

Punjab Agri Export Corporation Limited

Plot No. 2-A, Sector 28-A, Madhya Marg, Chandigarh-160002

Ph: 0172-5074210, Email: gm.pagrexco@punjab.gov.in



EXPRESSION OF INTEREST

For Engagement of Distributor (L1) for OREGIN (premium crafted gin) in the State of Punjab

Punjab Agri Export Corporation Limited (PAGREXCO), a Government of Punjab Undertaking, has developed an alcoholic beverage "OREGIN" (a premium crafted Gin), a premium craft gin developed using Kinnow fruit sourced from Punjab. PAGREXCO invites **Expression of Interest (EOI)** from reputed and experienced **Distributors/Firms/Companies/Entities/Proprietorship**, having valid liquor distribution license(s) and necessary approvals in accordance with the **Punjab State Excise Policy** for **distribution and supply of OreGin in Punjab**.

Interested parties may submit their sealed offers, superscribing **"EOI: For Engagement of Distributor (L1) for OREGIN (Premium Crafted Gin) in the State of Punjab"**, by **03.09.2026, up to 05:00 PM** on registered head office address mentioned below:

"Chief Executive Officer, Punjab Agri Export Corporation Limited, Plot No. 2A, Sector 28-A, Madhya Marg, Chandigarh – 160002"

The detailed Terms and Conditions, including eligibility criteria and evaluation process, can be downloaded from our official website www.punjabagro.gov.in.

For any queries, prospective bidders may visit our Head Office at Punjab Agri Export Corporation Limited, Plot No. 2A, Sector 28-A, Madhya Marg, Chandigarh – 160002, on any working day (Monday to Friday) between 09:00 AM and 05:00 PM.

Managing Director

Punjab Agri Export Corporation Limited

Plot No. 2-A, Sector 28-A, Madhya Marg, Chandigarh-160002

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PUNJAB AGRO

EXPRESSION OF INTEREST FOR:

Engagement of Distributor (L1) for OREGIN (Premium crafted gin) in the State of Punjab

To,

**Managing Director,
Punjab Agri Export Corporation Limited,
Plot No. 2 A, Sector 28-A, Chandigarh.**

Name of the company : _____

Address : _____

: _____

: _____

PAN No. of Company: _____.

Phone No.: _____ Fax No: _____ E-mail: _____

1. I / We have gone through the Expression of Interest published in the newspaper on dated _____.
2. I/We hereby offered our proposal against the Expression of Interest (EOI) issued for "For Engagement of Distributor (L1) for OREGIN (Premium crafted gin) in the State of Punjab".
3. My/our particulars are as follows:-
 - a. Name.
 - b. Complete Postal Address.
 - c. GST No.
 - d. PAN No. (Copy enclosed).
 - e. Phone No.
 - f. Mobile No.
 - g. e-mail ID.
4. I/We have read all the terms & conditions of the EOI carefully and will comply with the same. We will also comply with any such terms, conditions, and directives that will be issued by MD, PAGREXCO from time to time during the contract period.

Signature with Seal of the Party

BACKGROUND

Punjab Agri Export Corporation Limited (PAGREXCO), a Government of Punjab Undertaking, is engaged in the value addition, processing, and export of horticultural and agricultural produce. PAGREXCO has set up multi-fruit & vegetable processing units equipped with modern technologies and cereal processing facilities across various locations in Punjab. PAGREXCO has also been at the forefront of promoting agri-business ventures that support farmer welfare and market-linked innovations.

As part of its value addition strategy for agricultural produce of the state, PAGREXCO has successfully developed an alcoholic beverage "**OreGin**", a craft gin infused with botanicals and citrus notes derived from kinnow fruit. OreGin is already being marketed in the states of Goa, Haryana, and Madhya Pradesh and has received encouraging feedback in terms of product quality, market potential, and alignment with PAGREXCO's mission of promoting agri-based entrepreneurship.

