

# HINDUSTAN ZINC BUSINESS CHANNEL PARTNERS / DISTRIBUTORS IN DOMESTIC MARKET

## EXPRESSION OF INTEREST



### SUSTAINABLE & RESPONSIBLE DEVELOPMENT

Vedanta Limited, a subsidiary of Vedanta Resources Limited, is the world's leading Oil & Gas and Metals company and one of the largest producers of Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Aluminium and Power across India, South Africa, Namibia, and Australia.

Hindustan Zinc Ltd (HZL), a subsidiary of Vedanta Limited in the Zinc-Lead-Silver-Wind Energy business and recipient of the S&P Global Platts award for Industry Leadership in Precious & Base metals invites Expression of Interest from reputed entities with proven success in metal distribution and supply chain to work as Channel Partners for Hindustan Zinc's domestic sales of Zinc metal.

Hindustan Zinc remains committed to make India "Aatmanirbhar" and one of the key focus areas is expanding India footprint with renewed focus on empowering MSME/ Micro/ Retail customer segment. The Channel partner is expected to possess strong distribution reach, financing capabilities, on ground team for customer service and shall leverage industry best practices, both conventional and digital, to increase market share and tap new customers in Micro, Small & Medium Enterprises / Retail metal consumption segments.

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

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

#### Key Guiding Principles

- Key accounts shall be served by HZL directly.
- Owning of customer relations w.r.t. quality, feedback mechanism etc.
- HZL believes in ethics, governance, integrity, and transparency

#### 1) Sales, Branding & Marketing

- a) Sales & Marketing of HZL's products in the MSME/ SME/ retail segment
- b) Distributor shall service demand of market and enhance market share/reach in assigned geographical area/cluster/ product category by identifying customers
- c) Market development activities including but not limited to promotional activities, maintaining adequate salesforce for procuring orders & assisting HZL in brand building efforts
- d) Extend Value Added Services (VAS) such as credit, door delivery for customers, cutting & packaging for various HZL products as required by end consumer.
- e) Provide consolidated demand for production & dispatch planning

- f) Provide HZL with various market intelligence and competitors' activities for its respective territory and

- g) Share end consumers lifting/billing details with HZL (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 and commercial terms shall be decided by HZL in consultation with the channel partner based on end consumer requirements and market conditions. The Channel Partners/Distributors shall operate on fair margins within the pricing structure including performance-based incentive scheme (as may be applicable).

#### 3) Monitoring Process

- a) Distributor's performance will be regularly monitored to ensure that he 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

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

- a) Relevant experience in trading/distribution of Base Metals/Steel/Other Commodities etc.
- b) Financial Strength based on previous 3 years performance including turnover, profitability etc.
- c) Infrastructure Capabilities including warehouses, last mile delivery facilities, sales force etc.
- d) Existing Channel finance partners & available credit line from banking partners
- e) In case of existing partner, previous track record with Vedanta
- f) Innovation orientation w.r.t. digitalization of sales processes and customer service

#### The participant shall submit the following Documents:

- By 13/02/2023:
  - 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 &
- g. 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.
- 6. Company PAN No. (Mention on email and attach PAN Card copy)
- 7. GST Detail (Mention on email and attach certificate)
- 8. Scan copy of a cancelled cheque.

By 17/02/2023:

- 1. Audited financial statements of last 3 years.
- 2. Certificates of recognition from principal operating with
- 3. Tax returns of last 3 years
- 4. Certificate of incorporation
- 5. Details of Banking arrangements & credit lines

Interested partners having relevant experience and resources can submit their **EOI** by **13/02/2023** via email to **EOI@vedanta.co.in**.

To fill the form click on 

<https://forms.office.com/r/Scv2vxJ4a4>

In case of any queries, please get in touch with

**Mr. Kartik Sharma**

<Kartik.Sharma2@vedanta.co.in> &

**Mr. Ameya Bhagvat**

<Ameya.Bhagwat@vedanta.co.in>.

