



APPLICATION FORM FOR APPOINTMENT OF: DISTRIBUTOR

FOR

MINOR FOREST PRODUCE PROCESSING & RESEARCH CENTRE (MFP-PARC), BHOPAL

MINOR FOREST PRODUCE PROCESSING & RESEARCH CENTRE

(An ISO 9001:2008, EMS 14001:2004 & GMP Certified Company)

Van Parisar, Barkheda Pathani, Bhopal – 462021, Madhya Pradesh

A unit of MP State Minor Forest Produce Federation Ltd. Bhopal,

Tel: (0755) 2417670, 2481965 Fax: (0755) 2417670

Visit at www.vindhyaherbal.com; E-mail: franchise.mfpparc@gmail.com

Cost of Application form: Rs. 500/-

Notification No. : MFPPARC/ MKT/ EOI/ 2095

Dated: 1/05/2015

Application for Distributorship of Vindhya Herbals (MFPPARC)

Vindhya Herbals is a brand name of products manufactured by Minor Forest Produce Processing & Research Centre (MFPPARC), Bhopal. MFPPARC is a Madhya Pradesh Government Cooperative Undertaking and is a unit of M.P. State Minor Forest Produce (Trade & Development) Cooperative Federation, Bhopal. It is run by M.P. Forest Department officials and CEO of MFPPARC is a senior IFS officer. The raw materials are procured from the forest areas of the state of M.P. The company is a government undertaking and has the objective of providing livelihood to the tribal and villagers living in and around forest areas. MFPPARC was established in 2005 and has been supplying to the AYUSH Department of India. MFPPARC manufactures ayurvedic and herbal products; company manufactures more than 350 products. MFPPARC is interested to appoint distributors for the different districts.

1. ELIGIBILITY CRITERIA

- 1.1 The applicant must have experience in retail business in FMCG/ Ayurvedic/ Pharmaceuticals for atleast 2 years. Preference will be given to applicant having experience in Ayurvedic medicines.
- 1.2 Should have experience of distribution in the district applied.
- 1.3 Should have a sufficient godown space.
- 1.4 Applicant fulfilling the above eligibility criteria will be selected on the first come first serve basis and after evaluation.

2. SUBMISSION OF APPLICATION FORM

2.1 Application Process

- 2.1.1 The application form can be purchased by submitting a fee of Rs. 500/- in the office of Chief Executive Officer, MFP-PARC, Bhopal.
- 2.1.2 By submitting a demand draft of Rs. 500/- in favor of "CEO, MFPPARC" payable at Bhopal enclosed along with the application form and submit in the office of CEO, MFP-PARC, Barkheda Pathani, Bhopal.

- 2.1.3 The document can also be downloaded from our website „www.vindhyaherbal.com“ but in that case the demand draft of Rs. 500/- shall be enclosed with the application form.
- 2.2 Each page of application form must be signed by the Applicant.
- 2.3 Disputes if any will have legal jurisdiction in Bhopal only.
- 2.4 CEO, MFP-PARC does not bind himself to accept any application, and reserves to himself the right to waive off any formalities thereof or reject any application without assigning any reason.
- 2.5 Application form should be submitted in a sealed envelope super-scribing “Application for distributorship for Vindhya Herbals”
- 2.6 **Applicant cannot apply for more than 5 districts and distributorship will be allotted in only one district.**
- 2.7 **Applicant will give the yearly project sales (quarter wise) as per annexure 4.**

3. SECURITY DEPOSIT

- 3.1 The Applicant will have to furnish along with the agreement a security deposit of Rs. 50,000/- (Rupee Fifty Thousand Only) in the form of **Demand Draft** of any Nationalized Bank in favor of “CEO, MFP-PARC” payable at Bhopal.
- 3.2 Within 7 days of communication, the applicant will have to deposit the security amount failing which the distributorship may be awarded to the second applicant.
- 3.3 The security deposit will be released in the favor of applicant on successful completion of all components of the agreement and on settlement of all dues. No interest will be paid on the security deposit.
- 3.4 Before the allotment order is issued to the successful Applicant, an Agreement will have to be signed by successful Applicant at his cost on stamp paper.
- 3.5 In case of any settlement for payment, the full and final payment will be released only after successful completion of the agreement.