With an objective to scale up OreGin's availability and build strong consumer connectivity within Punjab, PAGREXCO now intends to appoint a dedicated (non-exclusive) and experienced Distributor (L1) for the state of Punjab. This will support both the commercial viability of the product and the increased offtake of kinnow-based raw material, thereby benefiting PAGREXCO's processing plants and contributing to farmer income enhancement.

REQUIREMENT

PAGREXCO invites Expression of Interest (EOI) from experienced, reputed, and financially sound Distributors, Firms/Companies/Entities/Proprietorship holding valid and appropriate liquor distribution licenses as per the Punjab Excise Policy for the distribution and marketing of "OreGin" (IMFL Category) in the state of Punjab under the L1 distribution framework.

The applicant must have a sound understanding of state excise laws, supply chain operations, marketing strategies for premium liquor products, and a proven track record of distribution in the alcoholic beverage segment. The selected distributor will be responsible for ensuring seamless market availability, placement in retail/horeca channels, and coordination with PAGREXCO and its bottling partner as per the Excise norms.

The selected party will also be required to handle logistics, stock management, and necessary promotional activities in consultation with PAGREXCO. All required documentation, compliance approvals, and coordination with state departments will also be part of the distributor's scope of work.

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'Annexure – A'

SCOPE OF SERVICES

1. Licensing & Compliance

- Procurement and maintenance of all necessary licenses and permissions from the Excise Department for the sale and distribution of alcoholic beverages under the applicable State Excise Policy.
- Ensure adherence to all statutory and regulatory compliances related to the sale and distribution of liquor in the state of Punjab.

2. Product Registration Support

- Assist PAGREXCO and its bottling partner and undertake product label registration, brand registration, and other related approvals as per State Excise requirements.

3. Supply Chain Management

- Management of the complete supply chain from the bottling unit to retail/wholesale points across the state.
- Ensure timely lifting and distribution of stock in coordination with the bottler and PAGREXCO.

4. Retail and Market Coverage

- Placement of the product across licensed retail outlets, hotels, restaurants, clubs, and other eligible sale points as per excise norms.
- Ensure widespread availability across urban and semi-urban markets in Punjab.

5. Sales Performance & Reporting

- Maintain and share regular sales reports, inventory status, and retail placement updates with PAGREXCO.
- Provide feedback on market response and suggest measures for growth.

6. Promotional & Branding Activities

- Coordinate with PAGREXCO's marketing team to implement promotional campaigns, visibility enhancement, and brand awareness drives.
- Facilitate in-store promotions, tasting events (as per legal norms), and engagement with HORECA segment.

7. Financial Transactions

- Ensure timely payments as per terms and conditions.
- Maintain transparent accounting of sales proceeds, discounts, promotional schemes, and other commercial transactions.

8. Liaison & Coordination

- Act as the distribution partner for PAGREXCO in Punjab and coordinate with concerned stakeholders including excise officials, retailers, logistics partners, etc.

9. Support in Strategic Expansion

- Work closely with PAGREXCO in identifying new potential markets and sales channels within Punjab for strategic expansion.
- Assist in meeting long-term objectives of brand penetration and market growth.

ELIGIBILITY CRITERIA

S. N.	Basic Requirement	Specific Requirement	Documents Required
1.	Legal Entity & Registration	The applicant shall be a legally constituted entity registered/incorporated in India under the applicable laws, including but not limited to: a) A Sole Proprietorship Firm; b) A Partnership Firm registered under the Indian Partnership Act, 1932; c) A Limited Liability Partnership (LLP) registered under the Limited Liability Partnership Act, 2008; d) A Company incorporated under the Companies Act, 2013 or the Companies Act, 1956.	(i) Copy of Certificate of Incorporation/Registration/Registration Certificate, as applicable. (ii) Partnership Deed/LLP Agreement/Memorandum & Articles of Association, as applicable. (iii) List of Directors/Partners/Proprietor/Authorised Signatories, as applicable.
2.	Excise License	The applicant must possess a valid L-1 license under the Punjab Excise Policy 2026-27 for the distribution/wholesale/ supply of Indian Made Foreign Liquor (IMFL) / Foreign Liquid in their own name.	Copy of Valid License

3.	Tax Registration & Clearance	The bidder should have: I. GST registration II. PAN III. VAT Registration	Copies of certificates of registration of GST, VAT and PAN.
4.	Experience	The applicant bidder shall have a minimum of 10 (ten) years' experience in liquor distribution, sales, marketing, or other related operations in the alcoholic beverage sector. For the purpose of this criterion, the experience of the applicant entity, or of its Group Company(ies), Holding Company, Subsidiary Company, or entities under the same management and control, shall also be considered, subject to the submission of documentary evidence establishing such relationship and the relevant experience.	The applicant shall furnish documentary evidence in support of the prescribed experience, including copies of valid or previously held licences/permits issued by any State Excise Department. Where experience of a Group Company, Holding Company, Subsidiary Company, or an entity under the same management and control is claimed, the applicant shall also submit documentary evidence establishing such relationship, to the satisfaction of the Corporation.
5.	Financial Turnover	The applicant bidder must have a business turnover of more than Rs. 50 Crore per year during the last three years i.e., 2022-23, 2023-24 and 2024-25, from liquor distribution/business activities. For the purpose of this criterion, the experience of the applicant	CA-certified Turnover Certificate for last three financial years i.e. 2022-23, 2023-24 and 2024-25.

		entity, or of its Group Company(ies), Holding Company, Subsidiary Company, or entities under the same management and control, shall also be considered, subject to the submission of documentary evidence establishing such relationship and the relevant experience.	
6.	Audited Balance Sheet & ITR Certificates	The applicant bidder must submit Audited Balance Sheets & Non-Negative ITR Certificates for the last three years, i.e., 2022-23, 2023-24 and 2024-25.	Audited Balance Sheets & Non-Negative ITR Certificates for last three financial years i.e. 2022-23, 2023-24 and 2024-25.
7.	Blacklisting	The company/firm should not be blacklisted under any category by the excise department of any state. The applicant must not be involved in any pending legal case or criminal matter related to excise violation or financial fraud.	The company has to submit an undertaking on non-judicial paper of Rs. 100/- along with this EOI.
8.	Sales Team	The bidder shall have a dedicated sales and marketing team comprising at least 8 personnel operating within Punjab.	Employee list on company letterhead, indicating designation, place of posting.

9.	Statutory Compliance – EPF & ESI	The bidder shall be duly registered under the Employees' Provident Fund (EPF) and Employees' State Insurance (ESI) Acts, wherever applicable. and shall submit copies of the valid EPF and ESI Registration Certificates.	Where applicable: (i) Copy of EPFO Establishment Registration/Code Number. (ii) Copy of ESIC Employer Registration Code. Where not applicable: (iii) A declaration on the applicant's letterhead duly signed by the Authorised Signatory stating that the establishment is presently not covered under the Employees' Provident Funds and Miscellaneous Provisions Act, 1952 and/or the Employees' State Insurance Act, 1948, together with the reason for such non-applicability.
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Signature with Seal of the Party

Punjab Agri Export Corporation Limited

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GENERAL TERMS & CONDITIONS

1. The Expression of Interest (EOI) should reach this office within 14 days of issuing of this EOI up to 05.00 PM. The sealed offer is addressed to Chief Executive Officer, Punjab Agri Export Corporation Limited (PAGREXCO), Plot No. 2-A, Sector 28-A, Madhya Marg, Chandigarh – 160002.
2. Participating company/firm/proprietorship/party/agency should apply for EOI for "Engagement of Distributor (L1) for an Alcoholic Beverage - OREGIN (premium crafted gin) in the State of Punjab" (**Firm/Individual/Entity**).
3. The interested parties can apply based on their experience/expertise or professional competency by fulfilling all eligibility criteria and submitting the financial specification as per '**Annexure – B**'.
4. The participating bidder shall submit the Technical Offer and the Financial Offer in two separate sealed envelopes, clearly superscribed as "Technical Offer" and "Financial Offer", respectively. Both the sealed envelopes shall then be enclosed in a single outer sealed envelope by mentioning "Expression of Interest" for "For Engagement of Distributor (L1) for OREGIN (Premium crafted gin) in the State of Punjab".
5. The bidder shall submit the offer strictly in the prescribed Financial Bid format. No charges other than those mentioned in the Financial Bid shall be payable/reimbursed by PAGREXCO.
6. Each page of the document/paper submitted by the party should be duly signed by the party.
7. To participate in this 'EOI', the bidder/agency/party has to submit a draft of **Rs. 5000/-** in the name of "Punjab Agri Export Corporation Limited", payable at "Chandigarh," along with the Expression of Interest.

