

EXPRESSION OF INTEREST (EOI)
FOR APPOINTMENT OF EXPORT AGENTS / OVERSEAS DISTRIBUTORS FOR
"KERA" PRODUCTS — COUNTRY/TERRITORY-WISE

KFD/497/2026-MKTG

03.08.2026

1. Introduction

KERAFED (Kerala Kera Karshaka Sahakarana Federation Ltd.) is the apex co-operative federation of coconut farmers in Kerala and the largest producer of coconut oil in India. KERAFED invites Expression of Interest (EOI) from eligible, financially sound and reputed entities for appointment as Export Agents / Overseas Distributors for its "KERA" range of products, on a country/territory-wise basis, in accordance with KERAFED's Policy for Appointment of Export Agencies.

2. Objective

- To expand the international market presence of KERA products in a structured, country-wise manner.
- To identify and appoint financially sound, legally compliant and reputed entities as Export Agents/Overseas Distributors through a fair and transparent EOI process.
- To appoint parties under either of the two permissible modes described below, as suited to the Applicant's business model.

3. Countries/Territories Open for this EOI

KERAFED invites EOI for appointment of Export Agencies for the following Countries/Territories. Applicants may apply for one or more Countries/Territories, and shall submit a separate application for each Country/Territory applied for.

Sl. No.	Country / Territory	Indicative Product Basket	Mode(s) of Appointment Open
1	Worldwide / Global (Country/Territory to be specified by the Applicant)	KERA Coconut Oil / Value-added coconut products*	Model A / Model B

* Indicative only; the final product basket for each Country/Territory shall be as approved by the Managing Director.

4. Modes of Appointment

Model A — Export Agent (Tripartite Agreement): Applicable where the Applicant is only an intermediary — procuring KERA products from KERAFED, exporting the same, and supplying onward to a separate, independent Overseas Distributor in the destination country. Appointment under this model shall be through a Tripartite Agreement among KERAFED, the Export Agent and the Overseas Distributor.

Model B — Agent-cum-Distributor (Bipartite Agreement): Applicable where the Applicant itself intends to act as both exporter and distributor in the destination country, with no separate third-party Overseas Distributor involved. Appointment under this model shall be through a bipartite Export-cum-Distributorship Agreement directly between KERAFED and the Applicant.

Every Applicant shall clearly indicate, in the Application Form (Annexure I), the mode of appointment sought (Model A or Model B) and, in the case of Model A, shall disclose the identity and details of the proposed Overseas Distributor.

5. Eligibility Criteria

- Duly constituted and registered business entity — either an Indian export house with an established overseas buyer/distributor network, or an entity registered in the destination country with the necessary import authorisation.
- Valid Importer-Exporter Code (IEC) issued by the DGFT (for Indian Applicants); valid import registration/licence in the destination country (for the Overseas Distributor/Agent-cum-Distributor).
- Minimum 2–3 years' experience in FMCG/food/edible-oil export-import trade (preferred).
- Sound financial standing, with adequate working capital or Letter of Credit facility to support the proposed volumes.
- Adequate warehousing and last-mile distribution capability in the destination country, held or arrangeable.
- Willingness to comply with, and where required obtain, all import/food-safety/labelling approvals applicable in the destination country.
- Should not have been blacklisted, denied or found in default by any principal, and should not appear on any applicable international sanctions/denied-party list.
- Should not concurrently represent a directly competing coconut-oil brand in the same Country/Territory, unless specifically permitted by KERAFED in writing.
- Willingness to execute the Tripartite/Bipartite Agreement, as applicable, and furnish the security deposit/Letter of Credit prescribed by KERAFED.

6. Documents to be Submitted with the EOI

- Duly filled Application Form (Annexure I).
- Certificate of incorporation/registration and constitutional documents of the Applicant.
- Valid IEC certificate / import licence or registration, as applicable.
- Audited financial statements for the preceding 2–3 years, and banker's solvency certificate/reference.

- Details and proof of existing export/import experience in FMCG/food/edible-oil trade (client list, past purchase orders/invoices, etc.).
- Details of warehousing and distribution infrastructure in the destination country.
- Details of the proposed Overseas Distributor, where Model A is sought (name, address, registration details, distribution network).
- Self-declaration of no blacklisting/default/sanctions-list presence, on the Applicant's letterhead.
- Any other document in support of eligibility under Section 5 above.

7. Submission of EOI

Interested parties may submit their Expression of Interest, along with the Application Form (Annexure I) and the requisite documents listed in Section 6, in a sealed cover / by email as specified below, on or before the last date of submission.