4. TERMS & CONDITIONS

- 4.1 The security amount deposited by the distributors will be Rs. 50,000/-. However the distributor may increase the security amount anytime on the basis of the sales.
- 4.2 The distributor will not get products more than the security deposit any time. In case the order amount exceeds security deposit the distributor will have to pay the difference amount in cash.
- 4.3 **Cash Discount:** If the payment is received in cash before the dispatch of the order then the distributor will get a cash discount of 2% on the billing amount.
- 4.4 **Minimum order value:** Minimum order value should be of Rs. 10000/-
- 4.5 **Free Transportation Value:** If the order billing value is less than Rs. 10,000/- the distributor will have to pay the charges for transportation of the products. The distributor will have to accept the courier from the MFPPARC registered courier service provider and cannot argue on the courier service provider.
- 4.6 On a single order of value more than Rs. 100,000/- the distributor will get an extra discount of 1% on billing amount.
- 4.7 The distributor will give a minimum 10 days to the MFPPARC for processing of order & dispatch. Therefore the distributor will have to maintain adequate stock to supply.
- 4.8 Each and every distributor/ franchise will have an id in the www.vindhyaherbal.com website for online ordering of products. The online ordering system will help distributors to calculate the order value to avail different types of discounts like cash discount, minimum order value, etc.
- 4.9 The distributor will have to provide the sales report to the MR on the last day of every month without any charges.

- 4.10 In case the supply of products to distributor gets hindered due to payments issues for more than 20 days the distributorship will be liable for a cancellation.
- 4.11 Delivery of products to the retailers and franchise will be the responsibility of distributor. Distributor will have to manage the entire supply chain.
- 4.12 In case some products are not available with the MFPPARC the cash discount/ minimum order value will be applicable on the billing amount only. The distributor cannot claim for the cash discount/ minimum order value on out of stock products.
- 4.13 Distributor cannot supply any product to government Sanjeevani outlets in any condition.
- 4.14 Distributor will place the order only in the prescribed packaging quantity specified by MFPPARC.
- 4.15 Distributor cannot cancel any placed order.
- 4.16 MFPPARC will not be liable for any payment for godown, office or any working staff of distributor.
- 4.17 Only one authorized representative of the distributor will communicate with the MFPPARC officials. MFPPARC officials will not coordinate with any relatives of the distributor in any condition.
- 4.18 Distributors will not supply to the existing franchise outlets of MFPPARC, however they can supply to the franchise which will be appointed in future.
- 4.19 The distributor order must have a minimum quantity for a category.
- 4.20 Distributor will be responsible for the collection of payment from retailer and MR will not involve in this.
- 4.21 Distributor will be responsible for the door to door supply to retailers and franchise.
- 4.22 Replacement of damaged stocks and /or stocks that has crossed "BEST BEFORE" shall be solely at the discretion of the MFP-PARC and shall be affected only on the written authorization of the MFP-PARC executive as per the prescribed procedure. Only 10% of the products are liable for exchange.
- 4.22.1 The party should claim the expiry products before 2 months of the product expiry.
- 4.22.2 If in case receives the expired product or near expiry product he should claim the same within 5 days after receiving it.

5. **FRANCHISE & RETAILERS**

5.1 Distributor will not supply the Vindhya Herbals products to the existing franchise but in case new franchise is appointed by MFPPARC, distributor will be allowed to supply to those franchise.

