

**Replies to the queries raised by some of the prospective bidders in Pre bid/EoI
Conference/meeting held on 3.5.2024 in the Delhi Milk Scheme
(Reference EoI Tender No. 11002-2/2023-PD&CC dated 23.4.2024)**

1. Number/list of products to be sold from this Tender.

Reply: The State Dairy Federation(SDFs)/Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) can sell products of their choice except the products mentioned below:-

- (i) Double Toned Milk
- (ii) Toned Milk
- (iii) Full Cream Milk
- (iv) Cow Milk
- (v) Ghee
- (vi) Plain Curd packed in 200 gm. cup & 400 gm. cup
- (vii) Plain Curd packed in 400 gm. Pouch & 900 gm. Pouch
- (viii) Plain Chhach packed in 300 ml. and 900 ml. Pouch
- (ix) Rabri packed in 80 gm. cup
- (x) Paneer packed in 200 gm. x 5 packs
- (xi) Besan Ladoo packed in 200 gm., 400 gm. & 800 gm. pack
- (xii) Kaju Pinni packed in 200 gm., 400 gm. & 800 gm. pack
- (xiii) Table Butter 100 gm.
- (xiv) Table Butter 500 gm.
- (xv) White Butter 500 gm.
- (xvi) SFM 200 ml.

2. Location of the Shelf i.e. its facing.

Reply: The location of the shelf will be front facing and as per Clause 1(ii) of Notice of EoI dated 23.4.2024.

3. How the product will reach from selected party's production/delivery point to Booths i.e. what is the supply-chain mechanism.

Reply: It will be the responsibility of the participating and selected parties to deliver their dairy products directly to DMS Booths of the selected cluster with the help of their own arrangement (logistics etc).

4. Whether DMS Distribution channel/vehicles to be used in the process.

Reply: No.

5. Where will there be the placement of selected party's Logo/Glowsign.

Reply: Please refer to 5(viii) of Notice of EoI dated 23.4.2024.

6. Whether selected parties will be allowed to display, design and colour the DMS Booth with choice of their own.

Reply: No. DMS has already initiated the process of face upliftment (maintaining uniformity) of DMS booths which is expected to be completed within this financial year. Approval of the Booth face-upliftment proposal is under active consideration of DAHD.

7. Whether customers will use selected party's products in view of the availability of DMS and HDDCF's products at the DMS Booths.

Reply: As regards customers' acceptance of products, it is stated that the objective of EoI is to offer/provide partial shelf space in DMS milk booths (about 400 plus in numbers) and collaborating with the selected parties to support milk and milk products retailing outlet services in respect of various milk and milk products. The outcome of this objective is expected to improve customers' footfall in DMS booths leading to increased sales in favour of all dairy brands available in such DMS booths.

8. DMS has more than 400+ Booths, how the balance will be taken care of.

Reply: As and when DMS Booths will be operationalized through allotment of vacant Booths to the new allottees through DMS's own ERP, the size of the cluster of Booths will be enhanced and accordingly applicable rents will be charged.

9. Timeline for renovation of DMS Booths.

Reply: It is planned that by end of 2024-25, 400+ DMS Booths will be renovated/facelifted subject to DAHD's approval. Spillover of civil works may be completed during initial months of the next financial year 2025-26.

10. Charges from Booth operators.

Reply: Nil. However on pro-rata basis, charges on account of Tehbazari fee may be made applicable in future, based on DAHD's approval which will be obtained before finalizing contracts under EoI.

11. Commission and Margin

Reply: Refer Clause 5(x) of Notice of EoI dated 23.4.2024. However, before finalization and execution of Contract under EoI, depending on selected parties' preference, said retailer's commission of 2% may be split into two parts, first 1% to be payable upfront and second 1% to be payable after actual sale of products.

12. Payment model (Booth Holder) and how retailer's commission will be released by the prospective bidders.

Reply: Invoices will be generated by selected party against each Booth of the selected cluster. Against the raised invoices, Booth holder will be made to deposit the sale proceeds in said selected party's Bank Account. For this purpose, an undertaking /affidavit may be taken from the concerned Booth holders prior to finalization of the contract under this EoI.

13. Distribution, placement and Replacement policy.

Reply: Distribution, Placement and Replacement policy of supplied dairy products will be the sole responsibility of selected party through its own distribution channel.

Note: The above replies shall be considered as part of the original EoI Tender Document dated 23.04.2024.

General Manager
Delhi Milk Scheme