



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

Website: 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: 06th February 2025

Corrigendum dated 17/02/2025

**The due date for submission of Expression of Interest (EOI) is extended up to
3:00pm on 28/02/2025. All other Terms and Conditions would remain same**

*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 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

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**

Application Form

Annxure-A-1

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			