5.2 The list of current franchise are as follows:

S.	Name of Applicant	Name of Firm	City	Franchise Outlet Address
1	Dr. Pawan Verma	Dr. Pawan Verma	Bhopal	Pt. Khushi Lal Ayurvedic Hospital & College, Bhopal
2	Amrish Ashthana	Ayush Ayurvedic And Homoeo Pharmacy	Bhopal	4 Land Mark Complex, Sonagiri Colony, Raisen Road, Bhopal
3	Swadesh Paul	Swadesh Medical Store	Damoh	New Manash Bhawan, Main Hospital, Damoh
4	Kailash Agarwal	Swadeshi Bazar	Khargone	Prince Yashwant Library, Tilak path, Khargone
5	Dr. Ashi Vaidya		Vidisha	Kiri Moholla, In front of Shwetamber Mandir, Vidisha
6	Dr. Santosh Katiyar		Bhopal	Bus Stop No. 6, Government Ayurvedic Hospital Campus, Bhopal
7	Aadesh Saxena	Ayush Enterprises	Gwalior	Basant Vihar, City Centre, Gwalior, M.P.

8	Ripudaman Tiwari		Tikamgarh	Opposite Dr. K.K. Saxena, Near Shivam Talkies, Lukman Chauraha, Tikamgarh, M.P.
9	Hemant Kumar Sharma		Hoshangabad	Minakshi Chowk, Near Malviya Hospital, ITI Road, Hoshangabad, M.P.

6. **DISCOUNT AND SCHEME PATTERN**

S. No.	Category	Discount	Scheme
1	Honey	35%	-
2	Chyvanprash	25%	-
3	Rests of the products	38%	6+1

6.1 **Note**

6.1.1 MFPPARC will not entertain distributor for revision/ change in the discount & scheme pattern.

6.1.2 In case of any revision/ change in discount & scheme pattern MFPPARC will inform the distributor.

6.1.3 6+1 Scheme – For purchase of every 6 products (of same type) in a single purchase order, 1 product (of same type) will be given free. Some products have 5+1 and 4+1 scheme also.

7. **TERMINATION OF DISTRIBUTORSHIP**

7.1 For termination of distributorship the distributor will have to give a 60 days' prior notice.

7.2 In case the supply of products to distributor gets hindered due to payments issues for more than 20 days the distributorship will be liable for a cancellation.

7.3 While on grounds of delay in supply, delay in payments and on violation of other terms & conditions MFPPARC will have the authority to terminate the distributorship by giving a 20 days notice.

7.4 MFPPARC will have the authority to entertain the claims of refund for the products supplied to distributors.

8. **Evaluation**

8.1 The applicants will be evaluated on the basis of the below parameters:

8.1.1 Years of experience in the field of distribution

8.1.2 Yearly Projected Sales

8.1.3 Type of Business (Allopathic/ Homeopathic/ FMCG or Ayurvedic)

8.2 If at any time if it is found that the applicant has provided wrong information or documents, the distributorship will be liable for termination.

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Application for Distributorship of Vindhya Herbals (MFPPARC)**DOCUMENTS TO BE SUBMITTED**

S. No.	Document	Submission
1	Demand Draft of Rs. 500 (if form downloaded from website)	Yes/ No
2	Security Deposit Demand Draft (Rs. 50000/-)	Yes/ No
3	PAN Card Photocopy	Yes/ No
4	Bank Account Statement for last 6 months	Yes/ No
5	Income Tax Return for last 3 years	Yes/ No
6	Sale Tax Registration no. (Local/ Central) along with VAT/ TIN details	Yes/ No
7	Proof of experience (Also mention in annexure 3)	Yes/ No
8	Annual Turnover for last 3 years	Yes/ No
9	List of retailers along with their contact no. and address	Yes/ No
10	List of employees, Name and Designation (As per annexure 2)	Yes/ No

Demand Draft Details

	DD No.	Date	Bank	Amount
Application Fees				
Security Deposit				

Signature of Applicant:

Name of applicant:

