



**SHRI MATA VAISHNO DEVI SHRINE BOARD,  
KATRA**

**EXPRESSION OF INTEREST  
FOR  
REFRESHMENT UNIT -1, RD 2/700 ON  
TARAKOTE MARG**

FOR OPENING OF  
VEGETARIAN FOOD AND BEVERAGE OUTLET  
ON LEASE AND LICENCE BASIS



**OFFICE OF THE CHIEF EXECUTIVE OFFICER  
SHRI MATA VAISHNO DEVI SHRINE BOARD,  
Central Office, Jammu Road, Katra (J&K) – 182301  
E-mail: [aceovb@maavaishnodevi.net](mailto:aceovb@maavaishnodevi.net), [dmccatering@maavaishnodevi.net](mailto:dmccatering@maavaishnodevi.net)**

**Expression of Interest for award of contract for Refreshment Unit-1,  
RD 2/700 on Tarakote Marg for a period of 04 years**

Shri Mata Vaishno Devi Shrine Board, an autonomous organization set up under a state law to manage the pilgrimage to the Holy Shrine of Shri Mata Vaishno Devi Ji is located in the Trikuta hills, in the District Reasi (J&K). Hon'ble Lt. Governor, JK-UT is the ex-officio Chairman of the Shrine Board.

2. Number of devotees visiting the Holy Shrine has been progressively increasing and during the year 2026, has already crossed the 50 lakh mark as of June-2026. The Shrine Board has set up Bhojanalaya / Cafeteria at various locations on the hilly track from Katra to the Holy Shrine, providing reasonably priced food items. Besides, numbers of private agencies and branded food chains have also been permitted to set up food outlets along the route for the convenience of the pilgrims including Halidram, Domino's, Sagar Ratna, Bikanervala, Gulab, Mithaas, Nestle, CCD, Mother Dairy, Amul, Verka, Chai-Garam, Chanakya Dairy etc.

3. In the aforesaid context, Shri Mata Vaishno Devi Shrine Board is exploring the possibilities of engaging known food chains, to carry-out business activity in vacant Refreshment Unit-1, RD 2/700 on Tarakote Marg with a covered area of **1356 sft.** for a period of four (04) years as per the Expression of Interest, subject to the Shrine Board's control over the quality of Vegetarian food (without onion & garlic) and beverages (non-alcoholic) and its price, besides, the items not allowed for sale or use from the Licensed Premises by the Licensee as per Negative List "**Annexure-I**".

4. The firms shall be chosen for allotment of commercial premises depending upon their experience, expertise, reputation for quality, range of food products offered, number of outlets, annual sales turnover, license fee offered by the firm or any other evaluation which may reasonably formulate an opinion about the reputation, stability and financial strength of the company.

5. Shri Mata Vaishno Devi Shrine Board invites sealed Expression of Interest (EOI) from food chains / franchises. The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed. The EOI Document is also available in the <http://jktenders.gov.in> and on the Shrine Board's website [www.maavaishnodevi.org](http://www.maavaishnodevi.org). The firm shall submit the technical and financial details separately as per **Annexure –II** and **Annexure –III** in two separate envelops marked as **Envelop –A** and **Envelop –B** respectively. Both the sealed envelopes should be put together in one

envelop and submitted to Catering Section, Central Office, SMVDSB, Katra marked as EOI for Refreshment Unit-1, RD 2/700 on Tarakote Marg latest by 17.08.2026. Queries if any may be raised in the Pre-Expression Meeting or referred in writing before EOI Hardcopy Submission End Date to the Asstt. Chief Executive Officer (VB), SMVDSB, Central Office, Katra or at E-mail: [dmcatering@maavaishnodevi.net](mailto:dmcatering@maavaishnodevi.net).

|                                  |                                |
|----------------------------------|--------------------------------|
| Publishing Date                  | <b>27.07.2026 (04:00 PM)</b>   |
| Download Start Date              | <b>27.07.2026 (05:00 PM)</b>   |
| Pre-Expression Meeting           | <b>30.07.2026 (12:00 Noon)</b> |
| EOI Submission Start Date        | <b>01.08.2026 (12:00 Noon)</b> |
| EOI Hardcopy Submission End Date | <b>17.08.2026 (02:00 PM)</b>   |
| Date of Opening Bids             | <b>18.08.2026 (03:00 PM)</b>   |

6. In the backdrop of the above, SMVDSB invites Expression of Interest with information required in the application form placed as per "**Annexure-II & III**". Your response along with requisite details should reach on or before EOI Hardcopy Submission End Date as reflected above. The information revealed by the firm shall be subject to verification with original / supporting documents before being considered for allotment of the aforementioned premises.

