



**3rd Floor , Nehru Sahkar Bhawan Bhawani Singh Road Jaipur -302001 (Raj)**

**Website: [www.nafed-india.com](http://www.nafed-india.com)  
PAN NO. 09AAAAN4629F1ZM**

**National Agricultural Cooperative Marketing Federation of India Ltd.  
(NAFED)  
Through its**

***Jaipur Branch*  
Invites Expression of Interest (EOI)**

**For**

**Empanelment of Marketing/Distribution Channel Partners for NAFED  
Brand Products (Packaged food & Grocery Items ) in the State of  
Rajasthan**

**Ref. No.: NAF/JP/MKTG/RB/2025-26/01**

**Date: 06<sup>th</sup> February 2025**

*State Head Jaipur  
3rd Floor ,  
Nehru Sahkar Bhawan Bhawani Singh Road  
Jaipur -302001 (Raj)  
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## **Empanelment of Marketing/Distribution Channel Partners for NAFED Brand Products (Packaged food & Grocery Items ) in the State of Rajasthan**

### **Back Ground:**

National Agricultural Cooperative Marketing Federation of India Ltd.(NAFED) was established on the auspicious day of Gandhi Jayanti on 2nd October 1958. Nafed is registered under the Multi State Co-operative Societies Act. Nafed was setup with the object to promote Co-operative marketing of agricultural produce to benefit the farmers and has been working for Procurement operations for PSS & PSF Operations across India.

### **Scope of Work & Eligibility:**

NAFED through its Retail Business Division(RBD) undertakes Sales & Marketing, in NAFED Brand Name among others, of various high quality FMCG & Grocery items like pulses edible oil, Sugar, Spices, condiments, dry fruits & similar packed edible items through various modes of retail distribution.

To leverage NAFED Brand value among all segments NAFED Now intends to engage entities with sound experience & financial standing to work as marketing/distribution channel partner such that they have to undertake sourcing of Quality Raw Material further process & packaging and further sales, distribution & promotion in targeted segment through their own distribution network or through prescribed channel of NAFED. The quality standard will be as per NAFED specifications/norms.

NAFED will compensate such Channel partners on fixed percentage commission based on volume of sales generated by them in line with NAFED directions.

Accordingly experienced parties/entities which should be an individual, firm, company, or cooperative society, etc. registered under the applicable laws of India.

- Strong financial standing with a proven track record in the distribution sector.
- Adequate infrastructure, including storage facilities, logistics, and a well-established distribution network in Rajasthan
- Preference will be given to applicants with prior experience in handling similar products.

### **Application Process:**

Interested parties may obtain the detailed **Empanelment Document** from NAFED's official website [www.nafed-india.com](http://www.nafed-india.com) or from the NAFED regional office in Rajasthan. The completed application form (Annexure A-1) along with necessary documents at the designated NAFED office.

**Contact Details:**

**National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED)  
3rd Floor , Nehru Sahkar Bhawan Bhawani Singh Road Jaipur -302001 (Raj)**

Phone: 0141-2740148  
2740145

Email: nafjpr@nafed-india.com

Website: [www.nafed-india.com](http://www.nafed-india.com)

**NAFED reserves the right to accept or reject any application without assigning any reasons whatsoever.**

**\*\* Mere submission of proposal to NAFED doesn't entail any right to party(ies) to consider/process their candidature and it shall be at the sole discretion of NAFED**

**State Head  
NAFED-Jaipur**

**Annxure-A-1**

## Application Form

Name of the Company / Firm	
Firm type (Sole Prop/ Partnership/ Company)	
Registered office	
Email Id of Authorized signatory	
Registration No.	
PAN no. of firm / Company	
GST Registration No.	
Name & Contact No. of Authorized signatory along with designation	
Mobile Number of Authorized signatory	
Bank Account Number	
Branch and address of Bank	
Bank IFSC Code	
Past experience as C&F/Distributor/Stockiest/Marketing/Distribution Channel Partner	
Number of years of professional experience (Please Specify)	
Proposed Area of Operation (Name of Districts)	
Details of Infrastructure (Distribution Vans, Manpower, Storage Facilities, Etc.)	

## Financials

(Rs. In Lakhs)

Particulars	FY 2021-22	FY 2022-23	FY 2023-24
Yearly Turnover			
Profit After Tax (PAT )			
Net worth			