



# IREL (India) Limited

Plot No. 1207, Veer Savarkar Marg,  
ECIL Building, Near Siddhi Vinayak Temple,  
Prabhadevi, Mumbai-400028.  
Telephones: 022-24211630,24382042  
Website:<http://irel.co.in>

**TENDER NO.: IREL/CO/MKTG/TSP/DIST/EOI/ 03 /2024**

**EXPRESSION OF INTEREST  
FOR APPOINTMENT OF AUTHORISED DEALERS FOR SALE  
& DISTRIBUTION OF TRISODIUM PHOSPHATE CONFORMING TO  
IS 573 : 1992 (P<sub>2</sub>O<sub>5</sub> :17.50% Min.)**

**For IREL (India) Limited**

GENERAL MANAGER - MARKETING



# IREL (India) Limited

## Schedule of Tender

SI No	Particulars	Information
1	Name of work	Expression of Interest for Appointment of Authorized Dealers for sale & distribution of Trisodium Phosphate confirming to IS 573:1992 (P2O5:17.50% Min.)
2	<b>Eol Reference Number</b>	<b>IREL/CO/MKTG/TSP/DIST/EOI/ 03 /2024</b>
3	Type of bidding	Public tender
4	Eol Publishing – Date	27/08/2024
5	<b>Last Date and Time of submission of Eol</b>	<b>16/09/2024, 15.00 Hrs</b>
6	Eol Opening - Date & Time	16/09/2024, 16.00 Hrs
7	Tender Fee and Earnest Money Deposit (EMD)	Not Applicable
8	Validity of Proposal	Proposal submitted by the bidder against this Eol document should be valid for a period of at least 180 ( One Hundred and Eighty ) days from the bid due date.
9	Contact person and Address of IREL for communication	General Manager - Marketing IREL (India) Limited, Plot No.1207, VS Marg, ECIL Building, Opp. Siddhi Vinayak Temple, Prabhadevi, Mumbai – 400 028 Email: <a href="mailto:marketing2-ho@irel.co.in">marketing2-ho@irel.co.in</a>



# IREL (India) Limited

## INDEX

<b>Sl. No.</b>	<b>Content</b>	<b>Page No.</b>
1	Preamble	4
2	Objectives	4
3	Qualification Criteria	5
4	EOI Instructions	5-6
5	Application of EOI	7
6	Dealership Profile	8-10
7	Declaration & Undertaking	11-12



# IREL (India) Limited

## 1. PREAMBLE:

IREL (India) Limited, a Mini Ratna-1 company is a Govt. of India Undertaking under the Department of Atomic Energy and is operating beach sand mining and mineral separation plants at Chavara (Kerala), Manavalakurichi (Tamil Nadu) and Orissa Sands Complex (OSCOM), Chatrapur (Odisha), with installed capacity to produce about 6,00,000 tons per annum Ilmenite and also associated minerals such as Rutile, Leucoxene, Zircon, Sillimanite, Garnet, etc. IREL also has its chemical unit at Rare Earths Division, (RED) Aluva, Kerala which is associated with production of Rare Earth compounds. IREL has also set up a Rare Earth Extraction Plant at Odisha to produce about 11,000 ton Rare Earth Chloride and associated products like Trisodium Phosphate (TSP) conforming to IS 573: 1992 (P<sub>2</sub>O<sub>5</sub>:17.50% Min.), etc.

For selling TSP conforming to IS 573: 1992 (P<sub>2</sub>O<sub>5</sub>:17.50% Min.) in the domestic market, IREL is desirous of seeking the services of distributors.

## 2. OBJECTIVE

The objective of IREL is to appoint dealers in West Bengal, Delhi, Haryana, Uttar Pradesh, Punjab & Chandigarh, Kerala, Tamil Nadu & Puducherry, Madhya Pradesh, Chhattisgarh, Uttarakhand, Himachal Pradesh, Jammu & Kashmir, Bihar, Jharkhand, Andhra Pradesh, Telangana, Karnataka, and North Eastern States/regions for the sale and distribution of Trisodium Phosphate conforming to IS 573: 1992 (P<sub>2</sub>O<sub>5</sub>:17.50% Min.) which is being manufactured at OSCOM Unit (Orissa Sands Complex), Chatrapur, Odisha.

The appointed distributor would have following key objective –

1. Facilitate sale and distribution of Trisodium Phosphate conforming to IS 573: 1992 (P<sub>2</sub>O<sub>5</sub>:17.50% Min.) in their respective State/Region.
2. Represent IREL in front of their customers in their respective Region/State.
3. Provide time to time customer feedback to IREL for providing value based service to the customers in order to create customer loyalty.



# IREL (India) Limited

### 3. QUALIFICATION CRITERIA:

The eligible applicants must meet the following criteria.

Sl. No.	QUALIFICATION CRITERIA	SELF ATTESTED DOCUMENTARY PROOF REQUIRED
1.	Experience of at least 3 years in the areas of marketing/sales/distribution and/or retailing of industrial chemicals.	GST registration/Udyam Registration Certificate (For MSME's)/Audited Annual Accounts to establish the existence of firm is in the business for the last 3 years
2.	An annual average turnover of minimum of Rs. 1 crore during the last three preceding financial years (i.e. 2021-22, 2022-23 & 2023-24).	Proof of audited Balance Sheet/ Profit & Loss A/C or any other supporting documents.
3.	Segment revenue from the similar chemical (similar chemical means Soda Ash, Caustic Soda flakes, Phosphoric Acid, etc.) should be more than 50% of the total turnover for the last three preceding financial years ((i.e. 2021-22, 2022-23 & 2023-24).	Proof of audited Balance Sheet/ Profit & Loss A/C or Certificate certified by CA with UDIN
4.	Full-fledged office set-up with fax, phone, email with adequate manpower.	Any document to establish this criterion.
5.	The applicant must have experience of Selling/dealing/distributing major industrial chemicals including similar chemicals (i.e, Trisodium Phosphate).	Any document to establish this criterion.

### 4. EOI INSTRUCTIONS

- 4.1 Expression of Interest is invited from qualified bidders with adequate experience as a dealer in the field of Chemical marketing/selling/distribution.
- 4.2 Before submitting EOI, the bidders are requested to carefully examine the objectives, Qualification criteria and if there should be or appear to be any ambiguity therein they should immediately refer the matter to IREL for clarification.
- 4.3 The EOI application and EOI bid form shall be typed or written in indelible ink and all pages shall be signed by the applicant/authorized person in token of acceptance of EOI bid documents. The EOI bid and all correspondence incidental to and concerning to the EOI bid shall be in English language only.



# IREL (India) Limited

- 4.4 IREL reserves the right to modify the EOI by amendment for any reason whatsoever at any time prior to the last date of submission of EOI and such amendments if any shall be hosted in the website only.
- 4.5 The bidder(s) shall treat the EOI bid documents and contents therein as strictly confidential and no part of the EOI document should be disclosed outside as these EOI documents are issued with the strictest confidentiality. The EOI bid documents are exclusive property of IREL without any right to the bidder to use them for any purpose other than bid and for use by successful bidder with reference to work.
- 4.6 The bidders who are meeting the qualification criteria may submit their EOI bid in sealed cover in the prescribed EOI documents along with credentials in the following manner.
- 4.7 The EOI bid shall be submitted in a separate sealed envelope super scribed with “EOI for appointment of authorized Dealers for marketing & distribution of Trisodium Phosphate” addressed to GENERAL MANAGER (Marketing), IREL (INDIA) LIMITED, 1207, VEER SAVARKAR MARG, PRABHADEVI, MUMBAI 400 028 on or before **15:00 hours on 16/09/2024.**
- 4.8 The EOI proposal prepared and submitted by the bidder shall comprise the following.
1. EOI Application form
  2. Dealership Profile
  3. Documentary proofs (self-attested) in support of meeting all parameters as per Qualification Criteria.
  4. Copy of PAN
  5. Copy of GST registration
- 4.9 Any one of the above documents required to be submitted is found short / inadequate, the offer is liable to be rejected at that stage. However, IREL at its discretion may call for any clarification regarding the document. IREL at its discretion may also ask for the submission of any additional/missing/incomplete document(s) within a stipulated time. In such case(s), the party shall have to comply with IREL's requirement within the specified time. In case of non-compliance to such queries, the offer will be rejected without entertaining further correspondence in that regard.
- 4.10 The EOI bid will be opened at 16.00 hours on 16/09/2024. If the date fixed for opening of EOI bid is subsequently declared as holiday by Govt. of India/State Govt., the bid will be opened on next working day, time and venue remaining unaltered.
- 4.11 IREL reserves its right to accept or reject any or all EOI or any part of the EOI without assigning any reason whatsoever it may be and shall not be liable for any compensation to expenses / loss incurred by the bidder in the process in whatever manner it may be.
- 4.12 EOI received after the closing date and time will not be considered.
- 4.13 The bidders meeting the Pre-Qualification criteria will be qualified for issuance of RFP.



# IREL (India) Limited

## APPLICATION FOR EXPRESSION OF INTEREST (ON BIDDER'S LETTER HEAD)

Ref. No. ....

Date : .....

To

THE GENERAL MANAGER (MARKETING)  
IREL (INDIA) LIMITED  
NO. 1207, VEER SAVARKAR MARG,  
NEAR SIDDHI VINAYAK TEMPLE,  
PRABHADEVI, MUMBAI-400028

**REF: TENDER NO.: IREL/CO/MKTG/TSP/DIST/EOI/ 03 /2024**

Dear Sir,

This is with reference to the advertisement dated \_\_\_\_\_ inviting EOI/offer for regional/state wise authorized dealers for the sale and distribution of Trisodium Phosphate conforming to IS 573 : 1992 (P<sub>2</sub>O<sub>5</sub>:17.50% Min.) .

I/We, the undersigned Applicant, have read and examined in detail the EOI Bid Document for appointment authorized dealer for IREL and are desirous of participating in the above process.

I/We confirm having submitted the details in support of qualifying criteria as required by you along with this Application and necessary documents. In case you require any further information in this regard, I/we agree to furnish the same.

I/ We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

I/We understand that you are not bound to accept any EOI bid you receive.

Yours sincerely

Authorized Signature, Name & Designation

Encl: As above



# IREL (India) Limited

## DEALERSHIP PROFILE

<b>1</b>	<b>NAME &amp; ADDRESS OF THE FIRM :</b>		Telephone No.:	
			E-Mail :	
			Mobile No.:	
			Fax No :	
			Website:	
			GST No.	
<b>2</b>	<b>NAME OF PROPRIETOR/ PARTNERS / DIRECTORS</b>	<b>Educational Qualification</b>	<b>Nationality</b>	<b>Age</b>
	1)			
	2)			
	3)			
	4)			
Have you or any of the partners / Directors been involved as defendant in a criminal or civil suit (Excluding minor traffic violations etc.)				<b>YES / NO</b>
<b>3</b>	<b>Region/State applied for Authorised Dealer:</b>			
	State :		Place proposed to operate from :	
<b>4</b>	Are you / have you been authorized Dealer / Distributor for IREL's Trisodium Phosphate conforming to IS 573: 1992 (P <sub>2</sub> O <sub>5</sub> :17.50% Min.)		Yes / No	
<b>5</b>	If yes,			
	a) Experience in number years:			
	b) Quantity sold per year during the currency of the dealership agreement in your region/State.			



# IREL (India) Limited

	c) Are you still dealing with TSP		
	d) If yes, whether dealing with indigenously produced TSP or imported product		
	e) Quantity sold per annum		
<b>6</b>	Please mention briefly who are the potential customers/clients in the proposed Region/State and the potential sales of Trisodium Phosphate in quantity per year.		
<b>7</b>	Details of Branches presently having & Proposed new branches (if any)		
<b>8</b>	<b>DETAILS OF PRESENT BUSINESS</b>		
	Name of major Chemical Products being distributed/sold/marketed including Trisodium Phosphate ( if applicable)	Name of Brand/Company	Quantity per annum
<b>9</b>	<b>YOUR ANNUAL SALES TURNOVER OF RELEVANT PRODUCTS FOR THE LAST THREE YEARS</b>		
	<b>YEAR</b>	<b>PRODUCT</b>	<b>TURNOVER (RUPEES IN LAKHS)</b>



# IREL (India) Limited

10			
	<b>BANKERS</b>	<b>NAME</b>	<b>ADDRESS</b>
11	<b>Any other relevant Information</b>		

DATE \_\_\_\_\_

PLACE \_\_\_\_\_

\_\_\_\_\_  
Signature of Sole Proprietor/Managing  
Partner / Director with Seal



# IREL (India) Limited

## ETHICS IN TENDERING & OTHER BUSINESS DEALINGS:

Dear Sir,

IREL (India) Limited, A Government of India undertaking under the administrative control of Department of Atomic Energy is doing its business as per the rules and regulations of the Public Sector Undertaking and other statutory agencies. The business is done in an ethical, rational & impartial manner with good corporate governance.

In our endeavor to be more transparent in our dealings and to support our ideology all Vendors, Customers and Business Partners are requested not to provide any gift and / or inducement to any of our employees for securing/ being granted favor in dealings with our company. In assurance of your commitment to the aforesaid, it will be highly appreciated if you fill up, sign and abide by the attached undertakings.

Report of any gifts and / or inducements sought by any employee of the company should be immediately reported to any one of the following.

Chairman & Managing Director IREL (India) Limited., 1207, V.S. Marg, Prabhadevi, Mumbai-400 028 Ph:022-24225778 Email: cmd@irel.co.in	Chief Vigilance Officer IREL (India) Limited 1207, V.S. Marg, Prabhadevi, Mumbai-400 028 Ph:022-24221068 Email: cvo@irel.co.in
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We assure you that complaints if any made by you on the subject will be kept confidential and fair investigation will be conducted and appropriate action will be taken. Similarly, we accept your commitment to the undertaking and its violation will have consequences as per the prevailing rule of the company.

Thanking you,

For

Name \_\_\_\_\_ Designation \_\_\_\_\_ Date \_\_\_\_\_



# IREL (India) Limited

## UNDERTAKING:

To

Date:

M/s. IREL (India) Limited, 1207,  
V.S. Marg, Prabhadevi  
Mumbai 400 028.

I / We ..... am / are a Vendor /Customer of IREL (India) Limited (now onwards to be referred as Company). I / We agree and undertake:

Not to provide any gift and / or inducement to any employee of the Company in connection with securing / being granted favour (s) in my / our dealings with the Corporate office of the company and / or its any field units namely MK, Chavara, OSCOM, RED & IRERC.

To immediately report any gift and / or inducement sought by any employee of the Company granting favour(s) to me / us in my / our dealings with the Company and / or its field units.

Signature.....

Name.....

Title.....

Name of the Company and Address (with Seal).....