



**BHARAT SANCHAR NIGAM LIMITED**

O/o Chief General Manager

HP Telecom Circle

**Expression of Interest**

**for**

**Franchisee-ship of BSNL Products and Services in different territories of BSNLHP Circle**

**Details of Territory for Franchisee-ship**

Name of BA	Name of Territory	Code of Territory	Class of Territory	EMD Amount	PBG Amount
Mandi	Sundernagar	HP05102	C	Rs 25,000.00	Rs.1,00,000.00

EOI No: HPCO-15/12/6/2021-CM-SALES HPCO/190514

Dated: 18/10/2021

Signature of Bidder.....

Name of Bidder.....

Name of the franchisee area for which EOI is being submitted .....

Code of the franchisee area for which EOI is being submitted .....

Last date of submission: 10/11/2021at 14:00 Hours

Date of opening of Bid: 10/11/2021at 14:30 Hours

Signature and Seal of issuing authority .....

## TABLE OF CONTENTS

S. No.	Title	Page No.
1	EOI (Expression of Interest) for BSNL Franchisee-ship	1
2	Check list for bidders / applicants	4
3	Details of the Franchisee area for which the franchisee ship is applied	6
<b>Section A</b>		
4	Notice Inviting EOI	7
5	Eligibility Requirement	7
<b>Section B</b>		
<i>Sub Section 1: Roles and Responsibilities</i>		
6	A. Geographical area	9
7	B. Responsibilities of Franchisee	9
<i>Sub Section 2 : Franchisee Territories</i>		
8	A. Dimensioning of Franchisee Territories	11
9	B. Eligibility Requirement for Franchisee-ship	11
<i>Sub Section 3: Selection process and criteria</i>		
10	A. Expression of Interest Route	12
11	B. Selection by Committee	13
12	C. Terms & Conditions with EOI	13
13	D. Easy exit of franchisee at OA level	14
14	E. Look-after arrangement	14
15	F. Extension of Agreement	14
16	G. Requirements after EOI Approval	14
17	H. Selection criteria for franchisee-ship	15
18	I. Scoring Guidelines for Selection criteria	16
<i>Sub Section 4 : Target Setting &amp; Performance Management</i>		
19	A. Target Setting	17
20	B. Performance Management	18
<i>Sub Section 5: Sale price of BSNL products</i>		
21	I. Penalty	22
22	J. General Terms & Conditions	24
23	K. Detailed Terms and Conditions of Eoi	26
<b>Section C</b>		
24	ANNEXURE – A : Franchisee Territories	28
25	ANNEXURE – B : Bank Guarantee Format EMD	29
26	ANNEXURE – C : Product List for FMCG Industry	30

*EOI for Sundernagar Territory of Mandi BA*

27	ANNEXURE - D: The franchisee incentives and discount/ margin	31
28	ANNEXURE - E: The sharing of Franchisee discount/margin and incentives among RDs, Retailers and DSA.	32
29	ANNEXURE - F : FORMAT OF THE Performance Bank Guarantee	33
30	ANNEXURE - G : List of authorized representatives of franchisee	35
31	ANNEXURE - H Covering Letter for Submission of Eoi	36
32	ANNEXURE - I : Particulars of the Applicant seeking Franchisee-ship	37
33	ANNEXURE - J: DECLARATION	38
34	ANNEXURE - K : Primary Area (Location) for Franchisee ship applied for	39
35	ANNEXURE - L : Format of Certificate regarding close relatives working in BSNL	40

This document contains 40 pages including the cover page. Please check that all the pages are intact in the document.

