

PUNJAB AGRI EXPORT CORPORATION LIMITED (PAGREXCO)

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

EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF B2B-SERVICE PROVIDER

1. INTRODUCTION:

Punjab Agri Export Corporation is into the business of processing and trading of fresh Fruits & Vegetables (F&V), F & V Pulps, Pastes, Soups, Juices etc., and range of Organic Staples (hereinafter referred as 'Products') having its own processing units to process organic Staples and different varieties of citrus as well as others fruits & vegetables with the facility to de-bitter the fruits juices such as Kinnow & Mossambi and 2000+ registered certified organic farmers.

2. DELIVERABLES / SERVICES REQUIRED:

1. To procure B2B orders and business for PAGREXCO products.
2. To provide services for sale of products in domestic/ International B2B market thereby procuring orders for the company. International market shall comprise of countries like Europe, Canada, South Asia, Australia, USA, Africa etc.
3. To search for the prospective domestic/international buyers/customers in India and abroad.
4. To acquaint these prospective buyers/customers with the products of the Company.
5. To fetch orders from these buyers on regular basis and correspond with them.
6. To make negotiations with the buyers/customers in consultation with the Company.
7. To maintain good business relationships with buyers.
8. Negotiating contracts with clients to ensure mutual satisfaction with each transaction.
9. Developing and maintaining relationships with clients to increase future business opportunities.
10. Scheduling appointments with prospective clients to discuss products offered by the company.
11. Keeping track of all communications with clients, such as emails, phone calls, letters, and faxes.
12. Identifying potential customers through research and networking activities, then contacting them to set up meetings or presentations.
13. Managing accounts receivable and payable, including sending billing notices, collecting payments from clients.
14. Generate new leads through networking, cold-calling, and other means.
15. Build and maintain relationships with key decision-makers in assigned accounts.
16. Understand customer needs and requirements and match them with the company's products.

17. Negotiate pricing and contract terms.
18. Stay up-to-date on industry news and developments.
19. Any other task that the management considers is required to be done for above assignment forms part of the deliverables with no additional cost.

3. ELIGIBILITY / QUALIFYING CRITERIA:

S. No.	Conditions	Documents To Be Submitted
1	The service provider should be a firm / individual / Company.	PAN card, Aadhaar card of the Service Provider and Certificate of registration in case of firm or company.
2	A list of minimum 5 clients being served by the service provider in Food Industry along with brief description of B2B Sales services rendered and the Time period of providing services during the last 5 years.	Relevant client details, work orders / performance certificates or self-attested client list as per Annexure 1.
3	The service provider should not be a defaulter / corrupt / blacklisted under any category with any Government or semi-Government Department / Corporation / Board and should have no dispute with PAGREXCO.	A self declaration to this effect shall be submitted by the service provider.

4. RESPONSIBILITIES:

The Company shall designate and empower the Service Provider to represent the Company before the domestic/foreign buyers/customers and the Company shall further empower the Service Provider to make correspondences with the domestic/foreign buyers and the Service Provider undertakes to maintain level of confidentiality with respect to such correspondences, important information and other documents and shall not disclose without written permission from the company.

5. DEAL REGISTRATION:

The Service Provider shall update each time while approaching any new customer in India/ abroad. Any/all deals that get materialized thereafter, whether directly between customer and the Company or through such efforts made by the Service Provider, will fall under the deals identified/ made by the service provider and the Company is liable to pay commission on all such sales made by the Company to such customer. In the event wherein the customer, identified by the Service Provider, may directly approach the Company after the Service Provider's attempts to make the sale; Service Provider, in such an event, will furnish the proof of

such identification made with such customer and the Company on being satisfied shall pay Consultancy Charges and commissions to the Service Provider for all sales made to such customer.

6. COMMERCIALS:

6.1 Consultancy Charges: The Company shall pay a sum of Rs _____ plus GST as Consultancy Charges for each new customer(s) given by the Service Provider. This amount shall be only paid against the execution of first order which shall include the receipt of entire sale consideration amount. The Consultancy Charges shall not be paid against the repeat order(s) of the existing customer(s).

