

HLL/CMO/VBD/BA/2024-25/001

10/03/2025

NOTICE INVITING
EXPRESSION OF INTEREST

APPOINTMENT OF
District/Department LEVEL Business Associates
FOR
VENDING BUSINESS DIVISION

HLL LIFECARE LIMITED
HLL BHAVAN,
CENTRAL MARKETING OFFICE
26/4, VELACHERY-TAMBARAM ROAD
PALLIKARANAI
CHENNAI 600100, INDIA
Tel: +91-44-29813732

INVITATION FOR EXPRESSION OF INTEREST

Vending Business Division HLL Lifecare Limited

EOI No: **HLL/CMO/VBD/BA/2024-25/001**

Date: 10.03.2025

1. Vending Business Division, HLL Lifecare LIMITED invites sealed applications from eligible party (ies) for appointment as District/Department level Business Associates for VBD Products and marketed through General Trade & Institution Business

A. Domestic: Department/Districts wise selection of Business Associate

Important Dates

Sl. No.	Description	Schedule
i.	Dates of Publishing EOI	10-03-2025 11:00
ii.	Last Date for Submission of EOI	02-04-2025 15:00
iii.	Time and date of opening of Eoi	03-04-2025 15:00
iv.	Venue of Opening of Eoi	Central Marketing Office, Chennai

B. Interested applicant may obtain further information about this EOI from the above office

C. Applicant may download the EOI documents from the HLL website www.lifecarehll.com

2. Applicants shall ensure that their EOIs, complete in all respects, are dropped in the Tender Box /sent by Speed-post/Courier addressed to Associate Vice President (Marketing), **Vending Business Division HLL Lifecare Limited, HLL Bhavan, #26/4, Velacherry-Tambaram Main Road, Chennai 600 100, India** super scribing the outer cover **“Eoi for Appointment of Business Associate” and the department/district applied for** on or before the closing date and time indicated in the Para 1 above, failing which the EOI's will be treated as late and rejected.
3. In the event of any of the above mentioned dates being declared as a holiday / closed day for the purchase organization, the tenders will be sold / received / opened on the next working day at the appointed time.

4. The EOI documents are not transferable.
5. The applicants requested to regularly check the website of HLL, since any further amendments will be published only in the website.
6. Last date for seeking clarification. If any, shall be 7(Seven) days prior to the schedule date of opening. Please send the clarifications to vbd@lifecarehll.com.

s/d

Associate Vice President (Marketing)
HLL Lifecare Limited
Vending Business Division
26/4, HLL Bhavan,
Velachery-Tambaram Main Road,
Pallikaranai,
Chennai 600100, India

INVITATION OF EXPRESSION OF INTEREST FOR

BUSINESS ASSOCIATE FOR DEPARTMENT/DISTRICT LEVEL BUSINESS OPERATION

Brief:

HLL Lifecare Limited (HLL) is a public sector undertaking, incorporated in the year 1966, under the administrative control of the Ministry of Health & Family Welfare, Government of India. HLL's purpose of business is "to be a globally respected organization focusing on inclusiveness by providing affordable and quality healthcare solutions through continuous innovations". In its quest to become a comprehensive healthcare solutions provider, HLL had diversified into healthcare services, while nurturing its core businesses in reproductive health.

Marketing

HLL's large marketing network has been delighting its customers over the last two decades. Servicing 200000 retail outlets, covering 3500 hospitals, reaching over 30000 medical professionals, it has over 2800 stock points, 700 frontline team members placed in every town, with offices in all metros and mini metros, and reaches over 400000 villages in India. HLL is also one of the leading social marketing organisations in the country in the area of contraceptives - with a market share of over 70 percent in the rural and semi-urban markets. On the global front, HLL brands today reach more than 115 countries.

With two decades of dedicated efforts in brand building and market development, HLL has developed a sound marketing infrastructure and introduced an extensive range of its contraceptive, hospital and healthcare products in the domestic and global markets.

Vending Business Division (VBD)

The Vending Business Division (VBD) of HLL promotes healthy Menstrual hygiene practices including safe disposal of sanitary pads. The division also offers complete solutions to implement the same by providing better quality products, with ease of access (devoid of hesitation and embarrassment), safe and environment friendly disposal of used pads. The division is working in innovative projects in Kiosk, hygiene stations, nutrition and skill development.

Objective:

To fuel the ambitious plans for a rapid expansion, VBD proposes to engage **Business Associates** for marketing of VBD products. The business associate will be marketing the VBD products in the district / region assigned to them.