**CHECK LIST FOR BIDDERS / APPLICANTS.**

1. The Bidder should ensure that all documents and papers submitted in this EOI are fully authenticated by the authorized signatory under his signature with official seal wherever applicable.
2. The following documents form part of the EOI and should be submitted with EOI:

S. No.	Documents to be submitted	Doc. submitted	
		Y / N	Page. No.
1.	All pages of this EOI document, duly signed by the authorized signatory in a token of acceptance of all terms and conditions by the bidder. Any other document submitted by the bidder should also be signed by the authorized signatory.		
2.	If EOI document is downloaded from Internet, a DD of Rs 1000/- as cost of the bid document from a Nationalized / Scheduled Bank should be attached.		
3.	Bank guarantee towards EMD / Bid security issued from a Schedule bank on non-judicial stamp paper of Rs.100/- (Format enclosed Annexure B) and valid for 180 days from the date of opening of EOI.		
4.	Duly filled application form for individuals / companies / firms (Section-C, Annexure-G, H & I)		
5.	Self- attested copy of Article or Memorandum of Association or partnership deed or proprietorship registration as the case may be.		
6.	General Power of attorney in favour of the signatory signing the EOI documents. It is not required in case of proprietary/partnership firm, if the proprietor/partnership him-self signs the documents.		
7.	Self-attested copy of GST Registration number, if applicable		
8.	Self-attested copy of PAN & TAN		
9.	Interested party should provide a self-declaration along with the evidence that the bidder is not black listed by the GST authorities. (In case of multiple Goods and Services Tax Identification Number (GSTIN) the numbers can be provided as Annexure)		
10.	Self-attested copy of Turn-over Certificate (P&L Account) issued by CA of Financial year for which experience (Out of last 3 Financial year) is to be submitted in the EOI.		
11.	Acknowledged copy of Income Tax Return of last Financial year		
12.	Certificates for experience in dealing with telecom or FMCG or Electronic/Electrical goods for last 1 or more years as on the date mentioned in EOI with duly attested supporting documents.		
13.	List of retailers for verifying established retail chain.		
14.	Proof of ownership/rent-deed/supportive documents (acceptance from the owner), showing the clear title of the office space and area. Office space is to be ensured within 15 days of LOI (Letter of Intent) for Franchisee ship.		

*EOI for Sundernagar Territory of Mandi BA*

15.	Proof of highest educational qualification		
16.	Any other supporting documents as asked for or called for		

3. Every additional document submitted and every page of the EOI document shall be duly signed by the authorized signatory as a token of compliance and acceptance to all terms and conditions.
4. Separate EOI form for each area should be submitted, if bidder wants to apply for more than one Franchisee Area, if eligible.

**Bharat Sanchar Nigam Limited**  
**O/o Chief General Manager,**  
**Himachal Pradesh Telecom Circle / District**

Details of the Franchisee area for which the franchisee ship is applied

(To be filled by the applicant)

Name of the BA	Name of the franchisee area	Code of franchisee area	Category of Territory

Name and address of the firm

.....  
.....  
.....  
.....

Phone No. (s):  
Office:  
Residence:  
Mobile:

Details of the EOI Document Cost and Ernest Money Deposit:

Particulars		Issuing Bank with branch name	Issuing date	Validity	Amount (Rs.)
EOI Document cost	DD No. _____			N/A	Rs.1000/-
EMD (DD / BG)	BG / DD No. _____			Valid upto _____	_____

Seal & Signature of Bidder .....

**Bharat Sanchar Nigam Limited**  
**O/o Chief General Manager,**  
**Himachal Pradesh Telecom Circle**

**SECTION A**

**NOTICE INVITING EOI (Expression of Interest) for BSNL Franchiseeship**

**EOI No.:** HPCO-15/12/6/2021-CM-SALES HPCO/190514

**Dated:** 18/10/2021

Sealed EOI (location wise) are invited on behalf of CMD BSNL by CGM HP Telecom Circle for selection of Franchisees for sale of BSNL products (as defined in BSNL's CM Sales and Distribution Policy - 2018) and provision of services to BSNL at various locations in following BAs, from eligible and willing parties for various franchisee areas following territories:

**Table -I**

Name of BA	Name of Territory	Code of Territory	Class of Territory	EMD Amount	PBG Amount
Mandi	Sundernagar	HP05102	C	Rs. 25,000.00	Rs. 1,00,000.00

Note:

(i) Eoi document may be downloaded from BSNL official website [www.hp.bsnl.co.in](http://www.hp.bsnl.co.in) .

