

No. HLL/CHO/AQUA/NOTICE

Dt. 23-02-2026

**NOTICE INVITING APPLICATIONS FOR THE SELECTION OF DISTRIBUTORS FOR THE DISTRIBUTION, MARKETING & SALE OF HLL BRAND PACKAGED DRINKING WATER (PDW) BOTTLES OF 1 LITER/2 LITER/500 ML ACROSS THE DISTRICTS AND TALUKS OF KERALA STATE**

HLL Lifecare Ltd (HLL), is a Government of India Enterprise under the administrative control of the Ministry of Health and Family Welfare. The company commenced its operations on 5<sup>th</sup> April 1969, as a condom manufacturing company. Since then, it has evolved into a comprehensive healthcare delivery organization, playing a pivotal role in supporting and implementing various national health initiatives. Its diverse manufacturing portfolio encompasses male and female condoms, blood bags, surgical sutures, Copper-T, contraceptive pills-hormonal & non hormonal, pregnancy test kits, ayurvedic and unani medicines, menstrual hygiene products, vending machines, incinerators etc.

Beyond its role as a trusted supplier of healthcare products, HLL has established itself as a major national player in retail pharmacies, diagnostic laboratories, and imaging centres. The company has further diversified into infrastructure development for the health sector, procurement consultancy, hospital management services etc. Today, HLL is synonymous with public health delivery in India, with a strong and expanding presence across multiple dimensions of the healthcare ecosystem.

**Aqua Project Division (APD)**

HLL established the Aqua Project Division in April 2025. As a part of this initiative, HLL proposes to set up a Packaged Drinking Water (PDW) manufacturing plant at Konni, Pathanamthitta, on land allotted by the Government of Kerala. The project aligns with HLL's core mandate in the health sector, recognizing packaged drinking water as an essential product for public health, hygiene, and safety.

In order to ensure early market presence ahead of the commissioning of the Konni plant, HLL has completed the selection of qualified manufacturing partners to produce packaged drinking water on an outsourced basis. This strategic step enables the company to establish its brand while maintaining stringent quality and regulatory standards.

HLL will soon launch its packaged drinking water in Kerala under the brand name "HLL WATER." The initiative marks a significant milestone in HLL's efforts to expand access to safe and reliable drinking water while strengthening its portfolio of health and wellness products.

To support HLL's mission of promoting public health, hygiene, and safety, we are inviting reputable firms, organizations, and individuals to participate in the process for selection of distributors for HLL brand packaged drinking water (PDW). The company would like to appoint distributors for 1-liter, 2-liter, and 500 ml of packaged drinking water bottles in specific districts and Taluks of Kerala State. Details of the district-wise location are attached in **Annexure - 1**.

**Market of Packaged Drinking Water**

The packaged drinking water segment is a rapidly growing industry, as consumers at various levels are aware of water contamination and expect safe, high-quality drinking water that is affordable and conveniently available from authorised sources, rather than relying on unverified water sources.

The Indian market consists of both organized and unorganized players, supporting the growth of 48 lakh FMCG outlets nationwide. Organized players account for just 25% of the market. Recently, unorganized players - primarily in tier II, III, and small towns, have expanded into rural regions, prompting national

companies to strengthen their market presence. As a result, the availability of packaged drinking water is higher than it was previously.

The packaged drinking water market in Kerala is a high-growth, competitive industry driven by high consumer demand for safe, purified water. The market features numerous local and branded manufacturers offering products in varied sizes (300ml, 500ml, 1L, 2L, 20L cans). The packaged drinking water market in Kerala is a rapidly growing industry, with an estimated consumption value of over Rs 230 crore in 2020 despite the state's abundant water resources.

The industry is expected to grow at a CAGR of 6% to 10% between 2025 and 2030, with some segments growing even higher, between 25-35% annually. The market is supplied by about 100 private units and public sector plants.