This Expression of Interest (EOI) is invited for selection of Business partners for the following:

HLL desires to avail the services of experienced & competent agencies department/district wise who can be Business Associates for promoting Women hygiene products like Automated Vending Machines, Sanitary Napkin Incinerators, Sanitary Napkin Incinerators (Double Chamber), Community Incinerators (Diaper and Sanitary Napkins), Mini Vending machines, Mini Incinerators, Sanitary Napkins, Home Incinerators, PINK ROOM/Hygiene Station and other VBD products. The Business Associates will be appointed department/district-wise for individual products or group of products. HLL has the right to reject applications without assigning any reason.

A. SCOPE OF WORK:

The scope/Roles and Responsibility of Business Associates is as follows.

- a. Procurement of Orders for VBD products, both Consumables (Sanitary Napkins, Hand Sanitizer etc.) and Machines
- b. Coordinate with the department to ensure timely collection of order, any department/statutory clearance papers etc...
- c. Coordinate with the department for getting documents related to scope of work for submitting proposals and estimates
- d. Submission of Invoices to the concerned authority.
- e. Intimation regarding shortage and damage if any, in the consignment received by consignee.
- f. Follow up of payment and ensure collections within due date without deductions and submitting invoice wise payment details
- g. Follow up and ensuring details of statutory deductions from the customers and

- h. Any other related work pertaining to Marketing and Coordination for products/projects assigned to the Business Associate.

B. ELIGIBILITY CRITERIA

Sl.No	Conditions	Documents to be Submitted
1	The Bidder should be a registered entity as per Company Act in India preferably with 2 years experience	i) Self-Attested copy of Certificate of Incorporation / Registration, ii) Copy of PAN Card iii) Copy of GST Registration Certificate iv) Last 2 years turnover certificate certified by Chartered Accountant. v) Last 2 years audited statement of account.
2	The Bidder should preferably have experience in Sales of FMCG / Electronic equipments / Machinery / Pharma products/ turnkey projects for a period of 2 Years.	Self-attested Work order issued/Agreement/completion certificate of works received.

All documents mentioned above should be notarized. Make in India and MSME provisions will be applicable, if any.

Conflict of Interest

The selected business associates shall not engage in activities that are in conflict with interest of the client (HLL LIFECARE LIMITED) under the assignment and they would not engage in any contract that would be in conflict of interest with their current obligations. The selected business associate that has a business of family relationship with such members of HLL LIFECARE LIMITED staff who are directly or indirectly involved in this assignment will not be awarded the assignment.

Documents Required

- Copies of the Appointment/Agreement with the client certifying the engagement of the business associate from Companies currently engaged with.
- Brief presentation of your enterprise including number of staff, turnover, year in business, strength in retail network and government business, geographical presence in sales and service.
- CVs of key team members;

- Relevant past project experience in the region etc.;
- Balance sheet/ITR's for last two years with P & L.
- Registration details of the constitution of the firm/ incorporation details
- Setup / Establishment / in India / overseas, office locations and addresses, manpower strength etc. with GST registration copies.

The EOI shall contain inter-alia the following:

1. Duly filled in application.
2. Documentary evidence in respect of the eligibility criteria.
3. Statement showing clause by clause compliance to all terms and conditions of the EOI.
4. The following certificates may be furnished:
“We certify that there has been no conviction by a court of law or indictment / adverse order by a regulatory authority for any offence against us. It is further certified that there is no investigation pending against us or the CEO / Directors / Managers of our concerned.
It is certified that there is no conflict of interest exist as on date and in future if such a conflict of interest arises we will intimate HLL LIFECARE LIMITED of the same.
5. The methodology and approach that will be adopted in executing the assignment.

Mode of Submission of EOI:

The EOI document containing the information as required in the previous paragraphs and in the Annexure shall be enclosed on one envelope superscribing “**Eoi for Empanelment of Business Associates**”and the departments/districts applied for.....

The technical bid will be opened at 15:00 on 03/04/2025. The application received late shall not be considered.

The EOI document may be downloaded from the HLL's website.
www.lifecarehll.com.

Evaluation Criteria:

- (a) The party who fulfills the eligibility criteria may be called for detailed presentation within 30 days of the application received. If the applicant does not get any information from office within 45 days of the submission of the application, it should be presumed that the application is rejected due to non fulfillment of selection criteria.

