd. payable at Shimla.

7.2 EOI Documents have been hosted on the website www.hpmc.in and may be downloaded from the website.

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

8. Qualification Criteria:

The agency should possess all the following eligibility criteria. Responses not meeting the minimum eligibility criteria will be rejected and will not be evaluated.

Se. No.	Eligibility Criteria	Supporting Document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 2013/ the Partnership Act, 1932 and who have their registered offices in India.	Copy of Certificate of incorporation and Partnership Deed, if any

2.	The firm should be in the business of undertaking similar assignments for at least 10 years as on 31.03.2021.	Letters of Award/ Allotment
3	The Bidder organization should have registered profit and should not have incurred loss in any of the last 3 consecutive Financial Years (FY 2018-19, 2019-20 & 2020-21)	Format-5 to be certified & validated by Chartered Accountant (CA) of the bidder's organization and Income Tax Returns for last three years.
4	The Bidder should have an annual turnover of Rupees 3 Crore in each of the last 5 consecutive Financial Years (FY 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21) from the business.	CA certified document with name of CA registration number, signature and stamp
5	The agency should have all statutory registrations/ licenses related to deployment of manpower (as applicable).	i. Labour License ii. EPFO Registration iii. ESIC Registration
6	The firm should not have been blacklisted by the Central Government, any State Government, PSU, Govt. Bodies etc.	Certificate signed by Authorized Signatory
7	PAN No. / GST Registration Certificate	Copies of PAN and GST Registration Certificate

9. Evaluation Criteria and Method of Evaluation:

- a. Evaluation 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 by comparing the 'Revenue Model and Sales Turnover' as per Form -5.
- c. Agency offering reasonably high Sales Turnover and a viable Revenue Model, shall be selected and Letter of Award shall be issued in favour of the agency.
- d. Any bidder can be asked to clarify/ justify any information submitted by them including the Form-6.

10. Response:

- 10.1** Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments, if any, on the objectives and scope of the assignment projected in the enquiry may also be submitted along with the offer.
- 10.2** Application in sealed cover superscribed, as "EOI for Selection of an Agency for Setting-up and Operating HPMC Kiosks at Metro Stations of DMRC Network".
- 10.3** The bidder has to present a detailed PowerPoint Presentation on the proposed Revenue Model before the Bid opening Committee. Date, time and venue of shall be intimated separately.

11.0 Conflict of Interest:

Where there is any indication that any conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform HPMC, detailing the conflict in writing as an attachment to this Bid.

12.0 Condition under which EOI is issued:

The EOI is not an offer and is issued with no commitment. HPMC reserves the right to withdraw EOI and or vary any part thereof at any stage. HPMC further reserves the right to accept or reject any bid or may cancel the whole process without assigning any reason.

13.0 Last date of submission of EOI:

The last date of submission of EOI is 13th April 2022 (1400 hrs.).
Bid Opening Date & Time is 13th April 2022 (1500 hrs)

14.0 Contact Person:

Sh. Sandeep Sharma
Marketing Specialist,
HPMC PIU
Mobile: 9459036750
Email: marketinghpmc@gmail.com

FORMAT – 1

APPLICANT'S EXPRESSION OF INTEREST

To

The General Manager,
HPMC Ltd.
3rd Floor, Nigam Vihar
Shimla H.P. 171002

Sub: Submission of Expression of Interest for Selection of an Agency for Setting-up and Operating HPMC Kiosks at Metro Stations of DMRC Network.

Dear

In response to the Invitation for Expressions of Interest (EOI) published on 30-03-2022 for the subject cited above, we would like to express our interest to carry out the above proposed assignment. As instructed, we attach 2 sets of the following documents in separately sealed envelopes:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. Financial strength of the organization (Format-4)
4. Revenue Model and Sales Turnover (Format-5)
5. Declaration (Format-6)
6. Demand Draft of Rs. 5000.00 (Rupees five thousand only) in favour of the Managing Director, HPMC Ltd. payable at Shimla.

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 organization.

FORMAT – 2

Organizational Details

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. / State Govt./PSU/ Govt. Bodies / Autonomous Bodies? If yes, details thereof.	
5	Address of registered office with telephone no. & fax.	
6	Address of offices in i) National Capital Region of Delhi ii) Other States and UTs	
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)
Name of the Applicant
Stamp and Date

FORMAT – 3
Experience in Related Fields

Overview of the past experience of the Organization in all aspects related to Brand Building related			
	Items	Number of Assignments in last 10 years	Names of the Clients/ Organisations
1	Experience of undertaking similar assignments with DMRC, PSUs and Corporate Sector.		
3	Any other assignment of similar nature		

Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.

(Signature of the Applicant)
Name of the Applicant
Stamp and Date

FORMAT – 4

<u>Financial Strength of the Organization</u>					
S. No	Financial Year	Whether profitable Yes/NO	Annual net profit (in Crores of Rs.)	Overall annual turnover (in Crores of Rs.)	Annual Turnover From Similar Assignments
1	2016-17				
2	2017-18				
3	2018-19				
4	2019-20				
5	2020-21				

(Signature of the Applicant)
Name of the Applicant
Stamp and Date

FORMAT – 5
Revenue Model and Sales Turnover

1. Revenue Model:

Detailed viable revenue model of setting up and operating the kiosks including income, expenditure and minimum let off period.

2. Sales Turnover:

Detailed Sales Turnover projection of HPMC products (List attached at Annexure II) for the entire minimum let off period.

