एम एम टी सी लिमिटेड
भारत सरकार का उपक्रम
MMTC LIMITED
A GOVT. OF INDIA ENTERPRISE
touching lives, adding value

F 8 TO 11, JHANDEWALAN FLATTED FACTORIES COMPLEX,
RANI JHANSI ROAD, NEW DELHI - 110055

REQUEST FOR EMPANELMENT OF STOCKISTS/FRANCHISEES FOR SALE OF MMTC PRECIOUS METAL VALUE ADDED PRODUCTS ACROSS INDIA

RFE NO.—MMTC/PMD/RETAIL/JEWELLERY/SEP 2017/02

MMTC Ltd. Invites application from interested parties for Empanelment of Stockists/franchisees for outright sale of Precious Metal Value added Products fabricated and sourced by MMTC. The products would consist of Gold and Silver Medallions, Sanchi brand of Silverware, Plain Gold Jewellery, Precious and Natural Stones duly certified by accredited laboratories. Presently, MMTC is involved in retailing the above mentioned products through its network of Offices having their own Showrooms and Institutional Stockists/franchisees. With a view to promoting the sale and presenting value added products to its discerning customers, MMTC also conducts Jewellery Exhibitions and Sale at various locations in the country. The detailed terms and conditions of appointment of Stockists/franchisees is available on our website www.mmtclimited.gov.in or www.eprocure.gov.in . Empanelment is a continuous process and shall be open till 31st March, 2018. However, MMTC may start appointing stockists/franchisees even prior to the last date as and when applications are received.

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Request for Empanelment Document

EMPANELMENT OF FRANCHISEES / STOCKISTS FOR SALE OF MMTC PRECIOUS METAL VALUE ADDED PRODUCTS

RFE NO.—MMTC/PMD/RETAIL/JEWELLERY/SEP 2017 /02

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MMTC Limited, a Public Sector Enterprise under Ministry of Commerce & Industry, Govt. Of India is a leading international trading company of India with a turnover of around Rs. 12,500 crore enjoying leadership presence in Minerals, Metals, Fertilizers, Agro-Products and Bullion. MMTC is already selling Gold and Silver Medallions in 999.0 fineness, Sanchi Brand of Silverware in Sterling Silver (92.5% purity), the Indian Gold Coin launched by Hon'ble Prime Minister of India and Gold Jewellery in Plain & Studded form. MMTC is now endeavouring to enter the Jewellery retail market for sale of Hallmarked Jewellery to its customers through its network of Showrooms / Offices in the major cities of India. With a view to spearhead the above activity, MMTC now wishes to add parties who are interested in retailing our Value added Precious Metal Products by acting as our Stockists/Franchisees from different parts of the country.

RFE can also be downloaded from MMTC website (www.mmtclimited.com or www.eprocure.gov.in) and should be submitted to MMTC's Delhi Regional Office at Jhandewalan, New Delhi latest by 31st March, 2018. However, MMTC may start appointing stockists/franchisees even prior to the last date as and when applications are received.

The broad working arrangement would be on the following lines:-

1. MMTC would be appointing interested parties in the business of selling jewellery as Stockists/Franchisees in all major and tier-II cities of India.

2. The Stockists/Franchisees shall operate out of their own showroom at a premium location with all the required infrastructure for display and sale of Precious metal value added products like Gold and Silver Medallions, Sanchi Silverware, Gold Jewellery and Indian Gold Coin. The following would be the broad contours of the Stockists/Franchisees arrangement:-

a) Stockists/Franchisees will be of two types i.e. Exclusive and Non-Exclusive;

b) In cities like Delhi, Mumbai, Chennai, Kolkata, Hyderabad and Benguluru – The thrust will be on appointing Exclusive Stockists/Franchisees with a minimum investment of Rs.4.00 crores. The Stockists/Franchisees would purchase the material outright based on RMS rates applicable;

c) Exclusive stores would be limited to one per district ideally. However, MMTC may decide to have more Exclusive stores depending upon the feasibility and the interst shown by the Stockists/Franchisees;

d) With a view to ensure availability and presence of MMTC Products – we may also allow appointment of Non-Exclusive Stockists/Franchisees in six cities viz., Delhi , Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad respectively with a minimum investment of Rs.1.5 crores;

e) For all other cities – Exclusive and Non-exclusive Stockists/Franchisees would be appointed with a minimum investment of Rs.2.5 cores and 1.0 crores respectively;

f) The essential difference between Exclusive and Non-Exclusive Stockists/Franchisees is - Exclusive Stockists/Franchisees would be issued entire bouquet of MMTC Retail Products and get higher margin on sales as against Non-Exclusive Stockists/Franchisees who would normally not be given Jewellery, and IGC and will earn lesser margin on the products respectively.

g) All products would be sold through MMTC's Retail Management Software at MMTC's declared prices. However, based on the performance of the Stockists/Franchisees on case to case basis, the Non-Exclusive Stores can also be given Plain Gold Jewellery and Indian Gold Coin for sale at their outlet;

h) MMTC shall share the margins in respect of its products on the sale value of the item excluding taxes.

i) The Stockists/Franchisees will pay the material value minus the margin/discount payable to the Stockists/Franchisees at the time of sale;

j) All the Stockists/Franchisees would rotate the stock at least once a year. The review of their performance would be conducted annually and MMTC would be at liberty to withdraw the Stockists/Franchisees arrangement with the party in case of unsatisfactory performance.

k) MMTC reserves the right to appoint any firm as its Stockist /Franchisee in any particular area as also limit the number of stockiest/franchisee at its own discretion without assigning any reason. MMTC may also change the terms of appointment/operation of stockists/franchisees and the scheme at its discretion at any given point of time.