

DISTRIBUTOR APPLICATION

Eastern Zone Expansion Program

NITUI AGRO INDIA

1. INTRODUCTION

NITUI AGRO INDIA is a fast-growing dairy and food processing company committed to delivering high-quality milk, dairy products, and value-added food products across India. As part of our strategic expansion plan, we are inviting applications from eligible distributors for our **Eastern Zone Expansion Program**.

We are seeking experienced, financially sound, and growth-oriented distribution partners to expand our market presence in Eastern India.

2. OBJECTIVE OF DISTRIBUTOR APPOINTMENT

- Strengthen distribution network in Eastern India
 - Increase product availability and retail penetration
 - Ensure efficient cold chain and last-mile delivery
 - Build strong retailer and institutional relationships
 - Drive brand visibility and market share growth
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3. TERRITORIES AVAILABLE (Indicative)

Distributorship opportunities are available in:

- **Odisha** – Bhubaneswar, Cuttack, Sambalpur, Berhampur
- **West Bengal** – Kolkata, Howrah, Siliguri, Durgapur
- **Bihar** – Patna, Gaya, Muzaffarpur
- **Jharkhand** – Ranchi, Jamshedpur, Dhanbad
- **Assam & North-East** – Guwahati and key district HQs

(Final territory allocation subject to company approval.)

4. PRODUCT CATEGORIES

Selected distributors will handle:

- Fresh Milk (Pouch/Bottle)
 - Curd & Yogurt
 - Paneer
 - Butter & Ghee
 - Lassi & Flavored Milk
 - Ice Cream (where applicable)
 - Value-added dairy & processed food products
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5. ELIGIBILITY CRITERIA

Applicants must meet the following criteria:

5.1 Business Experience

- Minimum 3–5 years of experience in FMCG/Dairy/Food distribution
- Strong retailer and institutional network in the proposed territory

5.2 Financial Capability

- Minimum working capital requirement: ₹25–75 Lakhs (depending on territory)
- Ability to invest in stock, cold storage, vehicles, and manpower
- Sound financial track record

5.3 Infrastructure Requirements

- Warehouse space: Minimum 1000–3000 sq. ft. (as per territory size)
- Cold storage facility (if handling chilled/frozen products)
- Refrigerated vehicles/insulated vans
- Power backup facility

5.4 Operational Capability

- Dedicated sales team
- Delivery staff
- Billing and inventory management system

- GST registration and valid trade license
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6. DISTRIBUTOR RESPONSIBILITIES

The appointed distributor shall:

1. Maintain adequate stock levels as per company norms.
 2. Ensure proper cold chain management for perishable products.
 3. Appoint and manage sales representatives.
 4. Achieve monthly and annual sales targets.
 5. Ensure product visibility, merchandising, and retail branding.
 6. Conduct promotional activities and local marketing initiatives.
 7. Maintain accurate billing, reporting, and payment cycles.
 8. Ensure timely payments to the company.
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7. COMPANY SUPPORT

NITUI AGRO INDIA will provide:

- Brand authorization certificate
 - Initial product training
 - Marketing and promotional support
 - Point-of-sale materials
 - Launch campaigns and trade schemes
 - Sales target guidance and periodic review
 - Supply chain and logistics coordination support
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8. COMMERCIAL TERMS (Indicative)

- Distributor Margin: As per product category
- Security Deposit: ₹ 50000 (Refundable as per agreement)
- Payment Terms: Advance/7–15 days credit (as applicable)
- Minimum Order Quantity: As per product category

- Target-Based Incentives: Quarterly/Annual schemes
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9. APPLICATION PROCESS

Interested applicants must submit:

1. Completed Distributor Application Form (Annexure I)
2. Company/Proprietor Profile
3. GST Certificate
4. PAN Card
5. Financial statements (Last 2–3 years)
6. Bank reference letter
7. Infrastructure details (Photos of warehouse/cold storage)
8. Territory preference details

Applications may be submitted via:

 Email: wecare@nituiagroindia.com

 Or to: NITUI AGRO INDIA, Cuttack - 753004 Odisha.

Subject Line: Application for Eastern Zone Distributorship

10. SELECTION PROCESS

1. Preliminary screening of application
 2. Financial & infrastructure evaluation
 3. Field verification (if required)
 4. Commercial discussion
 5. Signing of Distributor Agreement
 6. Onboarding & product training
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11. AGREEMENT TERMS

- Initial agreement validity: 1–3 years (renewable)
- Performance review every 6 months

- Termination clause for non-performance
 - Exclusivity subject to target achievement
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ANNEXURE I – DISTRIBUTOR APPLICATION FORM

A. Basic Information

- Name of Applicant/Firm:
- Constitution (Proprietorship/Partnership/Pvt Ltd):
- Year of Establishment:
- GST No.:
- PAN No.:
- Registered Address:
- Contact Person:
- Mobile:
- Email:

B. Business Details

- Current Brands Handled:
- Annual Turnover (Last 3 Years):
- Number of Retail Outlets Covered:
- Number of Sales Staff:
- Number of Delivery Vehicles:

C. Infrastructure Details

- Warehouse Size:
- Cold Storage Capacity:
- Power Backup Available (Yes/No):
- Billing Software Used:

D. Financial Details

- Bank Name:
- Branch:

- Credit Facilities Available:
- Working Capital Availability:

E. Territory Applied For

- State:
- District/City:
- Expected Monthly Business Volume:

F. Declaration

I/We hereby declare that the information provided is true and correct to the best of my/our knowledge. I/We agree to abide by the terms and conditions set forth by [Company Name].

Signature:

Name:

Date:

12. CONTACT DETAILS

Marketing Department

NITUI AGRO INDIA

Cuttack – 753004, Odisha

Email: wecare@nituiagroindia.com

Website: <https://www.nituiagroindia.com>
