



**THE PUNJAB STATE COOPERATIVE MILK PRODUCERS' FEDERATION LTD.  
(Milkfed Punjab)**

**Head Office: SCO 153-155, Sector 34-A, Chandigarh**

**Phone No.: 0172-5041809, 22**

**The Managing Director,  
Milkfed Punjab.**

**Kind Attention: General Manager (Mktg.), Milkfed Head Office, Chandigarh.**

Ref. Advt. No. PSF/Mktg./

Dated:

**Sub: Expression of Interest for Appointment of Distributor for Verka Ambient / Frozen Milk Products.**

S. No.	Particulars	To be filled in by Applicant
1.	Distributorship of	Verka Ambient / Frozen Milk Products
2.	Area of Operation Applied for	
3.	Name of the party (in capital letters)	
4.	Type of Organization	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Proprietary / Partnership / Limited Company
5.	Name of Proprietor / Partners / Authorized Signatory (in capital letters) with Aadhaar No. & PAN No.	
6.	PAN No. of Organization	
7.	GST No.	

8.	FSSAI Lic. No. (with expiry date)	
9.	Email Address (Compulsory for Correspondence purpose)	
10.	Correspondence Address (in capital letters)	<hr/> <hr/> <hr/> City _____ State _____ Pin _____
11.	Permanent Address (in capital letters)	<input type="checkbox"/> Same as Correspondence Address <hr/> <hr/> <hr/> City _____ State _____ Pin _____
12.	Contact Details	Office: _____ Resi.: _____  Mobile: _____ Fax: _____
13.	Current Business (please provide existing business details)	
14.	Assets: i) Land & Building (please also specify whether owned or rented) ii) Manpower	

	iii) Other Assets , if any (Computer, Internet, Printer, etc.)																																								
15.	Transport Facilities:	<table border="1"> <thead> <tr> <th>S. No.</th> <th>Type of Vehicle</th> <th>Year of Mfg.</th> <th>Loading Capacity</th> <th>Whether Insulated or not</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5.</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>6.</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>					S. No.	Type of Vehicle	Year of Mfg.	Loading Capacity	Whether Insulated or not	1.					2.					3.					4.					5.					6.				
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16.	Experience in FMCG Sector, if any	<p>(please provide company details and attach copy of old Invoices for proof of Experience)</p>																																							
17.	Name & Address of the Banker																																								
18.	Turnover (in INR) <i>(Please attach Balance Sheets of last 2 years)</i>	<p>Expected Turnover in FY 2022-23 =</p> <p>Turnover in FY 2021-22 =</p> <p>Turnover in FY 2020-21 =</p>																																							

19.	Income Tax Return Acknowledgements of last 2 years	Whether attached <input type="checkbox"/> Yes / <input type="checkbox"/> No
20.	Expected monthly Sale of Verka Ambient & Frozen Milk Products (in INR)	
21.	Are you dealing in Ambient and Frozen Milk Products of any other Brand? If yes, give details.	
22.	Any other information	

**Terms & Conditions for distribution of Verka Ambient / Frozen Milk Products:**

- 1) The appointed party shall have to become Nominal Member of "The Punjab State Cooperative Milk Producers' Federation Ltd." by paying non-refundable nominal membership fees of Rs. 1,000/- (Rupees One Thousand only).
- 2) Refundable Security Deposit of Rs. 25,000/- (Rupees Twenty Five Thousand only) for Ambient Milk Products and Rs. 25,000/- (Rupees Twenty Five Thousand only) for Frozen Milk Products, shall be obtained from the appointed party without interest clause. Security is only refundable in case of dropping distributorship of Verka Ambient & Frozen Milk Products, after clearing of any pending dues.
- 3) The distributor shall be initially appointed for a period of three years and due agreement is entered upon with the party for governance of mutually agreed terms and conditions, which shall be further extended on the basis of performance of Distributor for successive period of 3 years.
- 4) All purchases made by the distributor will be given against advance payment only.
- 5) The distributor will work with Verka for supplying of Ambient / Frozen Milk Products in their allocated area and also shall not supply Verka Products to unallocated areas.
- 6) The distributor is required to have knowledge of new Technology like computer, internet, etc. for efficiency in communication and distribution process.

