

**Appointment of Distributors/Franchisees for selling Vidya/Lekhak Notebooks,
Stationery, School Bags etc**

Notification No.: PD/EoI/505(2)/2023-24 dated 20-01-2024



MYSORE SALES INTERNATIONAL LIMITED
(A Government of Karnataka Undertaking)

Invites

EXPRESSION OF INTEREST (EoI)

for

**Appointment of Distributors/Franchisees for selling Vidya/Lekhak Notebooks,
Stationery, School Bags etc**

Notification No.: PD/EoI/505(2)/2023-24 dated 20-01-2024

Last Date for Receipt of EoI: 05-02-2024 up to 5:30 PM



MYSORE SALES INTERNATIONAL LIMITED

PAPER & STATIONERY DIVISION

3rd Floor, MSIL House, 36, Cunningham Road, Bangalore- 560 052

Phone No.: 080-22264021-25

e-mail : qcpaper@msionline.com

msil.paper@msionline.com

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SCHEDULE OF EVENTS

#	EVENT	DATE & TIME
01	Date of Notification	20.01.2024
02	Date of Publish on e-Procurement Platform	20.01.2024
03	Pre-Bid Meeting	29.01.2024 @ 3.30 pm
04	Last date for submission of proposals	05.02.2024 up to 5.30 pm
05	Date of opening applications	06.02.2024 5.30 pm

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1. INTRODUCTION:

Mysore Sales International Limited (MSIL) is a Government of Karnataka Undertaking, involved in marketing multifarious goods & services for nearly six decades. It has developed, well-entrenched marketing network all over the State & also in different parts of the Country with its varied products/services ranging from Student notebooks & Stationaries, Chit funds, retail liquor outlets, solar products, tours & travels, pharmacy, consumer products etc.

MSIL is involved in selling student notebooks under its highly popular brands viz 'Vidya' and 'Lekhak' for past five decades. The objective of MSIL is to provide quality note books at affordable prices to the student fraternity. Some of the competitor's brands are indulging in unhealthy market practices in the recent years thereby denying students fraternity from getting quality notebooks in right size and pages. In this backdrop, MSIL desires to appoint agencies/firms having experience in dealing with notebooks, stationery or any other such products as distributors/franchisees.

Last date & time for submission of EoI through the e-procurement website <https://kppp.karnataka.gov.in> of the GoK is **05.02.2024 up to 5.30 PM.** Tender processing fee **Rs.500/- (Rupees Five hundred only)** shall be remitted to e-procurement, e-Governance, Govt. of Karnataka through any of the following modes:

- a. Credit Card.
- b. Direct Debit.
- c. Net Banking.
- d. NEFT (National Electronic Fund Transfer).
- e. OTC (Remittance at the Bank counter).

This advertisement does not constitute and will not be deemed to constitute any commitment on the part of MSIL.

Sd/-

General Manager (Paper & Stationery)

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2. KEY OBJECTIVES OF PAPER DIVISION:

The broad objective that MSIL has set out for its Paper Division is - Promoting sale of Vidya/Lekhak brand Notebooks/School bags, general Office stationery/Office equipment, reference books in its own or other reputed brands and printing solutions to Government/Private sector at competitive rates.

3. KEY FUNCTIONS OF PAPER DIVISION:

The key functions of Paper Division are as follows:

- Plan, produce, promote, organise and achieve budgeted sale for ‘Vidya’ and ‘Lekhak’ student notebooks, School Bags and general office stationery and equipment solutions.
- Plan, promote and organize private market distribution/sales through channel partners/franchisees and cater to the Government sector requirements through exclusive Business Associates.
- Ensure genuineness and to set up standards of quality in the industry and ensure that products of MSIL do conform to the said standards and are sold at reasonable rates.
- Carry out any other activity incidental to the above.

4. MAJOR PRODUCT LINES/VARIANTS:

- ‘Vidya’ and ‘Lekhak’ brand Notebooks – Short, Long and King Size. Variants –Calico bound, Plasto Soft cover and Plasto Hard cover bound notebooks including customized notebooks with school/college/institution’s logo/design/content etc.
- ‘Vidya’/ ‘Lekhak’ brand Bags – School/College bags

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- General Office Stationery
- Office equipment/Printing solutions.

5. DEPARTMENTAL STRUCTURE:

- Divisional Office at Bangalore.
- Branch Offices at Mysore, Mangalore, Davangere, Hubli, Kalaburgi and Belgaum.
- Warehouses at Peenya (Bangalore), Hassan, Mysore, Mangalore, Davangere, Hubli, Bijapur, Kalaburgi.