### Important Dates

Sl. No.	Description	Schedule
i.	Date and time of publishing Notice	23-02-2026 10:00am
ii.	Last date and time for submission of applications	31-03-2026 05:45pm

### Requirement and Obligation of Distributor

1. The dealer/distributor should have a minimum area of storage/godown space carrying 800 cases at a time. Approximate quantity of 500 to 800 cases required to be lifted and distributed per week. The distributor should be holding a valid license under The Food Safety and Standards Act, 2006 .
2. The application form for distributorship (**Annexure - 2**) can be downloaded from HLL website at <http://www.lifecarehll.com/tender> The completed documents should be placed in an envelope and super-scribed "Notice inviting dealership for Packaged Drinking Water" and addressed to the Head (Aqua Project), HLL Lifecare Limited, HLL Bhavan, Poojappura Post, Thiruvananthapuram 695 012
3. The Applicants are requested to visit the website of the company regularly, as any further notifications / amendments will be updated only on the company's website. *The application will be reviewed on a first-come, first-served basis based on eligibility, so make sure your proposal reaches us as early as possible.*
4. The prospective distributors can be individuals, proprietorships, partnerships, societies, or limited liability partnerships and companies, and have to agree to handle the distribution, marketing, and selling of our brand of packaged drinking water in the specified Taluk(s) in the state of Kerala.
5. Preference shall be given to individual startups, MSME units, Kudumbashree units, and individuals from the SC/ST Vendor.
6. The proposed distributor should have their own arrangement for delivery in terms of delivery vehicle and manpower for distribution in their area.
7. The distributor shall have the liberty to appoint sub-Dealers with in his specified territory with the prior written approval of HLL.

8. The prospective distributors who have strong connections with institutions like hospitals, government agencies, or private institutions can also apply exclusively for those institutions.
9. The authorised distributor should have an active account in any scheduled bank in the name of the individual / firm / LLP /Company and must possess PAN and GST registration. All purchase transactions shall be made in advance in the name of HLL Lifecare Limited.
10. If the distributor fails to do proper distribution or service or commits any breach of contract, HLL Lifecare Limited can revoke / terminate the distributorship by giving 20 days notice to the distributor and appoint a new distributor or assign the same to other existing distributors as the company deems appropriate.
11. Company's marketing team will visit premises / location / office of the applicant, in order to assess the facilities for distributorship operations, and if the applicant fulfils the requirements mentioned in this document, then such applicant will be selected as Distributor and a 24 months Distributor agreement with mutually agreed terms will be executed between the company and the distributor. The agreement may be renewed by both the parties for further periods based on mutual consent and the same will be reduced in writing.
12. Despite giving distribution rights to the distributors, the company reserves its right to do distribution of its products directly.
13. Any dispute arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by arbitration administered by the Kerala High Court Arbitration Centre, (ADR Centre), Ram Mohan Palace, High Court of Kerala, Old High Court Building, Marine Drive, Kochi - 682031 ("KHCAC") in accordance with Kerala High Court (Arbitration Centre) Rules for the time being in force and will be amended time to time, which rules are deemed to be incorporated by reference in this clause. The place/seat of the arbitration shall be Thiruvananthapuram, India. The Tribunal shall consist of sole arbitrator. The language of the arbitration shall be English. The governing law of the Contract shall be Indian Law.
14. For further clarity and guidance, please contact us at mobile numbers 9020080235 or 9653195089, or reach out via email at diliravindran@lifecarehll.com or reji.u@lifecarehll.com.

The company reserves its rights to cancel / withdraw / amend this notice or extend the due date for accepting the applications at its sole discretion without assigning any reason.

Place: Thiruvananthapuram  
Date: 23-02-2026

**Head (Aqua Project Division)**  
**HLL Lifecare Limited**  
(A Government of India Enterprises)  
Registered & Corporate Office, HLL Bhavan,  
Poojappura PO, Thiruvananthapuram – 695012

The Aqua Projects Division of the company invites sealed applications from interested and eligible parties for selection as Distributor for its aqua products such as 1-liter, 2-liter, and 500 ml initially and other variants subsequently, in various cities / locations as follows :

