



कार्यालय छत्तीसगढ़ राज्य लघु वनोपज सहकारी संघ मर्यादित
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क्रमांक / वनो. / संघ / का.द. / परि / 2023 / 16542

रायपुर, दिनांक 28 / 12 / 2023

विषय/Subject: “छत्तीसगढ़ हर्बल्स” उत्पाद वितरण संचालन हेतु नीति के संबंध में ।
Policy for the “Chhattisgarh Herbals” Products Distribution and Operation
Regarding.

कृपया इस पत्र के साथ संलग्न “छत्तीसगढ़ हर्बल्स” उत्पादों का वितरण भारत
में किये जाने हेतु संबंधित नीति का अवलोकन करें ।

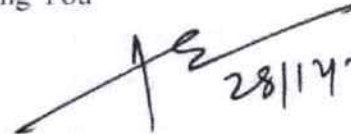
Please find and enclosed the Policy for the Distribution of “Chhattisgarh
Herbals” Products in India.

यह नीति अगली सूचना तक भारत (छत्तीसगढ़ सहित) में लागू और प्रभावी
रहेगी ।

This Policy shall remain applicable and Effective in India (Including
Chhattisgarh) until further notification.

संलग्न / Enclosed:- उपरोक्तानुसार / As mention Above

“धन्यवाद” / Thanking You


28/12/2023

अमरनाथ प्रसाद / Amarnath Prasad
अपर प्रबंध संचालक (व्यापार) / AMD (T)
छत्तीसगढ़ राज्य लघु वनोपज संघ, नवा रायपुर /
CGMFP Federation, Raipur

Policy for the Chhattisgarh Herbals distribution operations

1. The distribution towns are divided into Four categories Metro, A+, A & B. The distribution partner has to commit a minimum upfront investment for shall be Rs 5,00,000 for each town. Accepted mode of Deposit shall be Bank Guarantee (payable at Raipur), Online Bank Transfer, DD (Payable at Raipur, Pay order).
2. In case of a distributor being interested in more than one town, the investment security deposit shall be calculated as sum of total towns (amount for each town as per the relevant town category).
3. Other state distributors shall be serviced by MART Raipur.
4. The products shall be billed as per following:

Product Category	Discount (Cash payment)	Discount (7 day PDC)	Discount (15 day PDC)
Category 'A'	45%	43.5%	42%
Category 'B'	30%	28.5%	27%
Category C	24%	23%	22%

- a. No credit beyond 15 days.
 - b. The credit amount limit shall be subject to the limit of the Initial investment deposit with CGMFP Federation. Distributor may get revised credit limit by providing additional deposit.
 - c. CGMFP Management may ask distributor to increase the deposit amount based on the sales.
 - d. The pricing structure may be revised from time to time by the CGMFP Management.
 - e. Distributors shall be provided with written notification of revised pricing at least 15 days in advance from the effective date of revised pricing.
5. For the purpose of return/replacement following conditions shall apply:

S.No.	Category	Return/ Replacement Policy
1.	Damaged	Only transit damages reported by Distributor in seven days of receiving the stocks shall be entitled for replacement.
2.	Expired / Less than 30 days to expiry	Retailers to be compensated as per clause 9(a)