6. BUSINESS MODELS PROPOSED BY MSIL THROUGH THIS EoI:

Through this EoI, MSIL desires to appoint agencies/firms having experience in dealing with notebooks, stationery or any other such products as distributors/franchisees to market its products under the brands 'Vidya', 'Lekhak' or any other brand owned by MSIL. The proposed business models are explained below:

DISTRIBUTORS:

Under this model, MSIL looks to appoint agencies to work as distributors for the products sold under its own brands –'Vidya' and 'Lekhak' or any other brand of MSIL. Distributors are appointed for a defined geographical area usually at least one in each district.

The role of distributors is as follows:

- To purchase MSIL's products directly and store the stock, typically in godowns.

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- To promote 'Vidya' and 'Lekhak' brand items as per MSIL price list and ensure that the sales target mutually discussed and agreed to between MSIL and the Distributors is positively achieved.
- To expand MSIL's network by appointing dealers/retailers in the allotted territory to store and sell 'Vidya' & 'Lekhak' brand products.
- To purchase required items in bulk directly from MSIL, distribute and sell the same through dealers/retailers at a competitive price.
- To carry out promotional activities independently or in association with MSIL from time to time.
- To assist MSIL in promoting its products by providing feedback on competitors practices.

FRANCHISEES:

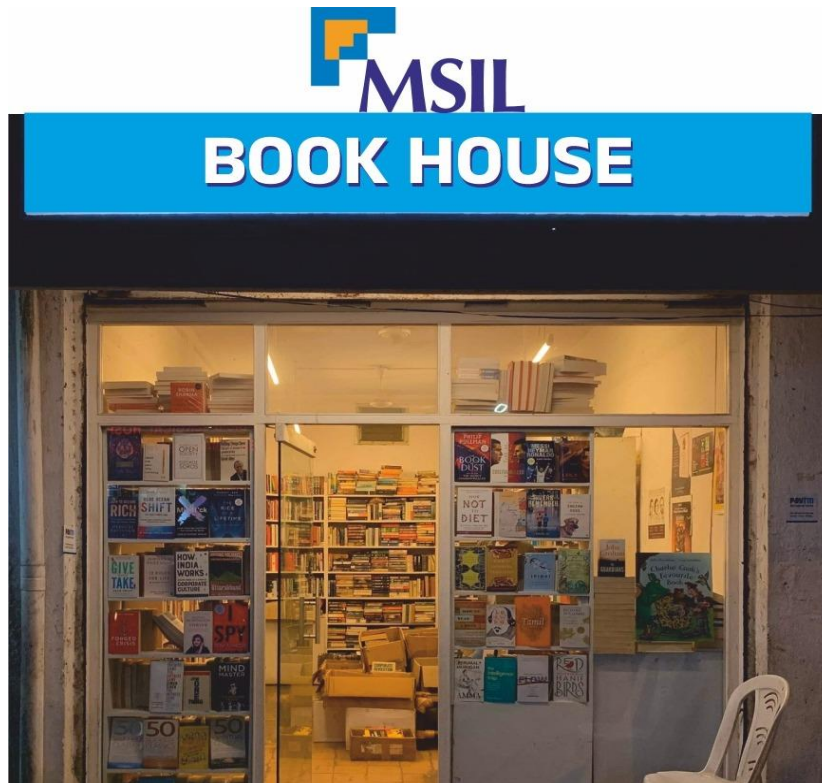
This model is termed as '*Franchise Owned Franchise Operated*' (*FOFO*) business model. Under this arrangement, MSIL looks to develop a **retail chain** through appointment of franchisees who will be authorized to use 'MSIL' brand name for their stores against royalty payment which is essentially a percentage on overall turnover or profit earned or the lump sum amount as decided by MSIL at its own discretion. The franchisees get access to use 'MSIL' brand name. The stores will be owned and managed by the franchisee. The franchisees must procure the products dealt/marketed by MSIL directly and then sell to end customers. The franchisees should not store and sell competitor's products of the same product line. The price of its products and merchandising will be decided by MSIL. However, such franchisees will be allowed to store and sell any other ancillary/related products which do not pose any competition to MSIL products.

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MSIL intends to appoint franchisees in the following domains:

a. MSIL Flagship Stores: (MSIL BOOK HOUSE)



- A flagship store with bigger area and posh ambience.
- The store will be owned and operated by a Franchisee.
- Franchisee to identify a store space and set up the store with own investment. Size of the store would vary depending upon location.
- Franchisee to take care of the entire store operations and bear all costs towards interiors, buying and storing the products and other such associated works.
- MSIL will only be responsible for providing products marketed by it against payment.

