

# **ADVISOR – IQF SALES, DISTRIBUTION & MARKET DEVELOPMENT**

## **1. Background**

Punjab Agri Export Corporation Limited (PAGREXCO) is establishing an Individual Quick Frozen (IQF) Vegetable Processing Unit at Hoshiarpur, Punjab, for processing peas, sweet corn, carrot, cauliflower, broccoli, French beans, capsicum, leafy vegetables and other vegetables.

As IQF products represent a new business vertical for the Corporation, PAGREXCO intends to engage an experienced industry professional as Advisor – IQF Sales, Distribution & Market Development to provide strategic guidance for commercialization of its IQF product portfolio.

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## **2. Objective of Engagement**

The objective of the engagement is to leverage the Advisor's industry experience, market knowledge and professional network for developing sustainable sales channels, distribution systems and market access opportunities for PAGREXCO's IQF product portfolio in domestic and export markets.

The Advisor shall provide strategic guidance and mentorship to PAGREXCO's Sales, Business Development and Project Teams to strengthen internal capabilities and support long-term commercial growth.

## **3. Scope of Advisory Services**

The Advisor shall provide strategic advice, guidance and mentoring to PAGREXCO management and concerned teams in relation to:

## **A. Sales & Distribution Strategy**

- Development of sales and distribution strategies for IQF products.
- Design of route-to-market models covering retail, modern trade, HoReCa, food service, institutional buyers, industrial customers and export markets.
- Identification of high-potential market segments and customer categories.
- Guidance in establishment of distributor and channel partner networks.

## **B. Market Development**

- Identification and prioritization of target customers.
- Customer acquisition and account development strategies.
- Market penetration and expansion strategies.
- Guidance on product positioning and competitive benchmarking.
- Assessment of domestic and export market opportunities.

## **C. Commercial & Business Development Advisory**

- Guidance on pricing and commercial strategies.
- Recommendations on product portfolio and market fit.
- Support in evaluating business opportunities and strategic partnerships.
- Industry trend analysis and market intelligence inputs.

## **D. Cold Chain & Distribution Ecosystem**

- Guidance on cold chain requirements.
- Distribution logistics framework.
- Warehouse and frozen product handling practices.

- Cost optimization opportunities.

## **E. Team Mentoring & Capability Building**

- Mentoring of Sales, Business Development and Project Teams.
- Guidance on customer engagement, negotiation and channel development.
- Recommendations on sales processes, reporting systems and performance monitoring mechanisms.

## **F. Strategic Partnerships**

- Guidance on development of relationships with distributors, retailers, HoReCa operators, food processors and institutional buyers.
- Identification of strategic alliances and business opportunities.

## **G. General Advisory**

- Any other strategic, commercial or market development matter related to establishment and growth of PAGREXCO's IQF business.

# **4. Nature of Engagement**

The Advisor shall act purely in an advisory capacity and shall provide strategic guidance, recommendations and mentoring based on his/her experience and industry knowledge.

The Advisor shall not be responsible for operational execution, implementation activities, manpower management or achievement of sales targets.

## **5. Eligibility Criteria**

Applicants should possess:

- Minimum 25 years of experience in food processing, frozen foods, FMCG, retail, HoReCa, food service, exports or allied sectors.
- Demonstrated experience in sales, distribution and market development.
- Proven track record of developing distributor networks and customer relationships.
- Experience in launching new product categories and building market presence.
- Strong understanding of frozen food and IQF business.
- Strong industry network among buyers, distributors, retailers, HoReCa operators and institutional customers.

## **6. Visit Requirements**

The Advisor shall undertake a minimum of four (4) visits per month to the PAGREXCO Head Office, Chandigarh.

The visits shall ordinarily be scheduled by PAGREXCO based upon business requirements and availability of the Sales, Business Development and Project Teams to effectively utilize the advisory services of the Advisor.

The Advisor shall also attend meetings at other locations, customer interactions, distributor meetings, trade fairs, exhibitions and strategic review meetings, as may be requested by PAGREXCO.

### **Definition of a Visit**

For the purpose of payment and compliance with the minimum visit requirement, one visit shall be deemed complete only if the Advisor remains available at the designated location for a minimum period of eight (8) hours during a working day and actively participates in meetings, discussions, reviews, mentoring sessions or other advisory activities assigned by PAGREXCO.

Any visit involving a stay of less than eight (8) hours shall be treated as a half visit unless specifically approved otherwise by PAGREXCO.

### **Scheduling Flexibility**

PAGREXCO shall have the right to schedule, reschedule or defer visits depending upon operational requirements, availability of concerned officials, customer meetings, distributor interactions, project reviews or other business priorities.

The Advisor shall extend reasonable cooperation in aligning visits with such requirements.

## **7. Payment Terms & Tenure**

Payment shall be made on a per-visit basis.

Only those visits certified by PAGREXCO as having fulfilled the minimum eight-hour requirement shall be considered eligible for full payment.

The Advisor shall maintain a record of visits undertaken and obtain confirmation of attendance from the designated officer of PAGREXCO.

Payment shall be released on a monthly basis upon submission of invoice and verification of visits undertaken.

### **Tenure of Engagement**

The Advisor shall be engaged initially for a period of six (6) months from the date of commencement of the assignment. Based on the Advisor's performance, usefulness of the advisory services, and the requirements of PAGREXCO, the engagement may be extended for a further period of up to six (6) months on the same terms and conditions or on such terms as may be mutually agreed between the parties.

## 8. Commercial Proposal

Interested applicants shall submit their commercial proposal strictly in the following format:

### ANNEXURE – COMMERCIAL PROPOSAL

Sr. No.	Particulars	Rate (₹)
1	Professional Fee per Visit (8 Hours) at PAGREXCO Head Office, Chandigarh	

GST, if applicable, shall be indicated separately.

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## 9. Ownership of Advice

Any recommendations, suggestions, observations, presentations, guidance or inputs provided by the Advisor during the course of engagement may be used by PAGREXCO without restriction and without any additional compensation to the Advisor.

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## 10. Performance Review

Continuation of the engagement shall be subject to periodic review by PAGREXCO based upon:

- Participation in meetings and review sessions.
- Contribution towards market development and business strategy.
- Mentoring and capability building of internal teams.
- Overall value addition to the organization.

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## **11. General Conditions**

PAGREXCO reserves the right to accept or reject any application without assigning any reason.

The Advisor shall maintain confidentiality of all commercial, operational and business information obtained during the course of engagement.

The engagement shall be purely on advisory and contractual basis and shall not create any employer-employee relationship between PAGREXCO and the Advisor.

Any dispute arising out of the engagement shall be subject to the jurisdiction of competent courts at Chandigarh.

## **12. Termination of Engagement**

PAGREXCO may terminate the engagement of the Advisor at any time during the contract period by giving fifteen (15) days' written notice without assigning any reason. In addition, PAGREXCO reserves the right to terminate the engagement with immediate effect in the event of unsatisfactory performance, non-availability for scheduled visits, breach of confidentiality, conflict of interest, misconduct, or any act considered prejudicial to the interests of PAGREXCO.

The Advisor may also terminate the engagement by giving thirty (30) days' prior written notice to PAGREXCO.

In the event of termination, the Advisor shall be entitled only to payment for the visits actually undertaken and certified by PAGREXCO up to the effective date of termination. No compensation, damages or claim on account of premature termination shall be payable by PAGREXCO.