6.2 Commission on Sales: The Company shall pay to the Service Provider _____ commission plus GST from all customers referred by the service provider apart from the consultancy charges as written in above on receipt of entire sales consideration amount by the company. The Company shall pay to the Service Provider 3% commission plus GST as above on each and every sale made during a period of 3 years by the Company to every customer(s) referred by the service provider. The period of 3 years shall start from the date of sales to each customer respectively, introduced by the Service Provider to the Company and payment of such commissions to the Service Provider shall not cease nor be affected by the expiry or termination of the Agreement.

This Commission will be paid by the Company immediately after payment is received from the customer/buyer against each order referred by Service Provider. This commission shall be paid against all sales that the Company will make to the buyer/customers referred by the Service Provider.

6.3 Other Charges: If the Service Provider incurred some expenses on behalf of the Company, prior written approval (on email) for the same shall be taken from the Company and the same shall be reimbursed by the Company to the Service Provider within 15 days from the date of approval. Actual bills need to be submitted by the Service Provider.

7. FREE SAMPLES:

The Service Provider shall provide the specifications/requirement of the products and the Company will send free sample (as may be required) of the Products to the prospective buyers/customers including foreign buyers/customers proposed/developed by the Service Providers.

8. NON-EXCLUSIVITY:

Nothing herein is intended nor shall be construed as creating any exclusive arrangement with the Service Provider. This Agreement shall not restrict the Company from acquiring similar, equal and/or services from other entities or sources.

9. ARBITRATION:

In case of any dispute arising out of the contract, the matter shall be referred to the Managing Director, Punjab Agri Export Corporation Limited, Chandigarh to arbitrate in the matter, who can arbitrate himself or can appoint anybody to arbitrate in the matter. The said arbitration proceedings shall be held under the jurisdiction of Chandigarh Court only & as per provision of the Arbitration & Conciliation Act, 1996.

10. TENDERING PROCEDURE:

The proposal must be submitted under a Two-Cover System in the following manner:

- Envelope 1 (Technical Bid): Containing all qualifying documents and the duly filled cover letter as per Annexure 1, sealed and super-scribed as "EOI: B2B Service Provider – Technical Component".
- Envelope 2 (Financial Bid): Containing the price offer as per Annexure 2, sealed and super-scribed as "EOI: B2B Service Provider – Financial Component".
- Outer Envelope: Both Envelope 1 and Envelope 2 must be placed inside a main sealed outer envelope super-scribed as "EOI for Empanelment of B2B Service Providers", addressed to:

Punjab Agri Export Corporation Limited (PAGREXCO)

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

The proposal must reach the above address by 7 September 2026 up to 5:00 PM. The Technical Component will be opened on 8 September 2026 at 11:30 AM by the designated committee in the presence of participating service providers who wish to attend. The Financial Component of only technically qualified applicants will be opened at a later stage

ANNEXURE 1
(TECHNICAL BID)

To,
The Managing Director,
Punjab Agri Export Corporation Limited (PAGREXCO),
Plot No. 2A, Sector 28-A, Madhya Marg, Chandigarh – 160002.

1. I / We have read the Expression of Interest published on the website / dated _____ . I / We hereby offer our proposal against the Expression of Interest (EOI).

My / our particulars are as follows:

a. Name of the Service Provider / Firm / Company:

b. Complete Postal Address: _____

c. PAN No.: _____

d. Aadhaar No.: _____

e. Phone No.: _____

f. Mobile No.: _____

g. E-mail ID: _____

2. A list of minimum 5 clients being served by the service provider in Food Industry along with brief description of B2B Sales services rendered and the time period of providing services during the last 5 years is as follows:

S. No.	Name of Client	Brief description of B2B related services rendered	Time Period (From – To)
1			
2			
3			
4			
5			

3. I / We do hereby declare that I / We are not a defaulter / corrupt / blacklisted under any category with any Government or semi-Government Department / Corporation / Board and have no dispute with PAGREXCO.

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 which will be issued by MD, Punjab Agri Export Corporation Limited from time to time during the contract period.

Authorized Signatory: _____

Name of Service Provider: _____

Seal / Stamp: _____

**ANNEXURE 2
(FINANCIAL BID)**

FINANCIAL COMPONENT PROPOSAL

S. No.	Particulars	Amount (Excluding Taxes)
1.	Consultancy Charges for each new customer(s)	Rs. _____ /- (in words: _____)
2.	Commission on Sales (%)	_____ %

Authorized Signatory: _____

Name of Service Provider: _____

Date & Place: _____

Seal / Stamp: _____