

EXPRESSION OF INTEREST (EOI)
FOR APPOINTMENT OF DISTRIBUTORS FOR "KERA" PRODUCTS

KFD/497/2026-MKTG

Date: 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 financially sound, reputed and service-oriented business entities for appointment as Distributors of its "KERA" range of products — coconut oil, desiccated coconut, milk powder, hair-care and baby-care products — for the territories listed below, in accordance with KERAFED's Policy for Appointment of Distributors.

2. Territories Open for this EOI

Applications are invited for the following unserved/vacant territories. Applicants shall submit a separate application for each territory applied for.

Sl. No.	Territory (District/Taluk/Area)	Status
1	Thiruvalla, Pathanamthitta district	Unserved / Vacant
2	Kozhanchery, Pathanamthitta district	Unserved / Vacant
3	Kuttanadu, Alappuzha district	Unserved / Vacant
4	Meenachal, Kottayam district	Unserved / Vacant
5	Kattakada, Thiruvananthapuram district	Unserved / Vacant

3. Eligibility Criteria

- Individual (minimum 21 years of age), proprietorship/partnership firm, LLP, private limited company, or registered co-operative society engaged in FMCG/grocery/general trade distribution.
- Sound financial standing and good market reputation; prior experience of 2–3 years in FMCG, edible oil, or grocery distribution preferred.
- Adequate godown/warehouse space with proper storage, hygiene and fire-safety conditions, owned or arrangeable.
- Adequate delivery vehicles and trained manpower to service the territory and its sub-dealers/retailers.

- Sufficient working capital to maintain prescribed stock levels and make advance payment/furnish security deposit.
- Should not concurrently distribute any directly competing coconut oil or copra-oil brand in the same territory, unless specifically permitted by KERAFED.
- Should hold, or undertake to obtain before appointment, valid GST registration, FSSAI licence, Shops & Establishment licence, and PAN.
- Should not have been blacklisted, terminated for cause, or found guilty of malpractice by KERAFED or any other principal in the past.

4. Documents to be Submitted with the Application

- Duly filled Application Form (Annexure I) with covering letter and passport-size photograph.
- PAN card and address proof of the applicant/firm; proof of business constitution (partnership deed/certificate of incorporation, as applicable).
- GST registration, FSSAI licence (if already held), and other trade licences.
- Details and proof of godown space, vehicles, manpower and existing distribution/retail network.

5. Evaluation and Selection

Applications will be screened for completeness and eligibility, followed by field verification/due diligence of godown, vehicles, manpower and market network. Where more than one eligible applicant applies for the same territory, applicants shall be evaluated by the Evaluation Committee on the marking scheme prescribed under KERAFED's Policy for Appointment of Distributors (Infrastructure, Vehicle & Transport Capacity, Financial Capacity, Existing Distribution Network, Product Range/Trade Experience, Manpower Strength, and Reputation & Track Record — Total 100 marks). A minimum qualifying score of 60 marks is required for consideration. The Committee's recommendation, along with comparative scores, shall be placed before the Managing Director, whose decision shall be final.

6. Terms of Appointment

- Selected applicants shall be issued a Letter of Appointment/Intent, followed by execution of a formal Distributorship Agreement.
- Appointment shall initially be for a probationary/trial period (typically one year), extendable/regularised based on performance.
- An interest-free refundable security deposit, the quantum of which shall be fixed by KERAFED based on the territory and expected volume, shall be payable before commencement of supply.
- The distributorship shall be personal to the appointee and non-transferable/non-assignable without KERAFED's prior written consent.

7. Submission of Application

Interested parties may submit their application along with the Application Form (Annexure I) and the requisite documents to the concerned Regional/Branch Office of KERAFED, through the 'Distributor Enquiry' link on www.kerafed.com, or to:

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

Last date for submission: 10.08.2026

8. General Conditions

- This EOI is issued pursuant to, and shall be read together with, KERAFED's Policy for Appointment of Distributors. The detailed legally binding terms shall be as set out in the Distributorship Agreement executed thereunder.
- KERAFED reserves the right to accept or reject any or all applications, or to modify or withdraw this EOI, without assigning any reason and without prior notice.
- Canvassing of any kind will disqualify the applicant.
- All disputes shall be subject to the jurisdiction of the Courts at Thiruvananthapuram, Kerala.

**Managing Director
KERAFED**

APPLICATION FORM FOR APPOINTMENT AS DISTRIBUTOR OF "KERA" PRODUCTS

A. Territory Applied For

Territory (District/Taluk/Area)	
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B. Applicant Details

Name of Applicant / Firm	
Constitution (Individual/Proprietorship/Partnership/LLP/Pvt. Ltd./Co-operative)	
Age (if individual/proprietor)	
Registered / Business Address	
Phone / Mobile	
Email	
PAN	
GST Registration No.	
FSSAI Licence No. (if held)	
Shops & Establishment Licence No.	

C. Infrastructure and Manpower

Godown/warehouse area (sq.ft.) and ownership status	
No. of delivery vehicles owned/leased	
No. of sales representatives / delivery staff / accounts personnel	
No. of active retail outlets/sub-dealers currently serviced	

D. Financial and Trade Standing

Net worth as per latest audited Balance Sheet	
Banker's name and branch	
Years of relevant distribution experience	
Existing FMCG/edible-oil brands/agencies held (incl. competing brands, if any)	
Two trade/banking references (name & contact)	

E. Enclosures Attached (tick as applicable)

- ☐ Covering letter and passport-size photograph
- ☐ PAN card and address proof
- ☐ Proof of business constitution (partnership deed/certificate of incorporation, etc.)
- ☐ GST registration and FSSAI licence (if held)
- ☐ Proof of godown, vehicles and manpower
- ☐ Latest audited financial statement / ITR / bank solvency certificate
- ☐ Details of existing distributorships and trade/banking references
- ☐ Other supporting documents (please specify):

F. 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 Distributors and agree to be bound by its terms, including the eligibility criteria, evaluation norms and terms of appointment set out therein. I/We confirm that I/we have not been blacklisted, terminated for cause, or found guilty of malpractice by KERAFED or any other principal in the past, and that no form of canvassing has been resorted to in connection with this application.

Place:

Date:

Signature of Applicant
Name & Designation
Seal (if applicable)