

**बंगाल केमिकल्स एण्ड
फार्मास्यूटिकल्स लिमिटेड**
(भारत सरकार का एक उपक्रम)



**BENGAL CHEMICALS &
PHARMACEUTICALS LTD.**
(A Government of India Enterprise)

पंजीकृत ऑफिस / Regd Office: 6, Ganesh Chunder Avenue, Kolkata – 700013

सीआइएन नं. / CIN No.: U24299WB1981GOI033489

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🌐 www.bengalchemicals.co.in

Notice Inviting Expression of Interest (EOI) For Appointment of Direct Distributors / Liaison Distributors in respect of Pharmaceutical Products & Other Products of BCPL.

EOI No.: BCPL/MKTG/2026-27/EOI/001

Date: 13/08/2026

1. Background

Bengal Chemicals & Pharmaceuticals Limited (BCPL), a Public Sector Undertaking under the aegis of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India, is engaged in manufacturing and marketing of pharmaceutical formulations (generic medicines as well as OTC), home products and industrial chemicals. BCPL invites EOI from eligible and experienced Firms / Companies / entities across India for marketing its products and generating institutional business, particularly from Government Establishments / Hospitals / Institutions (both Central and State) and PSU organizations, for appointment as Direct Distributors and Liaison Distributors.

The initial appointment shall be for a period of 3 three years, and further renewed for next financial year based on performance evaluation done periodically. In case of unsatisfactory performance, not up to our expectation, allotted institutions may be withdrawn or appointment as service / Liaison Distributors shall be terminated forthwith, without giving notice.

2. Scope of Work

BCPL manufactured pharmaceutical formulations shall be marketed through appointed Direct Distributors (DD) and Liaison Distributors (LD).

2.1 Key Responsibilities (DD & LD)

- Promoting and marketing of BCPL products, identifying new customers and following up for generating orders under Public Procurement Policy (PPP) and any other Policies of Central Government/State Government Authorities.
- Follow up with the existing customers (Government/PSU) for requirements of Company's products and converting the same to prospective PO and having the same uploaded (by the PO issuing authority) in GeM Portal and other relevant Government Procurement Portal.

2.2 Additional Key Performance Areas of Direct Distributors (DD):

- Sourcing of items from BCPL directly and supplying the same to the end customers where the customer will place order on the distributor directly specifying that the product shall be sourced from BCPL.
- Items to be sourced from BCPL on cash basis (pre-dispatch payment) for which applicable discount will be provided as specified elsewhere in this document.

2.3 Specific performance areas for Liaison Distributor (LD):

- To generate maximum orders for BCPL's range of products from the Institutions(s) and intimate BCPL in advance with respect to the prospective purchase orders by concerned procurement authorities / end customers in order to identify / tag the PO with the concerned LD.
- Follow up with BCPL regarding timely dispatch of the ordered items to the end customers to avoid late delivery situation.
- To ensure acceptance of material by the PO issuing Authorities and arrange to send a copy of Goods Receiving Note (GRN) to BCPL.

- Liaise with the end customer/procurement authority for delivery date extension (with or without levy of LD as applicable) in case of delays in supply beyond the contractual DD.
- Follow up with the procurement authorities for realising the payment against supplied materials within contractual payment dates.
- Provide reconciliation statements (on quarterly basis, customer wise) with respect to billed amounts invoice wise and payments remitted by the procurement authorities/customers along with details of deductions on account of TDS (GST & IT), Penal Charges (for short supply/delayed supply) and payment information i.e. payment date, NEFT UTR and remitter bank details. MIS report format will be provided on placement of work order.
- LD commission/remuneration will be payable only on the fulfilment of the above
- On appointment, party shall provide Interest Free Security Deposit of Rs.2,00,000/-to the Company.

3. Submission of EOI

- Applications (printed and signed on all pages) must be submitted by hand/post/courier. Application through email will not be entertained.
- Deadline: **1:00 PM on 07/09/2026**
- Late/incomplete applications shall be rejected.

Address for Submission:

The DGM (Marketing)
Bengal Chemicals & Pharmaceuticals Limited
6, Ganesh Chunder Avenue
Kolkata – 700013

 **+91(33) 2237 1525 / 26**

 **Envelope Superscription: "EOI for Distributorship / Liaison Distributorship"**

4. Eligibility Requirements

Applicants must meet the following minimum criteria:

1. Valid Wholesale Drug License as per Drug & Cosmetic Act.
2. Valid GST Registration
3. The applicant should have minimum three to five years' experience in the relevant field. Preference will be given to applicant with higher experience.
4. Annual sales turnover statement & turnover from LD commission signed by chartered Accountant along with IT return for the last three years.
5. Offer letters to BCPL mentioning the interested Govt. Institutions as per (Annexure- C) attached.
6. Submission of application form as per (Annexure – B)
7. Have adequate office infrastructure like computer, software, email, telephone.
8. Have adequate storage facility (as per Drugs & Cosmetic Act) etc.
9. Have valid Trade License from respective Authorities.