6. The Distributor will be responsible for ensuring that the products received for sales are saleable in every aspect. Any issues related to receiving damaged/expired products from CGMFP, shall be notified within 7 working days to the CGMFP executive in writing. Beyond the notified period no complaints / issues related to delivered products shall be entertained.
7. The products shall be provided on non-returnable basis to the Distributor. However, products billed to retailer can be returned, subject to physical confirmation by the MART/CGMFP executive regarding quantity, saleability of the stocks and final approval from CGMFP Management. In case of retailer/ distributor request for product return / replacement. Following steps to be followed.
8. Get the details of the products, from the retailer / distributor, on the form attached (SR-DS-1).
9. Return / Replacement Options:
 - a. product return with 5% additional discount towards settlement of the product value to the retailer/ distributor, on the product purchase done in future transactions, such that the entire settlement amount to be compensated in next 100 days of billing. After 100 days any pending settlement amount shall be discarded.
10. The sales return for any retailer shall not exceed 10% of the total billing of distributor in 12 months.
11. Damaged products at the retailer shall not be returned. This includes rat bites, damaged in handling, torn labels etc.
12. Distributor shall provide daily sales report to MART Executive.
13. CGMFP Federation may chose to appoint a Sales person for ensuring higher sales from the territory of a distribution partner. The concerned sales person shall report to MART Executive and will be responsible for order generation from the retailers in the allotted territory.
14. The salary of the sales person shall be provided by the distributor and compensated by the CGMFP management in form of credit note to be adjusted against future billing of products by distributor. The Salary will be subject to a maximum as following
 - a. Metro and A+ cities Rs 20,000
 - b. A Cities Rs 15,000
15. The operational expenses of the sales person shall be borne by the distributor.
16. CGMFP Management shall decide the effectiveness of the sales person and may decide to curtail the services of the sales person, by providing a minimum 15 day notice to the distributor.

17. Distributor shall also have the prerogative of removing / replacing the sales person, if found ineffective. It may be done by providing a minimum of 15 day written intimation to the CGMFP management.
18. Delivery of products and payment collection will be sole responsibility of the distributor. In case of any oversight/ discrepancy in product delivery and/or payment collection, the responsibility shall solely rest with Distributor. No representative of CGMFP shall be held responsible in any manner for, any and all delivery and/or payment collection issues.
19. CGMFP management shall provide promotion and advertising support for increasing the sales.
20. The advertising support shall be planned and executed by the CGMFP management, with written intimation to the distributor.
21. Local promotions shall be planned with mutual discussion / as requested by the distributor, on case to case basis. Distributor shall contribute with manpower/ product stock support to execute the local promotion activities. The expenditure thus incurred shall be compensated after validation by the designated CGMFP authority.
22. Special promotion request from distributor shall be entertained on mutual sharing basis. Such requests will be decided on case to case basis.
23. Distributor shall be penalised for selling expired/damaged products.
24. Distributor shall be penalised for selling spurious/fake Chhattisgarh Herbals products.
25. The penalty would be confiscation of the Investment deposit along with requisite legal action for recovery of damages to the reputation of brand and CGMFP Federation. along with immediate cessation of all business activities. The Distributor shall be barred from any business relationship with CGMFP Federation and it's representatives in future.
26. In case of any dispute the decision of the Managing Director, CGMFP Federation shall be final.
27. All transactions shall be subject to the jurisdiction of the courts at Raipur.

LIST OF 'CHHATTISGARH HERBALS' PRODUCTS FOR DISTRIBUTION**CATEGORY A.**

S.No.	Name of Product	SKU Size	Unit	MRP (Rs)
1	2	3	4	5
1	Organic Wild Forest Honey	1200	Gm	1080
		800	Gm	760
		600	Gm	600
		300	Gm	315
		200	Gm	220
2	Aloevera Shampoo	300	MI	549
3	Aloevera Conditioner	300	MI	499
4	Aloevera Body Wash Joy	300	MI	599
5	Aloevera Body Wash Lavender	300	MI	599
6	Aloevera Body Wash Sandalwood	300	MI	599
7	Aloevera Soap Joy	125	Gm	249
8	Aloevera Soap lavender	125	Gm	249
9	Aloevera Soap Sandalwood	125	Gm	249
10	Aloevera Moisturizer	300	MI	499
11	Aloevera Gel	50	MI	179
		100	MI	299
12	Jamun Juice (Clarified)	190	MI	150
13	Jamun Juice (Clarified)	475	MI	325
14	Jamun Juice (With Fiber)	190	ml	145
15	Jamun Juice (With Fiber)	475	ml	315
16	Chironjee	1	Kg	1920
17	Chironjee	200	Gm	400
18	Chironjee	100	Gm	210
19	Mahua Pickle	400	Gm	250
20	Mahua Pickle	200	Gm	135
21	Amla Candy (Salty)	100	Gm	75
22	Amla Candy (Sweet)	100	Gm	100
23	Amla Candy (Sweet)	50	Gm	60
24	Chyawanprash	1200	Gm	650
25	Chyawanprash	600	Gm	345
26	Chyawanprash	300	Gm	220
27	Kaunch-pak	200	Gm	200
28	Kaunch-pak	100	Gm	115

