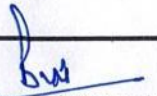


REQUEST FOR PROPOSAL FOR SELECTION OF ZONAL DISTRIBUTOR FOR DISTRIBUTION OF CHHATTISGARH HERBALS PRODUCTS

Response to Pre-bid queries as per the meeting held on 12th August 2022

S. No	Page No	RFP Clause	Existing Clause	Query	Response
1	59	Annexure 9	Bidder has to quote discount percentage of the MRP of the Products	Bid Price - We suggest you to define/determine the range of discount on every product line. At least on the basis of sales data you may categorize the range of discount.	There will be no further categorisation but the bidder has to quote discount percentage below 30% of the MRP of the products in the Financial proposal submitted by the bidder
2	59	Annexure 9	Bidder has to quote discount percentage of the MRP of the Products	Category Wise Product Sales Data on the basis of sales from the lowest number to highest one. If this data is made available to bidders, it will help every one to quote reasonable discount.	No change
3	12	4.1 (13)	Zonal Distributor will be free to use its own online platform for Sales and promotional activities except other aggregator e-commerce portals such as Amazon, Flipkart etc.	Other online Platforms- In the bid document its mentioned that the bidder will not be allowed to sell on platforms like Amazon, Flipkart etc. Can the bidder sell thru other platforms apart from the mentioned ones.	It is clarified that Zonal distributor shall not be allowed to use any of the agregator e-commerce platforms such as Amazon, Flipkart, Snapdeal, Nykaa, Meesho, IndiaMart, etc. The appointed Zonal Distributor shall only be allowed to sell the CG Herbals products through the online portals/platforms owned and managed by them
4	-	-	-	Distributor Requirements for Working Capital : Working Capital would be the basic requirement for every distributor. Many Pvt and Public sector banks today are funding for stocking/working capital/vendor financing programs requirements of distributors and wholesalers. If federation can look at recommending/ tie -ups with leading Public and Pvt.sector banks, it would not only add to financial discipline of the vendor but also help the vendor to establish business.	Not considered
5	-	-	-	Will the distributor / marketing agency's name be mentioned on the product lables?	The name of the distributor will not be mentioned on the labels of the products. The products shall only have the branding details of the Chhattisgarh Herbals brand and the details of processing/manufacturing units managed by the Federation.
	-	-	-	Labelling - The stickers of Distribution partner may not look good on the whole label. It may not be appealing or may not complete the flow in the whole design of label. The customer should not get any reason to disassociate Bidder with the brand. However, if MOQ is given by the federation(at least for fast moving items) the bidders can decide accordingly .	


 Special Managing Director