

ANDREW YULE & COMPANY LIMITED
(A Government of India Enterprise)
Tea Division
8, Dr. Rajendra Prasad Sarani
Kolkata – 700 001

NOTICE FOR EXPRESSION OF INTEREST

ANDREW YULE & CO. LTD. Is seeking to prequalify reputed Company / Firm /Agency for complete coordination for Retail Tea Business of ~~%Yule %tea~~ and its specialty teas in India for a period of two years on a turnkey basis from the date of commencement of contract, unless extended further by mutual consent and the service provider on the terms and conditions mentioned in the tender document or unless terminated in accordance with the terms and conditions mentioned herein

Tender document may be downloaded from www.andrewyule.com or <https://eprocure.gov.in/> or Corrigenda or clarifications, if any, shall be posted on the above mentioned websites only.

AYCL reserves the right to accept or reject any tender.

Schedule of Tender

1.	Ref. No.	TEA/RETAIL /2020-21/01
2.	Date of publication of NIT through publication AYCL/CPP web portal	29.09.2020
3.	Date of availability of NIT to the Vendors for downloading	29.09.2020
4.	Last date of submission of duly filled Annexure-I with desired documents as mentioned in Annexure-II to AYCL Ltd.	13.10.2020

Within specified Date, interested applicants must submit the following documents to General Manager Tea Division, Andrew Yule & Co. Ltd., 8 Dr. Rajendra Prasad Sarani, Kolkata – 700001.

- Duly filled General information, under Annexure-I complete in all respect along with desired information as mentioned in Annexure-II & duly signed Annexure III.
- Company Profile

In case of failure to submit any documents within the stipulated time, the offer may be rejected.

List of Annexures

General Information	- Annexure-I
General Guidelines	- Annexure-II
Scope of Work	- Annexure-III

**ANDREW YULE & COMPANY LIMITED
Tea Division**

General Information

(This document should be dully filled up and attached along with desired documents)

The applicants are required to furnish full information to the queries included in this form. In giving the particulars, the supporting documents/certificates as called for per queries at places, must be tagged with the application for evidencing the information furnished in the application.

1. Name of the firm in full :

2. Address, Telephone No.,
Fax No. & E-mail :
a) Address :

b) Telephone No. :

c) Fax No. :

d) E-mail ID :

3. a) Ownership Status of the organization:
b) Branch locations:

4. Trade License No.
**(Please attach a photo
copy of the license)** :

5. Bankers name
(a) Name of the Bank :
(b) Name of the Branch :
(c) Account No. :

Note : A copy of Banker's Certificate to be attached.

6. GST Registration No. :
**(Please attach photocopy GST Registration Certificate/Acknowledgement of GST
Enrolment Form**

7. I. T. Permanent Account No. :

8. Financial Parameters : Please attach Annual Report (Audited)
(If 2019-20 report is not available yet then furnish
2018-19 report and figures)

- (a) Turnover :
- (b) Fixed capital :
- (c) Working capital :

9. Total monetary value of contract works performed for each of last three years for individual project of similar nature (Separate Sheet to be attached)

10. Details of works of similar nature and magnitude executed within last three years in the following manner (Separate Sheet to be attached)

- a) Name of the client & contact details :
- b) Nature of the job :
- c) Year of commencement and contractual period :

12. Qualification and experience of Key Technical Personnel in the organization in the following manner (Separate Sheet to be attached) :

<u>Name</u>	<u>Brief Profile</u>	<u>Experience</u>
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I/we hereby certify that the particulars furnished by me/us above are true to the best of my / our knowledge and belief and mis-representations of facts will render me/us liable to my/our action as may be deemed fit by Andrew Yule & Co. Ltd. (Tea Division) & have the sole discretion to reject or accept my/our candidature.

(Signature of the Applicant)
Office Stamp/Seal.