5. Commercial Terms

Business placed through:

5.1 Pharma Distributors (DD)

- 10% discount + 2% additional discount on advance payment
- Transactions strictly on advance payment basis

5.2 Liaison Distributors (LD)

The commission of liaison Distributors will be solely determined on the time taken for recovery of payment after an invoice made which are given below:

1.	On payment received within the period mentioned in the P.O. or if there is no mention in the PO then, 60 days from delivery of the material	10%
2.	On payment received after the date mentioned at Sr. no. 1 above, but within next 30 days	9%
3.	On payment received after the date mentioned at Sr. no. 1 above, but within next 60 days	8%
4.	On payment received after the date mentioned at Sr. no. 1 above, but within next 90 days	7%
5.	On payment received after the date mentioned at Sr. no. 1 above, but within next 120 days.	6%

6.	On payment received after the date mentioned at Sr. no. 1 above, beyond 120 days and up to 365 days	4%
7.	For payment not received within 2 years from the date of supply, then 2% of value of supplied items will be adjusted against security Deposited of Liaison Distributor, only in cases the value of the outstanding amount is more than 5% of the value of business secured by the LD for the respective financial year where such materials were supplied.	NIL

If the payment is made after 365 days, no commission/service charge shall be payable. The calculation on commission/charges shall be as under: -

- Amount of commission shall be calculated on amount received exclusive of GST and all other taxes.
- Date of receipt of the materials will be considered as the starting point for the claim of commission amount.
- Date of remittance (through RTGS/NEFT/E-Transfers) will be considered as last day for calculating actual payment period. For ointments Povidone Iodine and Clotrimazole the Commission will be payable @ 25% less of the rate mentioned under Points 1 to 6.
- If the supply is made on products manufactured under Loan Licence from Central/State PSUs then also the Commission will be payable @ 25% less of the rate mentioned under Points 1 to 6.
- The same shall be applicable in case of items manufactured by the BCPL own facility. In case no payment is received within 365 days of supply, the LD of the specified institutions and region will be cancelled and allotted to other eligible LD.
- The LD commission on the following products as per Table (A) will be 5% subject to payment received at our end as per terms mentioned in Table (B).

TABLE (A)

PRODUCT	UNIT	PRODUCT	UNIT
Tab.Bengesic	10x10	Cap.Raymclox	10x10
Tab.Cotrimoxazole SS	10x10	Cap.Benclox	10x10
Tab. Vitamin B complex	10x10	InjEto + Thio 2 ml	50 amp
Cap.Cefadroxil 500 mg	10x10	InjPentazocin 1 ml	50 amp
Povidonelod.Ointment	15 gm	Inj. Frusemide 2 ml	50 amp
Tab.Ranitidine 300 mg	10x10	Inj.Gentamycin 2 ml	20 vials
Cap.Omeprazole	10x10	Inj.Gentamycin 2 ml	100 amp
Cap.Benprazole D	10x10	Inj.Cefotaxim 1 gm	Vial

TABLE (B)

1.	On payment received within the period mentioned in the P.O. or if there is no mention in the P.O. then, 60 days from delivery of the material	6%
2.	On payment received after the date mentioned at Sr. no. 1 above, but within next 30 days	5%
3.	On payment received after the date mentioned at Sr. no. 1 above, but within next 60 days	4%
4.	On payment received after the date mentioned at Sr. no. 1 above, but within next 90 days	3%
5.	On payment received after the date mentioned at Sr. no. 1 above, beyond 90 days and upto 120 days.	2%
6.	On payment received beyond 120 - 365 days	1%
7.	On payment received beyond 365 days	NIL

ANNEXURE- A

Scoring Criteria for Selection of Pharmaceutical Distributors / Liaison Distributors

SL. No.	Criteria	Marks	Max. Score	Criteria Value of applicant LD/DD	Achieved Score
1	Turnover in 2023-2024 & 2024-2025	Avg. Turnover >10 Cr. - 10 marks Avg. ≥ 5Cr to ≤ 10Cr. - 5 marks Avg. < 5Cr - 3 marks	10		
2	Income from LD Commission in 2023-2024 & 2024-2025	Avg. > 1Cr. - 10 marks Avg. > 50 Lac to 99.99 Lac - 5 marks Avg. < 50 Lac - 3 marks	10		
3	LD Commission Percentage (%) of Total Income	Avg. > 50% - 10 marks Avg. > 30% to 49% - 5 marks Avg. < 30% - 3 marks	10		
4	No. of Organizations (pvt sector) where applicants firm has served as LD in last 3 years (till 2025-26)	≥ 5 Organizations - 10 marks < 5 Organizations - 5 marks	10		
5	No. of Pharma Manufacturer excluding CPSE/State PSU where applicant firm has served as Direct Distributors	≥ 5 - 10 marks < 5 - 5 marks	10		
6	No. of Pharma Manufacturer CPSE/State PSU where applicants firm has served as LD	Each CPSE/State PSU – 2 Marks each	10		
7	Zones and Institutions / Organizations (customers) for which applicant is appointed as LD by Pharma CPSE's	Per Institutions / Organizations (customers) per Zone – 1 Mark each (multiple units of the same organization/institution within the same State will be considered as a single unit)	40		
Total			100		