3. Additional Benefits, over and above, to be passed on to HPMC Ltd.

4. Any other additional information, if desired.

(Signature of the Applicant)

Name of the Applicant

Stamp and Date

FORMAT – 6

Declaration

We hereby confirm that we are competing for EOI for Selection of an Agency for Setting-up and Operating HPMC Kiosks at Metro Stations of DMRC Network.

All the information provided herewith 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.

TERMS OF REFERENCE

Agency for Setting-up and Operating HPMC Kiosks at Metro Stations of DMRC Network

1. Background:

H.P. Horticulture Produce Marketing & Processing Corporation (HP State Government Undertaking) popularly known as HPMC was incorporated on 10th June, 1974 with the financial assistance of World Bank. The mandate of this organization was to provide post-harvest facilities to the fruit growers of the state and to help them to get best returns for their produce from the market.

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2. Objectives:

The objective of the assignment is to set-up HPMC Kiosks at Metro Stations (about 100) of DMRC Network and operate them on a viable revenue model, ensuring good sales of HPMC products and strict adherence to the norms of DMRC. Any further allotment of kiosks by DMRC to HPMC shall be processed separately.

3. Deliverables:

- a. Inspection and earmarking of raw/built up spaces at Metro Stations being offered by the DMRC to HPMC.
- b. Compliance of all norms, terms and conditions as mandated by the License Agreement between DMRC and HPMC Ltd.
- c. Capital expenditure on building of kiosks and procurement of required equipment etc.
- d. Operation of the kiosks along with deployment of manpower.
- e. Payment of monthly rent of the licensed space and other consumables and applicable GST.
- f. Compliance of all statutory requirements arising from the building and operation of the kiosks.
- a. Minimum sale guarantee of HPMC products.

4. Terms and Conditions:

The terms of reference of the assignment are:-

- i. HPMC shall execute a License Agreement with DMRC and the selected Agency has to execute a back-to-back Agreement with HPMC and all conditions mandated by the License Agreement shall be applicable to the Agency, along with any other condition imposed by HPMC on mutually agreed terms.
- ii. The Agency shall have to comply with all timelines set by DMRC and HPMC.
- iii. The Agency shall be bound to sell only HPMC products and other brands promoted by HPMC.
- iv. The Agency has to deposit an interest free Security Deposit and Performance Bank Guarantee, amount of which shall be decided after the receipt of the Letter of Award from DMRC.
- v. Specific distribution rights for distribution of HPMC products to these Kiosks shall be embedded in the agreement.
- vi. All types of Taxes shall be paid by the Agency.
- vii. All applicable statutory levies shall be borne by the Agency.

5. Dispute Resolution:

- i. Any dispute arising out of the agreement shall be settled through negotiations.
- ii. However, in case the dispute cannot be settled by negotiations, the Secretary (Horticulture) to the Government of Himachal Pradesh shall be Sole Arbitrator for dispute resolution.

List of HPMC Products

S.no	Product	S.no	Product
1	Apple Tapple 100% Apple Juice 1000ml TetraPak	31	Apple Juice Concentrate 2 Kg
2	Litchi Drink 600 ml	32	Apple Juice Concentrate 900 gm
3	Pineapple Drink 600 ml	33	Apple Juice Concentrate 600 gm
4	Kiwi Drink 600 ml	34	Mixed Pickle 1 Kg
5	Strawberry Drink 600 ml	35	Mango Pickle 1 Kg
6	Guava Drink 600 ml	36	Mushroom Pickle 1 Kg
7	Apple Juice (N) 600 ml	37	Garlic Pickle 1 Kg
8	Apple Juice (N) 200 ml*	38	Mango Pickle 400 gm
9	Litchi Drink 200 ml*	39	Mango Pickle 400 gm
10	Pineapple Drink 200 ml*	40	Apple Cider Vinegar 1000 ml
11	Kiwi Drink 200 ml*	41	Apple Cider Vinegar 600 ml
12	Strawberry Drink 200 ml*	42	Mango Drink 600 ml
13	Fruit Punch 200 ml*	43	Fruit Punch 600 ml
14	Apple Jam 500 gm	44	Plum Drink 600 ml
15	MF Jam 500 gm	45	Pomegranate 200 ml*
16	Pineapple Jam 500 gm	46	Plum Drink 200 ml*
17	Strawberry Jam 500 gm	47	Ginger Squash 750 ml
18	Orange Squash 750 ml	48	Kiwi Jam 500 gm
19	Lemon Squash 750 ml	49	Plum Jam 500 gm
20	Litchi Squash 750 ml	50	Pomegranate Squash 750 ml
21	Strawberry Squash 750 ml	51	Garlic Pickle 400 gm
22	Rhododendron Squash 750 ml	52	Ditto Mango Drink 200ml TetraPak
23	Kiwi Squash 750 ml	53	Apple Tapple 100% Apple Juice
24	Litchi Drink Concentrate 2 Kg	54	Ditto Orange Drink 200ml TetraPak
25	Orange Drink Concentrate 2 Kg	55	Ditto Pineapple Drink 200ml Tetrapak
26	Mango Drink Concentrate 2 Kg	56	Ditto Nimbu Pani 200ml TetraPak
27	Rhodo Drink Concentrate 2 Kg	57	Ditto Apple Drink 200ml TetraPak
28	Pineapple Drink Concentrate 2 Kg	58	Ditto Guava Drink 200ml TetraPak
29	Guava Drink Concentrate 02 Kg	59	Ditto Litchi Drink 200ml TetraPak
30	Strawberry Squash 750 ml	Whole range of HPMC Ready to Serve Juices & Drinks (PET Bottles) and Mineral Water to be produced at the upcoming HPMC Fruit Processing Plant Parala, District Shimla, which is likely to be made operational during the year 2022-23.	

* Glass Bottles