- 7) The appointed distributor should comply with all necessary food safety regulations and statutory taxation requirements (GST, etc.) relating to government agencies, applicable from time to time. The distributor shall be responsible to observe relevant statutory rules and regulation in force, by Government of India and relevant State Government, from time to time and shall undertake to keep Milkfed indemnified from the consequences rising of any lapse on distributor part in observing these rules.
- 8) If the distributor is not able to perform as per minimum parameters, the Verka Sale Depots / BSOs reserves the right to appoint other distributor by giving one month notice to the distributor.
- 9) The Distributor rates are applicable on F.O.R. basis to each distributor by respective Verka Sale Depots / Offices. Therefore transportation cost, transit insurance, toll taxes and other auxiliary costs (if any) upto Distributor's Office, shall be borne by Milkfed.
- 10) Milkfed reserves the right to change the prices of milk and milk products, as and when required, without prior intimation and distributor shall have no objection.
- 11) Verka Products shall be billed and supplied through Milkfed's already established Branch Sale Offices in respective States, as per the detail mentioned below:

<b>S. No.</b>	<b>Name of State</b>	<b>Location of Branch Sale Offices</b>	<b>Contact Details</b>
1.	Delhi & NCR	Verka House, 5751, D.B. Gupta Road, Dev Nagar, Karol Bagh, New Delhi – 110005	Mr. Neeraj Jaglan Mob. 88650-00006
2.	Uttarakhand	HCL Compound, Niranjanpur, Dehradun, Uttarakhand – 248171	Mr. Himanshu Rawat Mob. 98778-39826
3.	Himachal Pradesh	Plot No. 25, Sector 1, HRTC Workshop, Industrial Estate, Parwanoo (HP) -173220	Mr. Himanshu Aggarwal Mob. 99904-23506
4.	Uttar Pradesh	Verka House, 5751, D.B. Gupta Road, Dev Nagar, Karol Bagh, New Delhi – 110005	Mr. Neeraj Jaglan Mob. 88650-00006

- 12) The below mentioned Major Products shall come under Verka Ambient & Frozen Milk Products category:

<b>S. No.</b>	<b>Verka Products</b>
1.	Ghee
2.	Skimmed Milk Powder

3.	Dairy Whitener
4.	Whole Milk Powder
5.	Table Butter
6.	UHT Milk
7.	Processed Cheese
8.	Tetrapack Lassi
9.	Sweetened Flavoured Milk (Bottles / PP / TP)
10.	Tetrapack Beverages
11.	Ice Cream
12.	Seasonal Sweets
13.	Any Other Ambient / Frozen Products launched by Milkfed from time to time

- 13) Milkfed shall supply Verka products to the distributor, according to the availability of the demanded Verka Products with Milkfed.
- 14) The distributor shall store the products as per the product characteristics / storage requirements.
- 15) The distributor shall take all possible steps to maximize sales and the field force of the distributor will help organize effective marketing.
- 16) The distributor shall provide adequate facilities for efficient distribution as required from time to time.
- 17) The distributor shall agree to provide information regarding his godown stock & sales statements, statistical data copies of invoices, other related information etc. in a periodic manner, as required by Milkfed.
- 18) The distributor shall agree to abide by the replacement norms for leakage / damaged products, according to the Replacement Policy of Milkfed.
- 19) The distributor shall undertake that it shall not sell Verka Products to clients at prices more than the one fixed by Milkfed, from time to time.
- 20) The distributor shall provide F.O.R. delivery to retailers within its area of limit.
- 21) Milkfed will be free to appoint other Delivery Agent / Distributor / and or make direct supply to other parties without reference / intimation / compensation to the distributor.
- 22) The distributor shall undertake that there shall be no tempering of the products supplied by the company to them.

