

Mktg: Ice:

Date: 25.10.2016
Through Courier

To
M/s
(All Interested Transporters)

Dear Sir

Sub: Online Registration for Transportation of Ice Cream and other Frozen Products for the Period from 01.01.2017 to 31.12.2017 (2017-18)

Dear Sir,

As you may be aware that Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF) popularly known as “AMUL” is Asia’s largest integrated dairy products manufacturing and marketing Organization and India’s largest food company, having annual turnover more than ₹ 27,000 Crores and expecting ₹ 50,000 Crores by 2020. This is a testimony to the collective wisdom of 36 lacs milk producers of Gujarat who have built a premier co-operative organization and much-valued brands **Amul & Sagar** with perseverance over the last 69 years. GCMMF is presently market leader in almost all-dairy products category i.e. Ice Cream, Milk, frozen Paneer, Butter, Milk Powder, Cheese, Chocolate, Cheese Spread, Long life Milk, Flavoured Milk, Curd , Frozen Rasmalai, Frozen Pizza etc.

We have identified frozen products category as one of our major thrust area. At the same time we have remained **No.1 Ice Cream brand In India**. We are expecting a turnover of ₹1500 Crores in frozen products category by year 2016-17, which is expected to be ₹ 2000 Crores business by the year 2017-18.

To achieve this aim, we have successfully launched Ice Cream, frozen Paneer and Pizza in 54 Branches of 28 State and 3 Union territories and have received an overwhelming trade and consumer response from the markets.

We invite your application for registration of online Reverse auction E.Tender for transportation of the frozen product as per the following

Details:

1. Name of Products : Amul Frozen Products (Ice Cream, Paneer , Frozen Rasmalai, Frozen Pizza etc)
2. Products will be loaded at : **-15 degree C** or lower
3. Temp. to be maintained : : The Refrigerated van should have tropicalised design to suit Indian conditions to maintain Air Temperature **Up to -22 ° C or below** at ambient temperature during transit.
4. Insulation of Vehicle : Polyurethane foam (PUF) injection moulded / Pre-fabricated Panel having density not less than 40 kg/cubic or 125 mm Thickness

5. Refrigerated Plant : Carrier / Thermo king (Imported Ref. Plant)
6. Loading Points : From our Manufacturing Plants / Cold-room to Branch Cold room/ Wholesale Dealers
7. Data Logger /VTS : Vehicle Container should have installation of online vehicle tracking System (VTS) with temperature sensor (location /Temperature) or approved Data Logger of **Gemini or Escort** brand only
8. Type of Vehicle Required:

Vehicle Model	Small Vehicle (LCV)	Large Vehicle (HCV)
	Tata 207/407/709/909/1109 or equivalent	Tata 1612/2516 /3516 /4018 or equivalent

9. Hedge Door : Vehicle should have hedge door of 2.5' x 2.5' on the back door of container to avoid the loss of temperature during loading / unloading time up to TATA1612 medium Vehicle or equivalent.

10. We are enclosing herewith:

- a) The terms and condition of the transport contract agreement for **2017-18** (1 to 17 pages). Please put your **seal & signature on each and every page of Terms & condition** and avoid putting any other remarks on the terms & Conditions other than seal & sign, which will not be accepted.
- b) **Draft of forwarding letter** for sending us filled up quotation an enclosure of the letter on your letterhead.
11. The GCMMF Ltd. reserves its right to accept or reject registration/ quotation received against this inquiry without assigning any reason. **Subsequently on receipt of accepted T&C of frozen transport contract from your side, we will negotiate the rate through online reverse auction which will be informed accordingly.**
12. Please forward your application for registration of online addressed to **In charge, Ice Cream Division, GCMMF LIMITED, Amul Dairy Road, Anand-388001** in a sealed cover super scribed with **“Application for Online Reverse Auction E Tender of Frozen Vehicle ”** in bold letters **so as to reach us latest by 01.11.2016 through speed post or Courier.** Please note that terms and condition of transport contract agreement is also available on the website: www.amul.com / Amul the taste of India/ b2b / Ice cream Transport contract-2017-18. You may kindly download the same and send us duly filled up accordingly.

Thanking you,

Yours faithfully,

(Jayen Mehta)
Sr. General Manager (P&M)

Encl: as above