



SUSTAINABLE & RESPONSIBLE DEVELOPMENT

Channel Partners / Distributors in Domestic Market (Phase 2 | Jun '21)

Interested parties are requested to submit their Documents/ Queries vide e-mail to: EOI@vedanta.co.in

Fill the form at: tinyurl.com/VedantaEoi

Last Date of Submission of EOI: 30th Jun 2021

Vedanta Limited is one of the world's leading diversified natural resource companies with business operations in India, South Africa, Australia, Ireland, Namibia, Liberia and Sri Lanka. Vedanta is a leading producer of Oil, Gas, Zinc, Lead, Silver, Copper, Iron Ore, Aluminum, Steel and Commercial Power.

Vedanta remains committed to make India "Atmanirbhar" and one of the key focus areas is expanding India's footprint with renewed focus on empowering MSME/ Micro/ Retail customer segment. This segment is a promising market with 1500+ customers & annual potential of more than one million tons across Ferrous (Iron & Steel) & Non-Ferrous Metals

Vedanta is pleased to invite Expression of Interest from reputed Distributors/Channel Partners with proven success in distribution, leveraging industry best practices and conventional and digital means to increase market share and tap new customers in MSME/ Micro/ Retail segment for the **Aluminum Rolled Products & Steel Long Products** principals. Vedanta's partnerships are built on highest standards of Ethics, Governance, Integrity and Transparency with all stakeholders in the value chain.

The objective of this document is to provide guidance w.r.t.

- Key Guiding Principles (very high level, non-prescriptive)
- Documents required as a part of submission for EOI

Key Guiding Principles

- Key accounts shall be served by Vedanta directly
- Owning of customer relations w.r.t. quality, feedback mechanism etc.
- Vedanta believes in ethics, governance, integrity and transparency
- Compliance to ABC/ UKBA/ FCPA/ MSA etc. (very critical to this segment)

1. Sales, Branding & Marketing

- a) Sales & Marketing of Vedanta's products in the MSME/ SME/ retail segment exclusively
- b) Distributor shall service demand of identified customers and enhance market share/reach in assigned geographical area/cluster/ product category

EXPRESSION OF INTEREST

- c) May add to cost, modify to adhere to service levels of deliveries
- d) Market development activities including but not limited to promotional activities, maintaining adequate salesforce for procuring orders & assisting Vedanta in brand building efforts
- e) Extend Value Added Services (VAS) such as credit provision, door-step delivery for customers, cutting & packaging for various Vedanta products as required by end customer
- f) Provide consolidated demand for production planning & deliveries
- g) Provide Vedanta with various market intelligence and competitors' activities for its respective territory and
- h) Share end consumers lifting/billing details with Vedanta (This process may be digitalized by adoption of distributor management software/application in which case business partner will be expected to migrate their billing to such software/application).

2. Pricing Model

- a) Pricing/premium shall be decided by Vedanta in consultation with the channel partner based on end consumer requirements and market conditions and Channel Partners/Distributors shall operate on fair margins within the pricing structure including performance-based incentive scheme, if any, launched from time to time

3. Monitoring Process

- a) Distributor's performance will be regularly monitored to ensure that he/she is operating as per the requirements (effectively using the sales force for reaching out to small customers, regularly lifting monthly committed quantities etc.)

4. Eligibility Criteria

Vedanta will be evaluating the interested parties with detailed assessment based on various criteria, few suggested parameters are such as:

- a) Relevant experience in trading/distribution of Base Metals/Steel/Other Commodities etc.
- b) Proven track record of customer service excellence of Large/ MSME customers
- c) Financial Strength based on CP's previous 3 years performance including turnover, profitability etc.

- d) Infrastructure Capabilities including warehouses, last mile delivery facilities, sales force etc.
- e) Existing Channel finance partners & available credit line from banking partners
- f) In case of existing partner, previous track record with Vedanta

Documents to be Submitted along with EOI

The participant shall submit the following Documents:

By 30th Jun 21

To be filled via form link:

1. Company profile with
 - a. Details of business & product portfolio handled,
 - b. Ownership and Affiliation details with subsidiaries/ parent companies
 - c. Years of experience,
 - d. Segment/number of customers,
 - e. Value handled volume traded as channel partner/distributor for large enterprises, names of principals,
 - f. Geographies & Volume traded in last three years
2. Any 5 Customer references & 1-2 principal references with business relationship of at least 2 years
3. Details of existing infrastructures for ongoing business – number of warehouses, tie up with LSPs etc.
4. Details of business (Vedanta products) and geographies participant is interested in
5. Company Name & Registered Address

Attachments to be sent via email:

1. Company PAN No. (Mention on email and attach PAN Card copy)
2. GST Detail (Mention in form and attach certificate)
3. Scan copy of a cancelled cheque.

By 5th July 21:

1. Audited financial statements of last 3 years; certificates of recognition from principal currently operating with.
2. Tax returns of last 3 years, Certificate of incorporation
3. Details of Banking arrangements & credit lines

** All modalities of the arrangement may not have been detailed above and entity must ensure to get all aspects clarified well in advance.

*** Vedanta reserves the right to accept or reject any submission based on fulfilment of criteria and independent checks