Last date for submission: 10.08.2026

Address for submission:

The Managing Director, KERAFED
 Water Works Compound, Vellayambalam,
 Vikas Bhavan (P.O), Thiruvananthapuram, Kerala – 695 033
 Phone: 0471-2320504 / 2321660 / 2326209 / 2321046 / 2322736, +91 6282431525
 Email: marketing@kerafed.com

8. Processing and Selection

Where only one eligible Applicant responds for a given Country/Territory within the stipulated period, the Applicant may be appointed directly, subject to due diligence and the approval of the Managing Director. Where more than one eligible Applicant responds for the same Country/Territory, the Marketing Department shall evaluate the Applicants on financial capacity, export/import experience, existing overseas distribution network, warehousing and logistics capability, and trade references, and place a comparative statement before the Managing Director for selection. Due diligence shall include verification of documents, field/virtual verification of premises and network, bank and trade reference checks, and mandatory sanctions/denied-party screening. All appointments require the final approval of the Managing Director.

9. Terms of Appointment

- Period of appointment: One (1) year from the date of execution of the Agreement, extendable at the sole discretion of the Managing Director based on satisfactory performance.
- Appointment shall be personal to the Applicant, and shall be non-transferable and non-assignable without KERAFED's prior written consent.
- Periodical (at least half-yearly) reports on export volumes, overseas sales/stock position and market feedback shall be submitted to KERAFED.
- Security deposit/advance payment/irrevocable Letter of Credit shall be fixed by KERAFED depending on the Country/Territory, expected volume and mode of appointment. Payment terms shall ordinarily be advance payment or Letter of Credit at sight.

10. General Conditions

- This EOI is issued pursuant to, and shall be read together with, KERAFFED's Policy for Appointment of Export Agencies. The detailed legally binding terms shall be as set out in the Tripartite/Bipartite Agreement executed thereunder.
- KERAFFED reserves the right to accept or reject any or all EOIs, to modify or withdraw this EOI, or to re-invite EOI for any Country/Territory, without assigning any reason, and without prior notice.
- Canvassing of any kind will disqualify the Applicant.
- No Agreement shall be executed without prior vetting by KERAFFED's Legal Cell/empanelled legal counsel and the approval of the Managing Director.
- All disputes shall be subject to the dispute-resolution and governing-law clause incorporated in the respective Agreement; in the absence of a specific clause, the jurisdiction of the Courts at Thiruvananthapuram, Kerala shall apply.

Managing Director
KERAFFED

**APPLICATION FORM — EXPRESSION OF INTEREST FOR APPOINTMENT AS EXPORT
AGENT / OVERSEAS DISTRIBUTOR FOR "KERA" PRODUCTS**

A. Country/Territory and Mode Applied For

Country/Territory applied for	
Mode of appointment sought (tick one)	☐ Model A — Export Agent (Tripartite) ☐ Model B — Agent-cum-Distributor (Bipartite)

B. Applicant Details

Name of Applicant entity	
Constitution (Company/Partnership/Proprietorship, etc.)	
Country/place of registration	
Registered address	
Name of authorised signatory/contact person	
Designation	
Phone / Mobile	
Email	
Website (if any)	

C. Regulatory / Licence Details

IEC Code (if Indian entity)	
Import registration/licence no. (destination country)	
Applicable food-safety/labelling regulator in destination country (e.g., FDA/FSANZ/EU/GCC)	

D. Experience and Financial Standing

Years of experience in FMCG/food/edible-oil export-import trade	
Annual turnover (last 2–3 years)	
Banker's name and branch	
Available working capital / LC facility	
Warehousing/last-mile distribution capability in destination country	
Existing principals/brands represented in the destination country	

E. Details of Proposed Overseas Distributor (to be filled only if Model A is sought)

Name and address of proposed Overseas Distributor	
Registration/import licence details	
Distribution network / territories covered	

F. Enclosures Attached (tick as applicable)

- ☐ Certificate of incorporation/registration and constitutional documents
- ☐ Valid IEC certificate / import licence or registration
- ☐ Audited financial statements (last 2–3 years) and banker's solvency certificate/reference
- ☐ Proof of past export/import experience (client list, purchase orders/invoices, etc.)
- ☐ Details of warehousing and distribution infrastructure
- ☐ Details of proposed Overseas Distributor (if Model A)
- ☐ Self-declaration of no blacklisting/default/sanctions-list presence
- ☐ Other supporting documents (please specify):

G. Declaration

I/We hereby declare that the information furnished above and in the enclosed documents is true and correct to the best of my/our knowledge. I/We have read and understood KERAFED's Policy for Appointment of Export Agencies and agree to be bound by its terms, including the eligibility criteria, due-diligence requirements and the terms of appointment set out therein. I/We confirm that the Applicant/proposed Overseas Distributor has not been blacklisted, denied or found in default by any principal, and does not appear on any applicable international sanctions/denied-party list. I/We further confirm that no form of canvassing has been resorted to in connection with this application.

Place:

Date:

Signature of Authorised Signatory
Name & Designation
Company Seal