- (b) Allotment Order will be issued to the selected Applicant with a request to execute an Agreement between Applicant and HLL, before execution of Agreement.
- (c) The Business Associate has to start his business within 30 days of allotment failing which the appointment shall stand cancelled by HLL on 7 days notice to the allottee.

Technical Bid Evaluation

The bidders' technical proposal will be evaluated as per the following parameters

Sl.No	Evaluation Criteria
1	Bidders Experience
2	Technical Presentation
	Strength in Marketing in Retail Network and Government Institution Business in the department/district for which application is given

Bidder Experience

SI No	Evaluation Criteria	Criteria and Documents to be submitted
1	The Bidder should preferably have experience of marketing of similar products/service of similar products for a period of 2 years.	Self-attested Work order issued/Business Associate authorization letter/ completion certificate of projects/turnover

Technical Details

SI No	Evaluation Criteria	Criteria
1	Strength in Marketing in Retail Network and Government Institution Business in the department/district for which application is given	The proposal should address the strengths, marketing strategies proposed to be adopted, customer bases likely to be targeted, potential clients and areas for marketing. The competence and experience of team members should be included. The staff strength and competence, Retail network with geographical presence, strength in network in Government institution, similar product range, and geographical presence should be included in the presentation.

STANDARD OF PERFORMANCE:

The Business Associate shall perform the Services and carry out the obligations with all due diligence, efficiency and economy in accordance with generally accepted professional standards and practices and shall observe sound management practices. The Business Associate shall always act, in respect of any matter relating to this contract or to the services, as faithful adviser to HLL LIFECARE LIMITED and shall at all-time support and safeguard its legitimate interests in any dealings with the third parties.

CONFIDENTIALITY:

Except as provided in this Agreement the Business Associate must not disclose, divulge or make public or shall personally use for his gain any of the materials, processes, accounts, transactions dealings, and information etc. without the prior written consent of HLL LIFECARE LIMITED.

TERMINATION:

HLL LIFECARE LIMITED has the right to terminate the Agreement at any time on giving notice of one month to the business associate without assigning any reason as well as in circumstances where the Business Associate commits a material breach of agreement or becomes bankrupt. Termination of this agreement for whatever reason shall not affect the obligation/ liabilities of the business associate accrued hereunder in respect of matters at the time of the agreement.

APPLICABLE LAW:

This agreement is governed by and interpreted in accordance with the laws of India for the time being in force.

FAIRNESS AND GOOD FAITH:

The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measure to ensure the realization of the objectives of this Contract.

The Parties recognize that it is impractical in this Contract to provide for every contingency which may arise during the life of the Contract, and the Parties hereby agree that it is their intention that this Contract shall operate fairly as between them, and without detriment to the interest of either of them, and that, if during the term of this Contract either Party believes that this Contract is operating unfairly, the Parties will use their best efforts to agree on such action as may be necessary to remove the

cause or causes of such unfairness, but no failure to agree on any action pursuant to this Clause shall give rise to a dispute subject to arbitration.

JURISDICTION

All the competent courts at Thiruvananthapuram shall have exclusive jurisdiction to consider matters/ disputes pertaining to this EOI.

Annexure 1

APPLICATION FORM FOR Business Associate

Sub: Application of the Business Associate

Ref: _____

1. Name of the Business Associate :

2. Location
 - a) Full postal Address :
 - b) Telegraphic Address :
 - c) Telex/fax No. :
 - d) Tel No. :
 - e) E-mail :

3. Details of staff :
 - a) Sales
 - b) Service
 - c) Unskilled

4. Specify our product in which you are interested in dealing:

5. Please mention the areas/department/districts for which you are seeking business association for interested products:

6. Details of the Client to whom the services were offered during the last two years :

7. Specify your present line of business / area of operation

8. Name the companies / consumer goods with which you have dealt so far and had business association.

9. Do you have a storage area / godown? If yes state its size and location?

10. Do you have any pending legal case/s against you, if yes please give details

7. Have you dealt with similar goods/operations , you have applied for ,so far?
Please specify

12. No. of years in business

13. Whether proprietorship, partnership concern or individual, Specify:

14. Whether meet the qualification criteria as given in **EOI document** if so give the documentary evidence in support:

15. Any other information you want to furnish:

Declaration

I/We certify that the above information is correct and true to the best of our/my knowledge and belief. In the event of any information being found false or incorrect, action can be taken against us. Further declared that we have never been arrested / prosecuted or convicted by a Criminal Court or involved in any other case, registered by the police.

Place:

Yours faithfully,

Date:

Signature of the applicants