

## Notice Inviting Expression of Interest:

MTNL, Mumbai invites Expression of Interest from experienced, well-established, financially sound and professionally capable entrepreneurs, business houses, organizations and parties intending to become MTNL's authorised distributor for distribution of MTNL's all products and services namely, MTNL PHONE CARD, Dolphin (cellular-postpaid), Trump (Cellular-prepaid), ISDN, INET, IN, CD-ROM Directory, ECS, NTC, Internet, TRIBAND, STD-ISD CODE Book, Garuda-FWP & Garuda (WLL-CDMA-Mobile) etc.

Mumbai / Navi Mumbai will be divided into Five specific defined geographical areas called territories and in each territory 15 eligible bidders (Total 75) will be selected for appointment as distributors on first come first basis. A distributor will be required to engage retailers and set up his own network of retailers with proper penetration and depth and distribute MTNL's specified retail products and services for sale through its retailers. He will be expected to promote and increase the sale of products and services through his retail network and achieve sales and other targets set by MTNL from time to time. He will be given commission/compensation on the sale of products and services achieved by him, as per the rates fixed by MTNL from time to time.

Interested parties who have

- (i) a minimum of one year experience as authorised distributor/wholesaler of a reputed firm/company/organization for electronic/telecom products/services or FMCG of similar products and services.
- (ii) Experience of setting up retailer/dealer network in Mumbai / Navi Mumbai.
- (iii) Gross Sales proceeds (with respect to experience mentioned in clause no 'i' of above) of **Rs. 50 Lakhs** or more during the last financial year, i.e. 2008-2009.
- (iv) Capacity to invest Rs. 10 lacs or more on one occasion.
- (v) a minimum office space (commercial) of **100 Sq.ft** suitably located with proper infrastructure, which would be used for distribution of MTNL's products/services. Preferably on main road at ground floor / first floor and willing for commitment to set up air conditioned show room / distn. office with provision for exclusive display of MTNL's products & services / information brochures / posters within stipulated period (fifteen days.) of issue of LOI
- (vi) Existing authorized distributor/ wholesaler franchisee/ distributors of MTNL, Mumbai are not eligible to participate in this EOI. However if they approach, their applications can be taken & will be processed after the expiry of their term.

## Document/Application form for Expression of Interest

- Reference Number: : AGM(Sales)HQ/ EOI/ Walk-In-Type  
Distributorship/ : 2009-10 dated 19.11.2009
- Place of Issue: : O/o DGM (Sales), MTNL,  
Old Matunga T.E.Building, Dr. Ambedkar Road  
Matunga (East), Mumbai – 400019.
- Starting date : 19.11.2009  
Closing date of issue : Three years from the starting date  
Time of issue of EOI : On all working days from 19.11.2009  
between 11.00 hrs to 16.30 hrs.
- Place of submission: : O/o AGM (Sales) HQ, MTNL,  
Old Matunga T.E.Building, Dr. Ambedkar Road,  
Matunga (East), Mumbai – 400019.
- Cost of application form/document : **Rs. 520/-** in the form of DD/PO from any  
Nationalized/Scheduled Bank in Mumbai,  
Navi Mumbai, Thane drawn in favour of “MTNL,  
Mumbai.”
- Submission of EOI : Within one month from the date of purchase of EOI  
document\_
- Earnest money Deposit : **Rs. 5000/-** in the form of DD/PO from any  
Nationalized/Scheduled Bank in  
Mumbai, Navi Mumbai, Thane drawn  
in favour of “MTNL, Mumbai “(to be  
deposited Along with letter of Expression of Interest).
- Contact Person: : AGM (Sales) HQ / SDE (Sales)HQ, MTNL,  
Old Matunga T.E.Building, Dr. Ambedkar Road,  
Matunga (East), Mumbai – 400019.  
Tel. No. 24046202/24046203/24046214

Note: Please note that EOI Document is to purchased in the same name (firm/ organization/ Company/ Party etc.) in which the application/ letter of EOI is to be submitted. Also please note that the EOI document should be purchased against this invitation of EOI No. AGM(Sales)HQ/EOI/ Walk-In-Type Distributorship/2009-10

Firms that are already MTNL, Mumbai Distributors are not eligible to participate in this EOI. However if they approach, their applications can be taken & will be processed after the expiry of their term. .

Mere submission of letter of Expression of interest will not confer any right for selection in allotment of distributorship. MTNL, Mumbai reserves the right to reject any or all the applications or stop the process of selection at any stage, at its sole discretion. Allotment of distributorship, if any, will be subject to the terms and conditions in the Notice Inviting Expression of Interest and the Document/Application form of Expression of Interest along with all its annexures.

AGM(Sales)HQ  
MTNL, Mumbai  
Matunga Tel.Exch.Building,  
Dr. Ambedkar Road,  
Matunga (East), Mumbai – 400019.  
Tel. No.24046202/24046214  
Fax No. 24099900