INFORMATION ABOUT APPLICANT

Personal & Firm Details	
Name of the Applicant	:
Registered Office Postal Address	:
Date of Establishment of Firm	:
Registration no. of firm	:
Contact No.	Telephone: Mobile:
E-Mail	:
Tin No.	:
PAN Card Number	:
Type of Firm	Proprietary [] Partnership Firm [] Limited Company []
Detail of Bank	Name of Bank: Account No.: IFSC Code: Branch Address:
Office space (sq. ft.)	:
Godown space (sq. ft.)	:
Godown Location(s)	:
Type & No. Vehicles for distribution	:
Number of Employees (as per annexure 1, S. No. 10)	Managers [] Supervisors [] Field Staff []
Authorized Representative of the Firm	Name: Designation: Contact No.:

Signature of Applicant:

Name of applicant:

EXPERIENCE & EDUCATION

Experience Details					
Experience (Please Tick)		Ayurvedic [] Allopathic [] Homeopathic [] FMCG []			
Type of Business		Distributor [] C&F Agent []			
		Company 1	Company 2	Company 3	
Name of Company (Attach proof as per annexure 1, S. No. 7)					
No. of Years involved					
Districts of operations					
Major Brands Handled					
Annual Sales Turnover	2012-13				
	2013-14				
	2014-15				
Educational Qualification					
Qualification		Year of Passing	Name of Institution		City

Signature of Applicant:

Name of applicant:

DISTRICT OF INTEREST

S.	Districts	District Applied (Please Tick)	S.	Districts	District Applied (Please Tick)
1	Vidisha		24	Rewa	
2	Raisen		25	Satna	
3	Sehore		26	Sidhi	
4	Rajgarh		27	Shahdol	
5	Betul		28	Singrauli	
6	Hoshangabad		29	Umaria	
7	Guna		30	Anuppur	
8	Dhar		31	Khargone	
9	Alirajpur		32	Burhanpur	
10	Dewas		33	Khandwa	
11	Jhabua		34	Harda	
12	Mandla		35	Barwani	
13	Katni		36	Datia	
14	Balaghat		37	Shivpuri	
15	Dhindhori		38	Sheopur	
16	Seoni		39	Morena	
17	Chhindwara		40	Bhind	
18	Sagar		41	Ashoknagar	
19	Damoh		42	Ujjain	
20	Panna		43	Shajapur	
21	Chhatarpur		44	Neemuch	
22	Tikamgarh		45	Mandsaur	
23	Narsingpur		46	Ratlam	
			47	Agar Malwa	

Applicant cannot apply for more than 5 districts and distributorship will be allotted in only one district.
Districts Applied for in order of preference:

1. 2. 3.
4. 5.

No. of districts applied: (In digit) (In words)

Projected Sales according to preference of district

Quarter	District 1	District 2	District 3	District 4	District 5
1 st Quarter					
2 nd Quarter					
3 rd Quarter					
4 th Quarter					
Total					

Signature of Applicant:

Name of applicant:

APPLICANT DECLARATION FORM

1. I/ We hereby declare that I/we are interested in taking distributorship for the products produced by Minor Forest Produce Processing & Research Centre, Barkheda Pathani (MFP- PARC), Bhopal.
2. I/ We hereby declare that I/we are interested in providing my/ our services as distributorship.
3. I/ We hereby declare that I/We have read and understood all the terms and conditions of the document and agree to abide by the same.
4. I/ We are ready to sign an agreement on the above mentioned term and conditions with MFP-PARC.
5. I/ We hereby declare that given information true and correct while filling up the application form. It may be open for the Minor Forest Produce Processing & Research Centre, Barkheda Pathani, Bhopal to cancel my agreement or take legal action in case of any information given by me/ us is found incorrect.
6. In case if I/ we could not fulfill the terms and conditions, Minor Forest Produce Processing & Research Centre, Barkheda Pathani, Bhopal will have the full authority to claim and forfeit my/ our security deposit submitted.

Date:

Signature of Applicant:

Name of applicant: