

Request for Proposal

For

Selection of MILMA Distribution Partner – General Trade

Issued by
Managing Director
Kerala Co-operative Milk Marketing Federation Ltd.,
"Milma Bhavan", Pattom Palace P.O, Thiruvananthapuram-695004. Kerala, India.
Telephone: 0471 2786 427 & 424
www.milma.com

Schedule of Selection Process – Important dates

Sl. No	Event Description	Date
1	Date of issuing of the RFP document	03.06.2023
2	Last date of receipt of application through post / e-mail	14.06.2023, 3.00 PM
3	Opening of Applications and Scrutiny	15.06.2023 & 16.06.2023
4.	Display list of Qualified Applicants	19.06.2023
5.	Physical Verification	20.06.2023 to 29.06.2023
6.	Display list of Selected Distribution Partner	30.06.2023

INTRODUCTION

A brief about Milma's current position and sales development strategy is given below for your understanding.

Milma, a brand of Kerala Co-operative Milk Marketing Federation (KCMMF) is a success story of a co-operative organization in Kerala. Its range of dairy products includes Milk, Butter, Ghee, Curd, Chocolate, Ice cream, Peda, Mango drinks, flavored milk etc. The Kerala Co-operative Milk Marketing Federation (KCMMF) is the apex organization of the Dairy Co-operatives in the State of Kerala. This organization supported by the National Dairy Development Board and the Government of Kerala started its activity in the year 1980. We have 14 modern dairy plants and two products dairies. We sell on an average sixteen lakh liters of milk per day and an array of wholesome products. The total turnover of the Milma family in the financial year 2022-23 was over Rs.4200 crores.

Milma is structured under Anand pattern as a three-tier cooperative consisting of Dairy Cooperative Society at the village level. These primary societies are grouped under three Regional Co-operative Milk Producers' Unions viz TRCMPU for Thiruvananthapuram region, ERCMPU for Ernakulam region and MRCMPU for Malabar region which in turn is further federated into Kerala Co-operative Milk Marketing Federation (KCMMF) at the State level. Since inception, Milma could make tremendous improvements in both procurement and marketing fronts. Though the pace of competition has been accelerated in the recent years with many new brands mushrooming in the markets of Kerala, Milma continues to be the market leader in the milk market of the State. The brand "Milma" enjoys the faith of the consumers of the State, as the "pure and safe" supplier of quality milk and milk products.

In liquid milk market of Kerala, Milma is the clear market leader in fresh packaged milk. The present sale of liquid milk in the state by Milma is to the tune of around 16 lakh liters per day. Sales of value added products contribute to 20% of the total sales. Milma has decided to grow its business in Milk value added products such as curd, butter milk, ghee, yogurts, ice creams, peda, flavored milk, UHT, juices and other related products aggressively in the coming years. We intend to be market leader in fermented and frozen product segment with contribution of product sales to reach 40% of total sales by 2026. To recapture and to grow aggressively in these segments, Milma has started its brand repositioning exercise to focus on aggressive sales & distribution for value added products in the coming years.

Milma intends to aggressively grow its business and product portfolio has set clear action plan to increase its market share of Milk & value added products through intensive channel and product specific marketing and aggressive Sales & Distribution. We are looking for strong Distribution partners to reach our goal of being a 10,000 crore company by 2026.

Purpose of the RFP:

Milma is selecting General Trade Distribution partners in Kerala state under three products categories. You can apply for, either-one or multiple of the categories mentioned below. Product details for distribution are listed below;

Category 1 Milma Products:

- 1) Packaged Fruit Juices
- 2) Flavoured Milk / Milk Shakes
- 3) UHT Milk
- 4) Chocolates
- 5) Biscuits
- 6) Mineral Water

Category 2 Milma Products:

- 1) Paneer
- 2) Butter
- 3) Cheese
- 4) Yogurt
- 5) Set Curd

Category 3 Milma Products:

- 1) Ice Creams

SELECTION / EVALUATION PROCEDURE

The procedure for the selection of General Trade Distribution Partner will be carried out as detailed below and all responses to this proposal must furnish the details mentioned in the structure given below:

- 1) Company Profile - Describe your organization's core businesses, products, services, markets, awards, etc.
- 2) GST registration copy and partnership deed in case of partnership firm.
- 3) Proof of experience of General Trade Distributorship of any FMCG products e.g. Distribution confirmation letter, Performance Certificate, Distribution agreement front page copy, etc.
- 4) Annual turnover of the distribution during the last three years i.e. for 2020-21, 2021-22, and 2022-23 should be at least 1 Crore. - Certificate from the Chartered Accountant should be submitted or copy of audited financial statements filed with Registrar of Companies and with IT department in case of Firms and Partnerships.
- 5) Distribution details of current area and total outlet covered - To be specified in the letter head.
- 6) Infrastructure details like Godown space, Vehicles, Sales man, etc. – To be specified in the letter head.