S.No.	Name of Product	SKU Size	Unit	MRP (Rs)
29	Vasawaleh	600	Gm	445
30	Vasawaleh	300	Gm	250
31	Mahavishgarbh Oil	200	MI	520
32	Mahavishgarbh Oil	100	MI	270
33	Mahavishgarbh Oil	50	MI	150
34	Bael Sherbat	500	MI	170
35	Madhumeah Nashak Churna	150	gm	145
36	Madhumeah Nashak Churna	75	gm	85
37	Amchur Powder (Premium)	100	Gm	85
38	Amchur Powder (Premium)	50	Gm	50

LIST OF 'CHHATTISGARH HERBALS' PRODUCTS FOR DISTRIBUTION**CATEGORY B.**

S.No.	Name of Product	SKU Size	Unit	MRP (Rs)
39	Processed Kodo	1	Kg	170
40	Processed Kutki	1	Kg	210
41	Processed Ragi	1	Kg	130
42	Kodo Atta	1	Kg	185
43	Kutki Atta	1	Kg	230
44	Ragi Atta	1	Kg	145
45	Kodo Dalia	1	Kg	205
46	Kutki Dalia	1	Kg	255
47	Ragi Dalia	1	Kg	160
48	Kodo Suji	1	Kg	195
49	Kutki Suji	1	Kg	245
50	Ragi Suji	1	Kg	155
51	VANAJA Energy Bar (Sesame)	25	Gm	30
52	VANAJA Energy Bar (Sesame)	50	gm	55
53	VANAJA Energy Bar (Kodo)	25	Gm	30
54	VANAJA Energy Bar (Kodo)	50	gm	55
55	VANAJA Energy Bar (Ragi)	25	Gm	30
56	VANAJA Energy Bar (Ragi)	50	gm	55
57	Imli Candy	100	Gm	60
58	Imli Candy	50	Gm	35
59	Ragi Cookies	100	Gm	149
60	Kodo Cookies	100	Gm	149
61	Amla Juice	500	ml	140
62	Amla Murabba	900	gm	245
63	Amla Murabba	500	Gm	155
64	Bael Murabba	500	gm	140
65	Amchur Powder (Regular)	100	gm	60
66	Amchur Powder (Regular)	50	gm	35
67	Amla Pickle	400	gm	240
68	Amla Pickle	200	gm	130
69	Bamboo Shoot Pickle	850	gm	525

S.No.	Name of Product	SKU Size	Unit	MRP (Rs)
70	Bamboo Shoot Pickle	425	gm	280
71	Bamboo Shoot Pickle	225	gm	160
72	Kathal (Jackfruit) Pickle	850	gm	535
73	Kathal (Jackfruit) Pickle	425	gm	285
74	Kathal (Jackfruit) Pickle	225	gm	145
75	Mahua Jam	175	gm	75
76	Jamun Refresh (RTS Drink)	475	Gm	105
77	Jamun Refresh (RTS Drink)	190	gm	55

Category C

S.No.	Name of Product	SKU Size	Unit	MRP (Rs)
78	Bastar Imli Chapati (seedless)	1000	Gm	165
79	Bastar Imli Chapati (seedless)	500	Gm	90
80	Herbal Dhoop	50	gm	40
81	Herbal Hawan Samgri	200	gm	55