Sl.No.	District	Taluk/Sub-District
1	Thiruvananthapuram	1) Thiruvananthapuram Town/Rural 2) Nedumangadu 3) Chirayinkeezhu/Attingal 4) Kattakada 5) Neyyattinkara 6) Varkala
2	Kollam	1) Kollam Town/Rural 2) Karunagappally 3) Kottarakkara 4) Kunnathur 5) Pathanapuram 6) Punalur,
3	Pathanamthitta	1) Pathanamthitta town 2) Thiruvalla 3) Mallapally 4) Ranni 5) Kozhanchery 6) Konni 7) Adoor
4	Kottayam	1) Kottayam Town/Rural 2)Changanacherry 3) Kanjirappally 4) Kottayam 5) Meenachil 6) Vaikom
5	Ernakulam	1) Ernakulam Town/Rural 2) Aluva 3) Kanayannur 4) Fort Kochi 5) Kunnathunadu 6) Muvattupuzha 7) North Paravur 8) Kothamangalam
6	Alappuzha	1) Alappuzha 2) Cherthala 3) Ambalappuzha 4) Kuttanad 5) Karthikappally 6) Chengannur 7) Mavelikkara
9	Idukki	1) Idukki 2) Devikulam 3) Udumbanchola 4) Peerumade 5) Thodupuzha 6) Cheruthoni
7	Thrissur	1) Thrissur 2) Irinjalakuda 3) Kodungallur 4) Chavakad 5) Wadakkanchery 6) Chalakudy 7) Kunnankulam.
8	Palakkad	1) Palakkad 2) Alathur 3) Chittur 4) Mannarkkad 5) Ottappalam 6) Palakkad 7) Pattambi 8) Shornur
10	Kozhikode	1) Kozhikode Town/Rural 2) Vadakara 3) Koyilandy 4) Thamarassery
12	Wayanad	1) Manathavady 2) Sulthan Bathery 3) Kalpatta/Vythri
11	Malappuram	1) Eranad 2) Nilambur 3) Kondotty 4) Perinthalmanna 5) Tirur 6) Tirurangadi 7) Ponnani.

From

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Date: \_\_\_\_\_

To

**The Head (Aqua Project Division)**  
HLL Lifecare Limited  
(A Government of India Enterprises)  
HLL Bhavan, Poojappura Post  
Thiruvananthapuram

**Sub:- Application for distributors for HLL's Brand Packaged Drinking Water – Reg:-**

We are providing our firm's details for appointing a dealer or distributor to distribute, market, and sell the HLL brand of packaged drinking water, including transportation to retailers and related outlets or institutions. As a dealer or distributor, we must also maintain a godown of adequate capacity in the assigned area at our own expense:-

1) Name & Address of the Firm	
2) Name of the Owner/Partner/Director with contact details	
3) Name of the key person of the firm with contact details	
4) Status of the firm	<ul style="list-style-type: none"> <li>✓ Individual Start-up</li> <li>✓ MSME Units</li> <li>✓ Kudumashree Units</li> <li>✓ SC/ST Vendor</li> </ul>

<b>5) Registration Details of the Firm</b> <b>a. GST No</b> <b>b. PAN</b> <b>c. FSSAI Certification</b> <b>d. Office/Godown License No</b>	
<b>6) Experience in the line of business</b>	
<b>7) Dealership/Agency business of other products/Services</b>	
<b>8) Preferred Place/Area/Taluk for dealership</b>	<b>First Choice –</b>  <b>Second Choice –</b>  <b>Third Choice -</b>
<b>9) Name of the Bank &amp; Account Details</b>	

Attached are the copies of the documents pertaining to the above, i.e., 1) Proof of business address and storage/godown facility, 2) Copy of the ID details of the key person addressed to HLL, 3) Copy of the IT return or audited P&L statement and balance sheet for the year 2024-25. 4) Copy of proof indicating the unit's status.

It is certified that the above information and attached documents are true and correct to the best of my knowledge and belief. I/we also certify that we have not been convicted by any court of law or statutory authorities under the Food Safety and Standards Act 2006.

Regards

Yours Faithfully

**(Name & Signature of the applicant with office seal)**