



Memo No. 390

Date: 06.12.2016

Invitation for Super-Stockist/Distributorship/Franchisee for Milk/Milk Products and Other Products under 'Sundarini' Brand



- Experienced & financially sound individuals/agencies are invited for distribution & marketing of Sundarini brand milk in Kolkata city and nearby cities/areas and South 24 Parganas district as **Super-Stockist/Distributors**.
- Distributorship/Super Stockist for any area will be provided on "First Come First Serve basis".
- The appointed Super-Stockist/Distributor shall have his/their product receiving centre at any approachable area.
- Applicant shall have to be made along with attested photocopies of required Licenses clearly indicating therein the details of address, telephone no. etc.
- Application for super-stockist/distributorship should carry attested photocopies of valid PAN card, Sales Tax Registration/VAT if necessary, AADHAAR Card/Voter Card, Bank Account details.
- Appointed super-stockist/distributor will get the benefit of wholesale/distributor price fixed from time to time by SMLU.
- Appointed distributor shall keep a **Security Deposit @ Total order value of 5 (five) days along with additional Rs. 5,000/- (Rupees five thousand only)**. For example: In case of 1000 pouches of Cow Milk /Toned Milk per day the security deposit will be Distributor Price Value of 1000 pouches (500 Lt. milk in 50 Crate i.e. 1 crate containing 10 Lt. milk divided into 20 pouches of 500 ml milk each) of Cow Milk/Toned Milk x 5 (five) days + Rs. 5,000/-. Such security deposit will not earn any interest. The security deposit is to be deposited either by CHEQUE or Demand Draft in favour of Sundarban Co-operative Milk & Livestock Producers' Union Ltd. payable at Jaynagar-Mazilpur.



OFFICE OF THE MANAGING DIRECTOR
SUNDARBAN CO-OPERATIVE MILK & LIVESTOCK PRODUCERS' UNION LTD. (SMLU)

O/O-Deputy Director, ARD & PO, South 24 Parganas, New Administrative Building,
8th Floor, Alipore, Kolkata-700027•Reg. No. 1/SMLU (S-24) of 1997 (A Govt. of West Bengal Project)

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- h) No selection for super-stockist/distributorship will be done without said security deposit.
- i) In case the super-stockist/distributor wishes to discontinue, security deposit will not be returned within six (6) months period of agreement.
- j) Each selected super-stockist/distributor shall place a firm indent for packaged Cow Milk & Toned Milk to SMLU well in advance for next 7 days. Changes from indent will not be entertained in any way.
- k) Selected distributor has to deposit at least 3 days indent value of milk through Electronic Clearing Service (credit clearing)/RTGS to SMLU Bank Account for next 2 days supply of milk. Advance payment for assignments will be adjusted accordingly. NO CHEQUE IS ALLOWED.
- l) SMLU shall keep a security deposit of Rs. 20,000/- (Rupees twenty thousand only) for supply of one (1) no. 210 Lt. Visi-cooler. Such security deposit will not earn any interest.
- m) Milk pouch once sold will not be taken back. Leakage/Spoilage Support will be provided.
- n) **For Super-Stockist/Distributors other than pouch milk:** Sundarban Mangrove Uni-floral Honey, Packaged Desi Duck & Hen eggs, Premium Cow Ghee, other packaged agricultural items like Moong Dal, Native Rice, Mushroom etc. he/she has to deposit only Rs. 5,000/- (Rupees five thousand only) as security deposit and products will be available to the distributor only after 100% advance payment towards order value at Distributor Price. Such security deposit will not earn any interest.
- o) FOR DETAILS OF ATTRACTIVE COMMISSION, INCENTIVES, LOYALTY COMMISSION, LAUNCHING OFFER ETC. FOR ALL PRODUCTS OR ANY OTHER QUERY PLEASE VISIT OFFICE OF THE UNDERSIGNED FROM MONDAY TO FRIDAY BETWEEN 10 AM TO 5.30 PM.**
- p) Application Form** is also available either from office or through e-mail at mdsmlu@gmail.com
- q) Other collateral terms and conditions will be finalized during agreement after mutual discussion.
- r) **For Franchisees interested to open 'SUNDARINI' Outlet** may also contact at earliest.
- s) **Last Date of Application:** 20th December, 2016 up to 5.00 PM.

06/12/16

Managing Director (I/C)
SMLU, South 24 Parganas

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Copy forwarded for information and wide circulation to the:

1. CA to the ADM (ZP), South 24 Parganas.
2. **DIO (NIC), South 24 Parganas with a request to upload at www.s24pgs.gov.in.**
3. Bangshidharpur/Kakdwip/Patharpratima/Basanti Milk Plants.
4. Office Copy.

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Managing Director (I/C)
SMLU, South 24 Parganas