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- MSIL would extend required marketing support by popularizing the brand through ads in print/electronic media, social media, conducting events etc
- Franchisee should store all the products marketed by MSIL and should not sell similar products from Competitor's brands.
- The Franchisee will be free to store and sell any other related products which are not dealt by MSIL like academic text books, entire range of stationery of reputed brands, gift articles, toys, business magazines, novels, health care products etc.
- MSIL will have all the rights to decide on the range of products to be stored and sold at the stores by the franchisee.
- MSIL will have the right to withdraw franchisee authorization at any point.

b. MSIL Student Stores in the open market: (MSIL STUDENT STORE)

- Stores with lesser area and decent ambience.
- The store will be owned and operated by a Franchisee.
- Franchisee to identify a store space and set up the store with own investment or convert existing store with required signage. Size of the store would vary depending upon location.
- Franchisee to take care of the entire store operations and bear all costs towards interiors, buying and storing the products and other such associated works.
- MSIL will only be responsible for providing products marketed by it against payment.
- MSIL would extend required marketing support by popularizing the brand through ads in print/electronic media, social media, conducting events etc

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- The Franchisee will be free to store and sell any other related products which are not dealt by MSIL like academic text books, entire range of stationery of reputed brands, gift articles, toys, business magazines, novels, health care products etc.
- MSIL will have all the rights to decide on the range of products to be stored and sold at the stores by the franchisee.
- MSIL will have the right to withdraw franchisee authorization at any point.

c. MSIL Student Stores at University campuses: (MSIL STUDENT STORE)

- To operate stores within the campus of major universities in Karnataka State.
- Traders who are already having business relationship with the Universities will be preferred for this model.
- The interested party shall coordinate with the Universities to get the store space allotted within their premises.
- MSIL being a Govt. entity would write to the University for space allotment and extend required support in getting the store space allotted.
- The store will be operated by a Franchisee.
- Franchisee to take care of the entire store operations and bear all costs towards branding inside and outside the store, interiors, buying and storing the products and other such associated works.
- MSIL will only be responsible for providing products marketed by it.

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- MSIL will have all the rights to decide on the range of products to be stored and sold at the stores by the franchisee.
- MSIL will have the right to withdraw franchisee authorization at any point.

Note: MSIL will have rights to modify the aforesaid Business Models and in such a case, the applicants will be considered for the model for which they fit best based on their experience, background and capability. Decision of MSIL in this regard is final and binding on all the applicants.

7. ELIGIBILITY CRITERIA:

Registered agencies/firms possessing experience in selling notebooks/stationery/school bags or similar products or in the trading field of any products with good experience and having required financial capability to invest are eligible to apply.

Note: Objective of MSIL is to have more number of Distributors/Franchisees to promote its products. Hence, if necessary, MSIL reserves the right to relax the eligibility criteria at its own discretion if the applicant is found to be potential.

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8. DOCUMENTS TO BE SUBMITTED:

- Duly filled applications (Annexures 1 & 2)
- Copy of PAN Card
- Copy of GST registration certificate
- Copy of partnership firm/articles of association if applicable
- Copies of balance sheets with P&L statements for last 3 years (Only if applicable)
- Copies of Income Tax returns for 3 years if filed

9. MODE OF SUBMISSION OF EoI:

The EoI document containing duly filled application and other required documents shall be submitted through e-procurement portal <https://kppp.karnataka.gov.in> of the GoK on or before **05.02.2024 up to 5.30 PM.**

Alternatively, the same shall be submitted physically or sent by post/courier in a sealed envelope addressed to **General Manager, Paper & Stationery Division, MSIL, 3rd Floor, MSIL House, Cunningham Road, Bangalore-560052** before the due date. In such a case, the envelope shall be super scribed as '*EoI for appointment of distributors/franchisee*' on the top in bold letters.

10. BRIEF DESCRIPTION OF SELECTION PROCESS:

- Based on the EoIs received from the various Applicants, MSIL will shortlist prospective Applicants.
- Pre-qualification Evaluation will be undertaken first. The Applicants who qualify in the pre-qualification evaluation only will be invited for detailed briefing of the scope of work.

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- MSIL would assess applicant's background and select for the model for which applicant is best suitable.
- MSIL at its own discretion will decide area/territory/district to be allotted to the applicant.
- MSIL's decision in selection is final and also reserves the right to reject or accept any or all of the EoIs or relax eligibility criteria at its own discretion without assigning any reason.
- Parties selected for empanelment will have to enter into a formal agreement. Modalities and terms and conditions of which shall be drawn up through mutual consultations with core conditions of EoI remain unchanged.
- Modalities of the Business Model and role of the Franchisees and MSIL will be decided by MSIL which is binding on all the applicants.

11. ADDRESS OF CORRESPONDENCE:

The Applicants shall send correspondence / communication at the official mailing address which is as follows:

General Manager (Paper),
Mysore Sales International Limited,
Paper Division, 3rd Floor, MSIL House,
36, Cunningham Road,
Bangalore 560 052.
Phone: 080-22264020-25

e-mail: qcpaper@msionline.com,
msil.paper@msionline.com

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12. CLARIFICATIONS ON EoI:

- Pre-submission meeting has been scheduled on **29.01.2024 at 3.30 pm** at the above office address (at MSIL Head Office, 3rd Floor, Cunningham Road, Bangalore). Interested parties may attend the said meeting to get their doubts clarified.
- Applicants requiring any clarification on this “Request for EoI” document may also notify MSIL (at its address given above) in writing not later than five (5) calendar days before the last date of submission of EoI.
- Interested parties may visit Paper Division, MSIL Head Office, Bangalore at any time during office hours for any clarification.

13. RIGHT OF MSIL TO ACCEPT OR REJECT EoI:

Notwithstanding anything contained in this “Request for EoI” document, MSIL reserves the right to accept or reject any or all EoIs at any time without assigning any reasons and without any liability or obligation for such acceptance, rejection or annulment.

14. FRAUD AND CORRUPT PRACTICES:

- The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the EoI Process. Notwithstanding anything to the contrary contained herein, MSIL may reject an Application without being liable in any manner whatsoever to the Applicant if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the selection Process.
- Without prejudice to the rights of MSIL hereinabove, if an Applicant is found by MSIL to have directly or indirectly or through an agent, engaged or indulged in

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any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the selection Process, such Applicant shall not be eligible to participate in any Tender or EoI issued by MSIL during a period of 2 (two) years from the date such Applicant is found by MSIL to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

- Misrepresentation/ Improper Response by any Applicant may lead to disqualification of the Applicant. If any such disqualifications are detected even after their selection and empanelment, such Applicants will be blacklisted.
- EoIs, which in the opinion of MSIL, have been completed with the improper assistance of employees of MSIL and ex-employees of MSIL, or with the utilization of information unlawfully obtained from MSIL, will be excluded from further consideration and will be rejected.
- For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - (a) “**Corrupt practice**” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the selection Process
 - (b) “**Fraudulent practice**” means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the selection Process;
 - (c) “**Coercive practice**” means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence any person’s participation or action in the selection Process

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- (d) “**undesirable practice**” means establishing contact with any person connected with or employed or engaged by MSIL with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the selection Process;
- (e) “**Restrictive practice**” means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Bidding Process.

15. DUE-DILIGENCE BY APPLICANTS:

Each Applicant should conduct its own study and analysis in order to respond to this “Request for EoI” document. MSIL makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations on any claim the potential Applicant may make in case of failure to understand the requirement and respond to the “Request for EoI” document. MSIL may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this “Request for EoI” document.

16. CONFLICT OF INTEREST:

MSIL requires that Applicant should provide professional, objective, and impartial advice and at all times hold MSIL's interests paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.

17. BLACKLISTED APPLICANTS:

The Applicant should not have been Blacklisted by Government of India or any State government / PSU over the last five years from the last date of submission of EOI. Such Applicants would not be eligible to submit EoI either themselves or through their associates.

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18. CONFIDENTIALITY:

- After the opening of EOIs, information relating to the examination, clarification, evaluation and comparison of EoIs, and recommendations concerning the award of Contract shall not be disclosed to any persons not officially concerned with such process.
- Any effort by a Applicant to influence MSIL or others connected in the process of examination, clarification, evaluation and comparison of EoIs, and in decisions concerning the award of Contract, may result in the rejection of its EoI.
- No Applicant shall contact MSIL on any matter relating to its EoI, from the time of the opening of EoI to the time the Contract is awarded. Any effort of the Applicant to influence MSIL in its decision in respect of EOI/ Bid evaluation, EoI comparison or award of the Contract shall result in the rejection of the EoI/ Bid. During the EoI preparation process, Applicants will address their inquiries and communications, if any, to only the authorized representative of MSIL as mentioned in clause “Address of Correspondence”.
- Canvassing in connection with “Request for EoI” is strictly prohibited. The submitted EoI of the Applicant who resorts to canvassing is liable to be rejected. EoI containing uncalled remarks or any additional conditions are liable to be rejected.