Interested Distribution Partners should submit their proposals by 14.06.2023 (3:00 PM) in closed envelopes by post or hand to The Managing Director, KCMMF Ltd, MILMA Bhavan, Pattom Palace (PO), Thiruvananthapuram – 695 004, super scribing the envelope “ General Trade Distribution Partner Application Form”

The proposal can also be sent by email with scanned copies of supporting documents to marketing@milma.com by 14.06.2023 (3:00 PM).

Evaluation Criteria:

Evaluation of the application will be based upon the Distributor's responsiveness to the RFP and selection to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to mentioned requirements. Proposals must address all the items identified in the Request.

All proposals will be evaluated based on the following criteria:

- A. Completeness of proposal
- B. Experience and past performance.
- C. Ability to meet requirements as specified.
- D. Financial stability.
- E. Physical visit and verification of infrastructure.

Period of Selection:

The initial appointment shall be for a period of one year. However, at the discretion of Milma, the Distributor agreement can be extended on mutually agreed terms, if services are found to be satisfactory.

Selection:

Our objective is to select the Distribution Partner who most fully meets the requirements of a General Trade Distributor in this Request for Proposal (RFP). Milma may elect to award a distribution agreement pursuant to the RFP. You are invited to take part in this process and provide a proposal that satisfies the distribution requirements. Responses to this RFP will be used to qualify distribution partners for the final evaluation of the selection process. It shall be noted that the document proof should be serially numbered and marked against each Criteria for easy identification. KCMMF will not be responsible for any failure of the agency in getting selected, if the documents are not provided as required above or submitted haphazardly. Application submitted will not be the only criteria for selection / short listing. It is the discretion of the Managing Director, KCMMF Ltd to reject / accept any or all applications.

Distribution Partner Application Form – Category 1

To,
The Managing Director
Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom PO, Thiruvanthapuram

Subject: Selection of General Trade Distribution Partner for Milma

We hereby submit our interest for Selection of General Trade Distribution Partner for **Category 1** Products of Kerala Cooperative Milk Marketing Federation (Milma). We unconditionally agree to abide by the Terms & Conditions specified in the RFP.

The documents requested are attached.

I hereby certify that all the particulars given are correct and true to the best of our knowledge.

Signature of Authorized Person:

Full Name & Designation of Authorized Person:

Name of the Distributor:

Date:

Distributor Seal:

Distribution Partner Application Form – Category 2

To,
The Managing Director
Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom PO, Thiruvanthapuram

Subject: Selection of General Trade Distribution Partner for Milma

We hereby submit our interest for Selection of General Trade Distribution Partner for **Category 2** Products of Kerala Cooperative Milk Marketing Federation (Milma). We unconditionally agree to abide by the Terms & Conditions specified in the RFP.

The documents requested are attached.

I hereby certify that all the particulars given are correct and true to the best of our knowledge.

Signature of Authorized Person of Distributor:

Full Name & Designation of Authorized Person:

Name of the Distributor:

Date:

Distributor Seal:

Distribution Partner Application Form – Category 3

To,
The Managing Director
Kerala Cooperative Milk Marketing Federation Ltd.
Milma Bhavan, Pattom PO, Thiruvanthapuram

Subject: Selection of General Trade Distribution Partner for Milma

We hereby submit our interest for Selection of General Trade Distribution Partner for **Category 3** Products of Kerala Cooperative Milk Marketing Federation (Milma). We unconditionally agree to abide by the Terms & Conditions specified in the RFP.

The documents requested are attached.

I hereby certify that all the particulars given are correct and true to the best of our knowledge.

Signature of Authorized Person of Distributor:

Full Name & Designation of Authorized Person:

Name of the Distributor:

Date:

Distributor Seal: