



Purabi Parlour Franchisee REOI – 002

Date: 07/09/2025

Request for Expression of Interest for Purabi Milk Booth Franchisee

North East Dairy & Foods Limited (NEDFL) requests Expression of Interest (EOI) from interested and eligible entrepreneurs for Purabi Milk Booth Operations on franchisee basis, for the location as mentioned below. The Franchisee appointment shall be initially for a period of 3 (three) years. The eligibility criteria and detailed terms & conditions is attached as Annexure-1. The applicants are required to furnish details as per the format for Franchisee Profile as attached as Annexure 2.

Location:	Nehru Park, Panbazar, Guwahati
Last date of submission of EOI:	17 th Sep 2025
Earnest Money Deposit (EMD):	Rs 5000/- (Rupees Five Thousand only) to be submitted in the form of Demand Draft (DD) in favour of North East Dairy and Foods Limited (NEDFL)

Completed application with requisite details and EMD should be submitted to:

**Managing Director
North East Dairy and Foods Limited
RKJP Agarwalla Road
Juripar, Guwahati 781 037 Assam.**

The shortlisted applicants will be called for personal interaction at Purabi Dairy, Panjabari, Guwahati. The franchisee selection will be finalised based on applicant's experience, relevance, financial capability etc.

The selected candidate shall be required to deposit the requisite security deposit as mentioned in the terms and condition in full within 3 working days of intimation of finalisation, failing which the selection is liable to be cancelled and earnest money shall be forfeited. EMD of other applicants will be returned within 15 days after finalisation of franchisee.

Managing Director, NEDFL

**Purabi Booth Franchisee
Eligibility and Standard Terms & Conditions**

1. Eligibility Criteria

- 1.1. The candidate must have experience of retail (food & FMCG), restaurants, dairy trades, ice cream parlours and similar trades.
- 1.2. The candidate should have valid GST registration, PAN, Trade License, FSSAI Registration, Bank account etc.
- 1.3. The candidate must be a resident of India, preferably from Assam (Adhaar Card).
- 1.4. The candidate must be aligned to the Purabi philosophy of providing a marketing platform for the dairy farmers of Assam.

2. Standard Terms & Conditions

2.1. Product Handling & Store Management

- 2.1.1. The store should be used only to sell Purabi product basket and products specifically approved by NEDFL.
- 2.1.2. The store should always maintain adequate stocks at all times.
- 2.1.3. The store should open at 6:00am in the morning and close at 10:00pm in the evening, every day of the year.
- 2.1.4. The cleanliness of the store and surroundings is of paramount importance and should be cleaned morning / evening to keep the store at a hygienic condition, at all times.
- 2.1.5. The franchisee shall at all times duly and diligently carry out the work essential for improving the sale of Purabi products.
- 2.1.6. The franchisee shall carry out the sale activities strictly as per the guidelines and directions given by NEDFL from time to time.
- 2.1.7. The franchisee shall inform NEDFL of any quality problem immediately upon observing the same.

2.2. Asset Related

- 2.2.1. The items to be provided by NEDFL to the franchisee includes 1 number of pre-fabricated booth fitted with all accessories, 2 nos of visi-coolers, 1 no of chest cooler and 1 no of deep freezer (for ice cream).
- 2.2.2. The franchisee should not change any structure / orientation / cause any modification in any form to the interior or exterior of the building -- without any prior permission from NEDFL.
- 2.2.3. The pre-fab booth and the cold chain assets provided shall continue to remain the assets of NEDFL/WAMUL, deemed to be in the custody of the franchisee.
- 2.2.4. These assets would be used by the franchisee only for storing Purabi products and products approved by Purabi.
- 2.2.5. Branding will be done by Purabi's marketing team as per approved design. The franchisee should not make any changes in the design by any kind of additional or deletion of design elements.
- 2.2.6. The franchisee shall render all the assistance to NEDFL authorized technical personnel for maintenance of the assets, during the currency of this Agreement.
- 2.2.7. The franchisee shall inform NEDFL immediately in case of incidents involving loss of any Asset, theft of the assets etc. and shall file necessary FIR to police station in case of theft / accidents.

2.3. Commercial Terms

- 2.3.1. The stocks will be provided to the booth at prescribed Price to Retailer (PTR) through our authorized distributor. The payment for the stocks to be made on a daily basis at the time of delivery.
- 2.3.2. Monthly rental for the booth to be paid by the franchisee as per rates / T&C decided by principal organization allotting the space, in this case Guwahati Metropolitan Development Authority (GMDA).
- 2.3.3. Electricity and maintenance expense would be extra, as per actual and payable by the franchisee from time to time. Cleanliness of the surrounding space is the sole responsibility of the franchisee.
- 2.3.4. Franchisee to pay an interest free refundable security deposit of Rs 500,000/- for the Pre Fab Booth and 4 nos of cold chain assets, through DD / online payment to North East Dairy and Foods Limited (NEDFL). This amount will be refunded at the end of the contract -- provided all assets are returned in good

condition -- without any damages and defects. If any damage or defect happens to the assets, it is the responsibility of the franchisee to repair the assets at his own expense, or the expenses to be incurred for repairing, would be adjusted against the security deposit.

- 2.3.5. A non-refundable deposit of Rs 50000 (for Guwahati city) / Rs 75000 (for upcountry market beyond 50kms from Guwahati city) would be paid by the franchisee. This deposit is collected for covering the handling expense / installation of the pre fab booth.

2.4. Franchisee Obligations & Legal Responsibilities

- 2.4.1. Appointed Franchisee should not sub-let the booth.
- 2.4.2. The booth should be manned with adequate and suitable manpower to service the customers
- 2.4.3. The franchisee to develop the site at his / her own cost and also provide power supply to the booth of load 2KW required to operate the booth and the cold chain assets.
- 2.4.4. Water supply provision for maintaining hygiene inside the booth and for consumption of customers to be made by the franchisee.
- 2.4.5. Franchisee to issue Tax Invoices to customers as per applicable rules and regulations in their own name. Statutory compliances like GST, Income Tax etc. will remain under the scope of franchisee.
- 2.4.6. The franchisee shall be responsible for the payment of all taxes, levies or duty payable by retailer to run the business of food items. NEDFL shall not be liable for the payment of taxes and other charges on behalf of the franchisee.
- 2.4.7. The franchisee shall be responsible for the payment of salary & wages of manpower engaged by the franchisee and all related statutory compliances
- 2.4.8. The franchisee to obtain and renew all licenses/permissions including license under Food Safety and Standards Act, 2006 & Rules and Regulations, 2011 and other Licenses required under any other laws/rules from time to time and send a copy of the same to NEDFL.
- 2.4.9. The franchisee has to maintain statutory licensees like Trade License, GST registration, FSSAI registration.
- 2.4.10. The franchisee should maintain the cleanliness and hygiene of the booths at all times. The same would be checked from time to time by concerned Purabi

officials and action would be taken if store is found not maintaining desired cleanliness and hygiene.

- 2.4.11. The franchisee shall never store or sale / supply any product in the booth, which has expired or damaged.

2.5. Duration, Termination & Closure

- 2.5.1. The Franchisee appointment shall be initially for a period of 3 (three) years.
- 2.5.2. In case of closure of business and surrender of booth, before the expiry of the contract, the franchisee to send a notice through formal communication (Letter) addressed to the Managing Director, NEDFL, RKJP Agarwala Road, Panjabari, Guwahati, Assam 781037, stating the reason for closure of business and surrender of booth, at least 3 months in advance.
- 2.5.3. In case of foreclosure of the contract by NEDFL it will give 3 months of notice to franchisee to terminate the contract.
- 2.5.4. At the end of the contract and the process of handover of the assets back to Purabi by franchisee gets completed, the full and final settlement amount would be calculated based on amounts receivable/recoverable. It would be communicated to the franchisee through a formal communication. After receiving acceptance from the franchisee on the full and final settlement amount, the security deposit would be refunded by NEDFL to the franchisee through cheque/online payment.
- 2.5.5. In the event of improper / unsatisfactory service by the franchisee, NEDFL shall have the right to withdraw the franchisee and terminate the contract immediately.

FRANCHISEE PROFILE CARD

NORTH EAST DAIRY AND FOODS LIMITED (NEDFL)
PURABI DAIRY, PANJABARI, GUWAHATI

1. NAME OF APPLICANT: _____
2. CURRENT BUSINESS: _____
3. NUMBER OF YEARS IN RELATED BUSINESS: _____
4. TURNOVER OF THE RELATED BUSINESS (LAST 3 FY): _____
5. CONTACT NUMBER : _____
6. EMAIL ID: _____
7. PAN CARD NUMBER : _____
8. ADHAAR CARD NUMBER: _____
9. GSTN: _____
10. FSSAI: _____

ADDRESS IN FULL (as per address proof):

The above information furnished by me, for the franchisee of Purabi Milk Booth, to my knowledge is correct in all respect. The photocopy of serial no 7,8,9,10 are furnished along with the application.

Place:

Signature:

Date:

Name: