



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

**Head Office: SCO 153-155, Sector 34-A, Chandigarh  
Phone No.: 0172-5041808, 64**

**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 Ice Cream.**

S. No.	Particulars	To be filled in by Applicant
1.	Distributorship of	Verka Ice Cream
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 data-bbox="724 262 791 398">S. No.</th> <th data-bbox="791 262 1027 398">Type of Vehicle</th> <th data-bbox="1027 262 1150 398">Year of Mfg.</th> <th data-bbox="1150 262 1286 398">Loading Capacity</th> <th data-bbox="1286 262 1414 398">Whether Insulated or not</th> </tr> </thead> <tbody> <tr> <td data-bbox="724 398 791 479">1.</td> <td data-bbox="791 398 1027 479"></td> <td data-bbox="1027 398 1150 479"></td> <td data-bbox="1150 398 1286 479"></td> <td data-bbox="1286 398 1414 479"></td> </tr> <tr> <td data-bbox="724 479 791 560">2.</td> <td data-bbox="791 479 1027 560"></td> <td data-bbox="1027 479 1150 560"></td> <td data-bbox="1150 479 1286 560"></td> <td data-bbox="1286 479 1414 560"></td> </tr> <tr> <td data-bbox="724 560 791 640">3.</td> <td data-bbox="791 560 1027 640"></td> <td data-bbox="1027 560 1150 640"></td> <td data-bbox="1150 560 1286 640"></td> <td data-bbox="1286 560 1414 640"></td> </tr> <tr> <td data-bbox="724 640 791 721">4.</td> <td data-bbox="791 640 1027 721"></td> <td data-bbox="1027 640 1150 721"></td> <td data-bbox="1150 640 1286 721"></td> <td data-bbox="1286 640 1414 721"></td> </tr> <tr> <td data-bbox="724 721 791 801">5.</td> <td data-bbox="791 721 1027 801"></td> <td data-bbox="1027 721 1150 801"></td> <td data-bbox="1150 721 1286 801"></td> <td data-bbox="1286 721 1414 801"></td> </tr> <tr> <td data-bbox="724 801 791 869">6.</td> <td data-bbox="791 801 1027 869"></td> <td data-bbox="1027 801 1150 869"></td> <td data-bbox="1150 801 1286 869"></td> <td data-bbox="1286 801 1414 869"></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	(please provide company details and attach copy of old Invoices for proof of Experience)																																			
17.	Name & Address of the Banker																																				
18.	Turnover (in INR) (Please attach Balance Sheets of last 2 years)	<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 Ice Cream (in INR)																																				
21.	Are you dealing in Frozen Milk Products of any other Brand? If yes, give details.																																				

22.	Refrigerated capacity available with the party (in Litres) comprising of Deep Freezers and Cold Store if any	
23.	Any other information	

Terms & Conditions for distribution of Verka Ice Cream:

- 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 Ice Cream, shall be obtained from the appointed party without interest clause. Security is only refundable in case of dropping distributorship of Verka Ice Cream, after clearing of any pending dues.
- 3) Distributor should have at least a refrigerated storage capacity of minimum 2,000 Litres for storage of Ice Cream at optimum temperature.
- 4) 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.
- 5) All purchases made by the distributor will be given against advance payment only.
- 6) The distributor will work with Verka for supplying of Ice Cream in their allocated area and also shall not supply Verka Ice Cream to unallocated areas.
- 7) The distributor is required to have knowledge of new Technology like computer, internet, etc. for efficiency in communication and distribution process.
- 8) 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.

- 9) 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.
- 10) 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) up to Distributor's Office, shall be borne by Milkfed.
- 11) Milkfed reserves the right to change the prices of Verka Ice Cream, as and when required, without prior intimation and distributor shall have no objection.
- 12) Verka Ice Cream shall be billed and supplied through Milkfed's already established Branch Sale Offices in respective Districts, as per the detail mentioned below:

<b>S. No.</b>	<b>Name of District</b>	<b>Location of Branch Sale Offices</b>	<b>Contact Details</b>
1.	Amritsar, Tarn Taran, Jalandhar, Hoshiarpur, Gurdaspur, Pathankot, Jalandhar, SBS Nagar, Kapurthala	<b>Verka Sale Depot Jalandhar</b> Verka Jalandhar Dairy, Jalandhar-Amritsar Road, G.T. Road, Jalandhar – 144004	<b>Email:</b> bojalandhar@verka.coop <b>Phone:</b> 7986366297 (Mr. Bharat Bhushan)
2.	Ludhiana/Moga/Firozpur	<b>Verka Sale Depot Ludhiana</b> Verka Ludhiana Dairy, Jagraon Road, Ludhiana-141004.	<b>Email:</b> boludhiana@verka.coop <b>Phone:</b> 8195076789 (Mr. Harpreet Singh)
3.	SAS Nagar, Roopnagar, Patiala, Fatehgarh Sahib	<b>Verka Sale Depot Mohali</b> Verka Mohali Dairy Phase VI, Near Dara Studio, Mohali-160055.	<b>Email:</b> bomohali@verka.coop <b>Phone:</b> 9781826333 (Mr. Simer Gill)
4.	Bathinda, Mansa, Sangrur, Malerkotla, Barnala, Fazilka, Faridkot	<b>Verka Sale Depot Bathinda</b> Verka Bathinda Dairy, Dabwali Road, Bathinda-151001	<b>Email:</b> bobathinda@verka.coop <b>Phone:</b> 9781800354 (Mr. Purushottam)
5.	Chandigarh, Panchkula	<b>The General Manager, Verka Chandigarh Dairy</b> Industrial Area-1, Chandigarh-160002 Ph.No. 0172-5041901/02	<b>Email:</b> <a href="mailto:gm.chd@verka.coop">gm.chd@verka.coop</a> <b>Phone:-</b> 88723 30044 (Mr. Sunil Chaudhry)

- 13) Only Ice Cream Products shall come under Verka Frozen Milk Products category

- 14) Milkfed shall supply Verka Ice Cream to the distributor, according to the availability of the demanded Verka Ice Cream with Milkfed.
- 15) The distributor shall store the Ice Cream as per the product characteristics / storage requirements.
- 16) The distributor shall take all possible steps to maximize sales and the field force of the distributor will help organize effective marketing.
- 17) The distributor shall provide adequate facilities for efficient distribution as required from time to time.
- 18) 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.
- 19) The distributor shall agree to abide by the replacement norms for leakage / damaged Ice Cream, according to the Replacement Policy of Milkfed.
- 20) The distributor shall undertake that it shall not sell Verka Ice Cream to clients at prices more than the one fixed by Milkfed, from time to time.
- 21) The distributor shall provide F.O.R. delivery to retailers within its area of limit.
- 22) 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.
- 23) The distributor shall undertake that there shall be no tempering of the Ice Cream supplied by the company to them.
- 24) The distributor shall agree that no price difference shall be paid for inventory with them, in case of price change.
- 25) Milkfed, at any time can terminate this arrangement for any reason whatsoever with no compensation / claim.
- 26) The distributor shall comply with all statutory law and regulations as applicable to them and shall be solely responsible for any default by it.
- 27) 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 Ice Cream for the said applied area.

(Signature with Official Stamp)

Place:

Full

Name:

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Designation:

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Date:

Address:

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## 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 Ice Cream.
- 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 before May 10th, 2023 05:00 pm positively.

## 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 Ice Cream 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 Ice Cream, shall not entitle it or give any right to claim for the confirmed appointment of distributorship for the same.

DEPONENT

Place:  
Date:

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