- 23) The distributor shall agree that no price difference shall be paid for inventory with them, in case of price change.
- 24) Milkfed, at any time can terminate this arrangement for any reason whatsoever with no compensation / claim.
- 25) The distributor shall comply with all statutory law and regulations as applicable to them and shall be solely responsible for any default by it.
- 26) The distributor shall indemnify Milkfed from any act of omission & commission by it, regards violation of any statutory rules & regulations.

I / We undertake the following:

- a. All details given by me / us are true to the best of my / our knowledge.
- b. I / We agree to the above terms & conditions.
- c. I / We have understood that a mere applying for distributorship shall not entitle me / us for gaining right, for getting distributorship of Verka Ambient & Frozen Milk Products for the said applied area.

(Signature with Official Stamp)

Place:

Full Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date:

Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## INSTRUCTIONS

- 1) The filled, signed and stamped application form shall be sent through post at Milkfed Head Office at the below mentioned address:

**Milkfed Head Office (Verka),  
SCO 153-155, Sec 34 A,  
Chandigarh - 160022**

- 2) The applicant is required to send the duly filled Affidavit (Specimen attached on page 9) along with the form.
- 3) The applicant shall have to pay Nominal Membership fees and Security Deposit only after being given distribution of Verka Ambient & Frozen Milk Products.
- 4) The applicant shall submit the below mentioned self attested enclosures with application form:
  - i. Copy of GST Certificate
  - ii. Copy of FSSAI License
  - iii. Copy of 2 years Balance Sheets
  - iv. Copy of 2 years ITR Acknowledgements
  - v. Copy of Pan of Organization
  - vi. Copy of Aadhaar of Proprietor / Partner / Authorized Signatory
  - vii. Copy of Partnership deed / Memorandum of Association / Article of Association, whichever is applicable
  - viii. Power of Attorney on Firm's letter head, in respect of the person signing the application form on behalf of the firm (in case of Partnership firm and authorized signatory of a Company, wherever applicable).
- 5) The application shall reach Milkfed Head Office Chandigarh through post.



## SPECIMEN OF AFFIDAVIT

I, \_\_\_\_\_ son / daughter of Shri \_\_\_\_\_  
resident of \_\_\_\_\_ hereby solemnly affirm and state as under: -

1. That the deponent has applied to 'The Punjab State Cooperative Milk Producers' Federation Limited, SCO 153-155, Sector 34-A, Chandigarh' for granting the Distributorship of Verka Ambient / Frozen Milk Products manufactured by the Verka Dairies / Milk Plants of Milkfed for the areas of \_\_\_\_\_ (name of town / city) on the terms & conditions as laid down by Milkfed Punjab.
2. That the deponent hereby declares that none of his / her blood relations, is an employee of the 'The Punjab State Cooperative Milk Producers' Federation Limited' as well as any of the Verka Dairies.
3. That the deponent further declares that he / she is not related to any of the Directors or any person placed in the Management of the Federation or of any of its Verka Dairies.
4. That the deponent further undertakes to disclose to Federation / Verka Dairies / Milk Plant, Chandigarh, in case any relative of the deponent gets employment in the Federation or in the Verka Dairies or any relationship is created with any of the Directors or any of the persons connected with the Management of the Federation or the Verka Dairies in future, then it shall have no objection if the distributorship is cancelled on such basis or if the aforesaid information is found to be false.
5. That the deponent agrees that a mere applying for the appointment of distributorship of Verka Ambient and Frozen Milk Products, shall not entitle it or give any right to claim for the confirmed appointment of distributorship for the same.

Place:  
Date:

DEPONENT  
Name:  
Complete Address:

### VERIFICATION:

Verified that the contents of Paragraph 1 to 5 of my above affidavit are true & correct to the best of my knowledge. No part of it is false and nothing material has been concealed therein.

DEPONENT