(ii) The sale of EOI document will also be available from AGM (Sales-CM), O/o GM(CM),BSNL, Boundary Estate, Telephone Exchange, Chhota Shimla, HP-171002 on any working day between 1000 Hours to 1300 Hours w.e.f 20/10/2021 to 10/11/2021.

**Eligibility Requirements for BSNL Franchisee ship for each franchisee territory:**

- A. All proprietorship firm, partnership firms and company of Indian origin fulfilling following criteria are eligible to apply.
- a. **Turn over:** Turnover is defined as sales proceed as per audited P&L account of the firm, submitted for last financial year(s). A copy of income tax return should also be submitted along with.
- Rs.50 Lakhs for A class territory
  - Rs.30 Lakhs for B class territory
  - Rs.6 Lakhs for C class territory
- b. **Experience:** Interested firms must be distributor/dealer of Telecom / FMCG / Electronics / Electrical / any other products with established retail chain for:
- 3 years for class A territory out of last 5 years
  - 2 years for class B territory out of last 4 years
  - 1 year for class C territory out of last 3 years

A detailed product list for FMCG industry is provided in Annexure C. A copy of certificate from Telecom/FMCG/Electronics/Electrical/any other products should be attached. In case there is ambiguity in the interpretation of Annexure-C, the decision of Circle Head will be considered final.

**Note:**

- RDs & DSAs of BSNL are also allowed to participate in the EOI subject to fulfillment of eligibility conditions. Experience for RD / DSA of BSNL or with any other telecom

operator shall be counted as experience for participation in EOI and score shall be given accordingly. **Retailers shall not be allowed to participate in EOI.**

- ii. BSNL RD / DSA who are close relative of BSNL employee are not eligible to be appointed as BSNL franchisee.
  - iii. **The cut-off date for experience shall be taken as 30-09-2021.**
  - c. **Space:** Interested party must ensure office/ showroom space (carpet area) of size 200 sqft for BSNL franchisee ship within operational area of the territory. Office Space is to be ensured within 15 days of LOI for award of Franchisee ship.
  - d. Interested party should have a valid PAN and TAN.
  - e. Interested party should have a valid Goods and Services Tax (GST) registration Certificate no. for each state.
  - f. Interested party should provide a self-declaration along with the evidence that the bidder is not black listed by the GST authorities.
  - g. In case the interested party gets black-listed during the tenure of BSNL contract, then BSNL will not be responsible for any loss of input tax credit (ITC) to the franchisees. Further, the franchisee will be responsible to indemnify to BSNL any loss incurred by it.
  - h. In case of multiple Goods and Services Tax Identification Number (GSTIN), all the numbers can be provided as Annexure.
- B. Bid document will be available from AGM (Sales-CM), O/o GM(Consumer Mobility),Himachal Pradesh Circle, Telephone Exchange Building, Boundary Estate, Chhota Shimla , Shimla 171002 on any working day, on payment of Rs. 1000 (non-refundable) in the form of cash/crossed bank draft in favor of AO (EF), O/o Chief General Manager, BSNL, Himachal Pradesh Circle, Shimla . In case of cash payment, the original cash receipt obtained should be enclosed with application.
- C. EOI document may also be downloaded from BSNL site <http://hp.bsnl.co.in/hpc/circle.php> and cost of document in the form of DD be deposited along with the bid.
- D. **Submission of EOI:** Separate EOI should be submitted for each vacant location and each EOI should be super scribed with "CM-Franchisee-ship for ..... territory, ..... BA." and it should be dropped in drop box kept in the office of GM (Consumer Mobility) Himachal Pradesh Circle, Telephone Exchange Building, Boundary Estate, Chhota Shimla, Shimla 171002.
- E. **Opening of EOI:** EOI shall be opened area wise as per schedule attached, in the office of the GM (Consumer Mobility) in the presence of bidders/authorized representatives of the bidders who wish to be present.
- F. Fee for EOI Document is neither transferable nor refundable.
- G. EOI document will neither be sent nor be accepted by Post / Courier.