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

**Kolkata Branch**

 **Invites Expression of Interest (EOI)**

**For**

**Empanelment of Super Stockiest/ Distributor for NAFED Brand Products (Pulses, Atta, Spices, Tea etc.) in the State of West Bengal**

 **Ref. No.: CH/NBP/2024-25/01**

 **Date: 10th February 2025**

­­­­State Head-WB

NAFED,

 12C Lord Sinha Road, Shyamkunj, 2nd Floor, Kolkata – 700 071

Email: nafkol@nafed-india.com

**EXRESSION OF INTEREST FOR EMPANELMENT OF SUPER STOCKIEST/ DISTRIBUTOR FOR MARKETING, SALES & PROMOTION OF NAFED BRAND PRODUCTS (PULSES, ATTA, SPICES, TEA ETC.) IN THE STATE OF West Bengal**

The National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED), a premier organization engaged in the procurement, processing, and marketing of agricultural commodities across India, invites applications for the **Appointment of super stockiests/ distributors** for **NAFED Brand Products** in the State of **West Bengal.**

**Eligibility Criteria:**

* The applicant should be an individual, firm, company, or cooperative society 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 West Bengal.
* Preference will be given to applicants with prior experience in handling similar products.

**Scope of Work:**

* Marketing, sales, and promotion of **NAFED Brand Products** in designated regions of West Bengal.
* Expansion of the NAFED product network by appointing sub-distributors, retailers, and institutional buyers.
* Ensuring availability of products in urban and rural markets through an efficient supply chain.
* Conducting promotional activities, including advertising, events, and digital marketing, in coordination with NAFED.

**Application Process:**

Interested parties may contact NAFED branch office at Kolkata and submit the completed application form (Annexure A-1) along with necessary documents.

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

**Contact Details:**

**National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED)**
12C Lord Sinha Road, Shyamkunj, 2nd Floor, Kolkata – 700 071

Email: nafkol@nafed-india.com

Phone: 9284191725,
Email: nafkol@nafed-india.com / nafedkolkata@gmail.com
Website: [www.nafed-india.com](http://www.nafed-india.com)

 A**nnxure-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 and Distributor |  |
| Number of years of professional experience as C&F |  |
| Proposed Area of Operation (Name of Districts) |  |

Financials (Rs. In Lakhs)

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