a. Disclaimer

- This “Request for Expression of Interest” document (also referred as “Request for EoI”) is not an agreement and is neither an offer nor commitment by MSIL to any Applicant or any other person. The purpose of this document is to provide information to the potential Applicants to assist them in submitting EoI. Though this document is prepared with sufficient care to provide maximum information to the potential Applicants, they may need more information than what has been

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provided. In such cases, the potential Applicant is solely responsible to seek the information required from MSIL, at his / her own cost. MSIL reserves the right to provide such additional information at its sole discretion

- In order to respond to this “Request for EoI” document, if required, and with the prior permission of MSIL, the potential Applicant may conduct his own study and analysis, as may be necessary. MSIL reserves the right to withdraw the “Request for EoI” document and change or vary any part thereof at any stage.
- Information provided in this document to the Applicant(s) is on a general range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. MSIL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. MSIL may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this document.
- The issue of this “Request of EoI” document does not imply that MSIL is bound to select all the applications and MSIL reserves the right to reject all or any of the Applications or Bids without assigning any reasons. Applicant shall bear all its costs associated with or relating to the preparation and submission of its E

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ANNEXURE-1

(Covering letter to be submitted on the letterhead of the Applicant)

To,

General Manager (Paper),
Mysore Sales International Limited,
3rd Floor, MSIL House,
36, Cunningham Road,
Bangalore 560052.

Sub: EoI Application for appointment as distributor/franchisee for selling
Vidya/Lekhak products

Sir,

With reference to your “Request for EoI” document dated 20.01.2024, I/we, having examined the “Request for EoI” document and understood its contents, hereby submit my/our Application for the aforesaid subject.

1. I/ We acknowledge that MSIL will be relying on the information provided in the Application and the documents accompanying such Application, and we certify that all information provided in the Application and all Forms are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying such Application are true copies of their respective originals.
2. The above statement is made for the purpose of and as part of the application for the Expression of Interest (EoI) application for “appointment as distributor/franchisee for selling Company’s Vidya/Lekhak products along with other products in the allotted territory as decided by MSIL.
3. I/ We shall make available to MSIL any additional information it may find necessary or require to supplement or authenticate the statements in the Application.
4. I/ We acknowledge the right of the MSIL to reject our Application without assigning any reason or otherwise and hereby waive, to the fullest extent

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permitted by applicable law, our right to challenge the same on any account whatsoever.

5. I/ We fully certify that our organization meet(s) all the pre-qualification criteria laid down in the “Request for EoI” document.
6. I/ We hereby irrevocably waive invoking any right or remedy which are available to us at any stage as per law or howsoever otherwise arising to challenge or question any decision taken by the MSIL in connection with the EoI process.
7. I/ We agree and undertake to abide by all the terms and conditions of the EoI document. In witness thereof, I/ We submit this EoI Application in accordance with the terms of the “Request for EoI” document.

Yours faithfully,

(Signature, name and designation of the
Authorized Signatory)

Name and seal of the Applicant

Place:

Date:

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ANNEXURE-2

(Application)

(to be filled & uploaded/submitted on the letterhead of the Applicant)

Sl. No	Description	
1	Name of the Firm	
2	Complete Address of Registered Office	
3	Nature of Business (Proprietary/ Partnership/Company) (In case of Company, copy of memorandum and articles of association and current list of directors to be attached)	
4	Year and Place of Establishment (Please enclose registration certificate issued by the Competent Authority)	
5	Present line of business	
6	Turnover for the FYs 2020-21, 2021-22 & 2022-23 (Certificate duly signed by Chartered Accountant to be uploaded)	2020-21: 2021-22: 2022-23:
7	Please mention locations where you have offices in Karnataka/India	
8	PAN Number (Attach a copy)	
9	GST Number (Attach a copy)	
10	Bank Details	
11	Interested in taking up: a) Distributorship: b) Franchisee for MSIL BOOK HOUSE (Flagship Store) c) Franchisee for MSIL STUDENT STORE in the open market c) Franchisee for MSIL STUDENT STORE at Universities	
12	Name of the Contact person	

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Sl. No	Description	
13	Contact No.:	
14	Preferred Location/Place in case of distributorship or franchisee for MSIL Book House/MSIL Student store in the open market/MSIL Student Store at Universities (to mention 3 places in the order of preference)	1) 2) 3)
15	Any other relevant information	
	Date:	
	Signature of Authorized Signatory:	
	Name and Designation of Authorized Signatory:	
	Telephone Number (with STD Code)	
	E-Mail Address	

Notes: Where the information cannot be provided in the above format, please furnish the information on a separate sheet. Please ensure proper reference between the row number (in above format) and the additional sheet used.