8. The party should have its warehouse in Punjab.
9. The party will push the sale of OREGIN in Punjab through its own network.
10. The appointment of the Distributor through to this EOI shall be on a non-exclusive basis only. The Corporation reserves the right to appoint one or more additional distributors, dealers, or marketing agencies for the same territory or any part thereof, at its sole discretion, without assigning any reason or incurring any liability towards the appointed Distributor.
11. The party should have its marketing & sales force in the State of Punjab to promote OREGIN.
12. The successful party/bidder is liable for the collection of payments dispatched to end customers/retailers.
13. A separate detailed agreement would be signed with the successful party/bidder for the smooth implementation of the project.
14. If at any stage it is found that the services are not satisfactory of the Distributor, PAGREXCO has reserve the right to terminate the contract by giving three months notice by setting all accounts.
15. The company/firm/party shall comply with all laws, statutory provisions, terms & conditions and guidelines of the government and excise department and concerned statutory authorities.
16. The successful bidder shall keep confidential all information, documents, data, and other proprietary information pertaining to OreGin and Punjab Agri Export Corporation Limited (PAGREXCO) received during the course of this engagement. Such information shall not be disclosed to any third party or used for any purpose other than the performance of obligations under this EOI, without the prior written consent of PAGREXCO. This obligation shall survive after six (6) months of the expiry or termination of the resultant agreement.
17. Over and above the terms & conditions given herein, other terms as detailed in the terms & conditions of our EOI documents will also form part of this EOI

18. The successful participant has to start the distribution within 2 weeks after the supply of OreGin from the distillery.
19. The selected Distributor (L1) shall be required to enter into a **agreement** with PAGREXCO before commencement of operations.
20. The agreement shall outline detailed roles, responsibilities, commercial terms, and operational modalities for marketing and distribution of OreGin.
21. The initial term of engagement under this EoI through a separate agreement shall be **one year**, which may be extended further based on mutual agreement and performance review
22. PAGREXCO reserves the right to revise or amend the terms and conditions of the agreement in line with applicable policies and market requirements, subjected to mutual consent.
23. All statutory deductions would be done as per Government norms.
24. The successful bidder shall abide by all laws, rules, regulations and PAGREXCO shall not be responsible for any violation.
25. The management reserves the right to reject any or all the EOI's offers without assigning any reason.
26. In case of any dispute the decision of the Managing Director, PAGREXCO will be final.
27. All disputes are subject to Chandigarh Jurisdiction.

Signature with Seal of the Party

- **Selection Criteria – Two Bid Format:-**

The selection will be carried out in two phases:-

Phase 1: All EOI/proposals received by the due date will be reviewed/evaluate by the constituted committee. The committee will shortlist the company/firm whose documents are as per eligibility criteria and as per project requirement.

Phase 2: The financial offer of only those firm/company will be opened/considered who will qualify the technical eligibility criteria.

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Expression of Interest for Engagement of Distributor (L1) for OREGIN (Premium crafted gin) in the State of Punjab.

'Annexure – B'

- **Financial Specification:-**

Sr. No.	Particulars	Price in Percentage (In Rs. & Including GST)
1.	Distribution Charges (Including all distribution/service /incidental charges)	Percentage (Percentage of the invoiced base sale value)

Signature with Seal of the Party