Place :

Date ;

List of Enclosures :

ANDREW YULE & COMPANY LIMITED

Tea Division

General Guidelines

1. The responding applicant shall be a single entity incorporated in India as a Company/Registered Partnership Firm or a Proprietorship Organization having an established setup with a minimum of three year experience in Dealing Food / Non-food FMCG Product
2. The responding applicant must be registered in India with appropriate tax and other administrative authorities.
3. The responding applicant should furnish an undertaking to the effect that the firm has not been black listed in India by any Govt. Organization/Dept./Entity. Also it should keep AYCL informed in writing, in case such situation arises after the agency is included in panel.
4. Experience of more than 3 years in dealing Food / Non Food FMCG Products in areas applied for, from the date of uploading this Notice of EOI.
5. The responding applicant should have Office and well established infrastructure in any State Head Quarter of India primarily in Kolkata or Delhi or Ahmedabad or Jaipur or Bhopal or Bengaluru.
6. A brief note on the constitution/ ownership of the agency as well as available human resources, to undertake the proposed project should be submitted.
7. All documents submitted with the EOI to be submitted by an authorized official of the responding applicants

NB : Responding applicant should ensure submission of all pages (including Annexure I and duly signed Annexure-II& III (with office stamp/seal) along with self-attested copies of all supporting documents.

ANDREW YULE & COMPANY LIMITED

Tea Division

Scope of Work

1. Formulate retail business strategy to penetrate the market:

The selected applicant would develop a comprehensive retail business strategy to penetrate the market based on the detailed market study and the applicants' prior experience in strategy development for retail and FMCG markets.

The strategy should help Andrew Yule & Co. Ltd. to understand the feasibility of achieving the targets set and launch to maximize the Retail Tea Business for a period of 24 months.

In particular, the selected applicant would cover the following aspects in developing retail business strategy.

- Select the most attractive product market space to target covering.
 - Cities and towns within focus states and their prioritisation to enter.
 - Product segments - by type of product and price points.
 - Channel selection and their role in achieving business goals.
- Build an attractive winning proposition to penetrate the market covering.
 - Product quality.
 - Brand
 - Retail presence
 - Channel relationships and rewards
 - Price
- Develop a three-year business plan including projected financials and budgets based on the chosen strategy.
- To develop an effective retail business strategy, the selected applicant will perform the following activities:
 - **Market sizing:**
 - a) Market sizing will define the size of the opportunity and identify the locations where Andrew Yule & Co. Ltd. should focus. The market sizing should take into account the size and diversity of Assam and West Bengal tea markets and include a detailed city-wise analysis based on population, income level, consumption habits, and product preferences.
 - b) Based on the product and price segments and propensity of tea consumption, the selected applicants needs to indicate which segments to target.
 - c) The selected applicants need to research the opportunity to be presented in all or just specific channels, taking into consideration that traditional trade makes up a major chunk of the market and that e-commerce segment is growing rapidly.
 - **Market research:**
 - a) The selected applicant will carry out a thorough market research on products, customers, competitors and channel to help us understand the market dynamics and provide key insights in developing business and go to market strategy. The market research should first provide a detailed analysis of availability of different products, pack size and price points.
 - b) It should look into the consumer behaviour towards buying and consuming tea including their key criteria to select a product, the process they go through, propensity to switch brands and the place of buying and consuming tea.

- c) The research should uncover brand awareness and perception of Andrew Yule & Co. Ltd. and other competing brands in the market.
- d) It should provide a detailed analysis of competitors' value propositions and peculiarities.
- e) The selected applicant should conduct a detailed research on channel structure, channel margins and trading schemes to identify the best channels in terms of profitability and customer coverage.
- f) The selected applicant should validate and triangulate market size through interviews with customers, distributors, dealers and competitors.

2. Design a winning go-to-market strategy:

The selected applicant would develop a winning go-to-market strategy for successful market launch and adoption by both the trade and consumers by covering the following aspects.

- Target consumer segments and their profile
- Detailed product portfolio to launch at various stages of scaling up the retail business
The most effective route(s) to market
- Brand strategy including brand positioning, value proposition and differentiation
- Brand naming and package design choices in case of any change.
- Channel strategy including channel structure, incentives and margins and Product launch strategy

Delivery & Terms of Payment

The selected applicant shall agree on milestone payment on successful achievement of deliverables as per terms of agreement.

Applicants are requested to indicate their best possible delivery period for submission of Detailed Project Report for the items mentioned in the scope of work with time schedule.

The Applicants are also requested to indicate payment terms which will be finalized as per prevalent norms of the Company which shall be notified before submission of final offer on being found eligible post submission of documents for Prequalification Bid for EOI