ANNEXURE- B

Name of Govt. Institutions/States Applied For 2026-2027 & 2027-2028

SL. No	Customers/ Institutions	Zone	Location	Expected Business Value
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

The information provided by the applicants in the above table will be mapped with the zone wise customers database of BCPL plus the prospective customers (new areas) identified by BCPL and or the applicants for the purpose of the allotting the customer & zones amongst the eligible applicants based on the herein evaluation score (**Annexure-A**)

Application for appointment as Liaison Distributor or Direct Distributor of Bengal Chemicals & Pharmaceuticals Limited

'APPLICATION FORMAT'

1. Name of Applicant Firm:
2. Status of the Firm (Company/LLP/Proprietorship, etc.):
(Firm Composition details to be attached)
3. Registration No. (if any):
4. Date of Establishment:
5. Application for (PI Select any one): [] Liaison Distributor [] Direct Distributor
(use separate application for each category)
6. Name & Address of Principal Office & Branch Office (s)

Office type (HO/Reg. Office/Branch)	Address	Year of Establishment	Contact details: In-charge Name, Tel., Fax, Email.

7. Particulars of Proprietor/ Partners / Directors

SL. No.	Name	Status /Role in Firm	DIN if any	Years in firm	Income Tax PAN

8. Income Tax PAN of Applicant Firm/Company (attach copy):
9. GST Registration No. of Applicant Firm/Company (attach copy):
10. Drug Licence details of the Firm (if application is for DD), attach copy:
11. Details of Organizations (Pvt sector) where applicants firm has served as LD in last 3 years (till 2025-26):

SL. No.	Name of the organization	Address and work order issuing authority details	Period of appointment	Attached documentary proof marked as annexure (A11/XX)
1				A11/01
2				A11/02
3				A11/03 etc

(Attach documentary evidence in support of the above data which should be corresponding to the information given)

12. Details of Pharma Manufacturer excluding CPSE/State PSU where applicant firm has served as Direct Distributors:

SL. No.	Name of the organization	Address and work order issuing authority details	Period of appointment	Attached documentary proof marked as annexure (A12/XX)
				A12/01
				A12/02
				A12/03 etc

(Attach documentary evidence in support of the above data which should be corresponding to the information given)

13. Details of Pharma Manufacturer CPSE/State PSU where applicants firm has served as LD:

SL. No.	Name of the organization	Address and work order issuing authority details	Period of appointment	Attached documentary proof marked as annexure (A13/XX)
				A13/01
				A13/02
				A13/03 etc

(Attach documentary evidence in support of the above data which should be corresponding to the information given)

14. Details of Customers/Institutions where applicants firm has served as Liaison Distributor (LD):

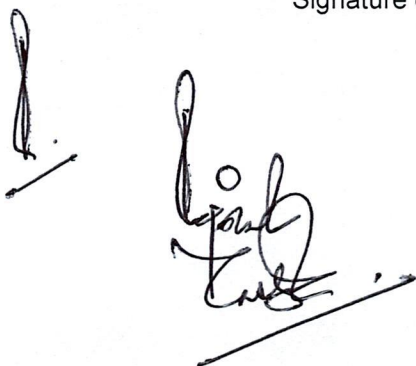
SL. No.	Customers/Institutions	Zone	Year	PSU awarding LD	Attached documentary evidence

(Attach documentary evidence in support of the above data which should be corresponding to the information given)

UNDERTAKING

1. It is confirmed that all the information provided above are true and comply with requirements the EOI.
2. We confirm that we have not made any deviation from the specified terms & conditions of EOI documents. We undertake to deposit the Security Deposit as applicable within 15 days of receipt of Work Award. A copy of complete EOI document duly signed and sealed on all pages as a token of acceptance of all terms and conditions is attached.

Signature of Director/Partner/Proprietor with Name & Seal of Company/Firm

The block contains a handwritten signature in black ink, which appears to be 'S. K. Singh'. Below the signature is a circular stamp, likely a company seal, though the details within it are not clearly legible. The signature and stamp are positioned to the left of the 'UNDERTAKING' section.