**Sd/-**  
**(Vipan Bhagat), JKAS**  
**Asstt. Chief Executive Officer**

**No: CO/Cat/430/456**  
**Dated: 27.07. 2026**

### **Responsibility of Principal Firm / Franchisee**

- 1) All cooking items to be used in the preparation of food should be fresh and of good quality while preparation the food, all material to be used have ISI, Agmark, quality certification and of reputed brand. The SMVDSB Committee can check food items and food quality.
- 2) The utensils/ crockery / tableware to be used for preparing and serving the food should be new and of top quality. The utensils, furniture and other essential requirements such as refrigerator, oven, cooking gas facility, microwave etc., must be arranged by the Licensee himself without any additional charges. The necessary equipment required for cooking, reheating the eatable and preparation of tea / coffee etc. are required to be arranged by the Licensee. Any loss due to theft, breakage in crockery, furniture etc. or any other items of the above will be borne by the Licensee.
- 3) It will be sole responsibility of the caterer/ vendor to maintain proper cleanliness and decoration of the dinning place, pantry, utensils / crockery used for cooking, serving kitchen and its surrounding area or any other place to be used by the Licensee while providing services as per requirements of SMVDSB. The firm shall also be responsible to clear the wastage/ garbage etc. from the premises.
- 4) There should be minimum one qualified Supervisor alongwith sufficient manpower to be deployed by the Licensee. That the SOP as prescribed by the Shrine Board, including the directions, which may be issued from time to time, shall be observed by the licensee and the staff employed by him.
- 5) The firm shall use / provide all good quality items and maintain high standard of hygiene and the serving staff should be properly dressed in clean uniform.
- 6) That the firm shall solely be responsible for maintenance and cleanliness of the Licensed premises and disposal of used cups / bottles / used packaging material and so forth in an environmental friendly manner at garbage disposal location approved by the Shrine Board. The firm shall install dustbins on the either side of the licensed premises.
- 7) The firm should always place a feedback book at the dinning place to record the observations by the pilgrims.
- 8) Notwithstanding the terms and conditions of the license deed governing the parties the statutory liabilities to meet and pay all taxes, charges, duties and levis including CGST / SGST shall be borne by the bidder in accordance with the law as the license fees is exclusive of aforesaid charges especially CGST / SGST. The tax liability as against the aforementioned license fee shall be payable by the bidder in accordance with the law in vogue.
- 9) That during period of the license, the Licensee shall be liable to pay directly to the concerned Govt. agencies the electric charges, water charges all such taxes, levies and cesses as may be payable / imposed by the Govt. or any local authority for carrying out the business operations from the Licensed premises. The Licensee shall be personally liable to pay all such tariff as is imposed for such services by respective agencies.
- 10) That the bidder shall take appropriate electric & fire safety measures under the directions of qualified fire tenderer and shall put in place a robust fire fighting system in the allotted premises at its own expenses before the execution of operations.

- 11) **The Prospective bidder shall visit the site for terrain, expected footfall and other related information.**

**Terms & Conditions:**

- 12) The bidder shall pay license fee (exclusive of all taxes) per annum with an incremental increase of 5% (cumulative) in license fees every year. The GST is to be paid by the bidder alongwith license fee in advance on bi-annual or quarterly basis (as the case may be).
- 13) The advance instalments of license fee shall be paid to the Shrine Board through its Financial Advisor / Chief Accounts Officer. However in order to guarantee the payment of license fee, the licensee shall furnish an unconditional and unequivocal CDR / FDR / Bank Guarantee pledged in favour of the Financial Advisor / Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, valid for a period of 54 months, as security deposit within 15 days from the issuance of LoA for an amount equivalent to half yearly licensee fee including GST at the prevailing rate.
- 14) All the payments are to be made by the licensee to the licensor through NEFT or RTGS in Shrine Board A/C No. **026601000001** of **ICICI Bank, Katra, IFSC-ICIC0001408** with due intimation of UTR No. to the licensor for record and reference.
- 15) The CDR / FDR / Bank Guarantee shall be released at the end of expiry of the agreement period and on receipt of satisfactory performance report from concerned Area Head and after obtaining NOC from the PDD by the licensee.
- 16) **Rates of Items**
- a. The firm participating in the bidding process should invariably attach list of items of their firm along with rates and portion size intended to be sold from the licensed premises.
  - b. **The menu items offered for sale shall be restricted to those currently served at other outlets operated by the firm. Any addition shall be sole prerogative of the Board subject to mutually agreeable terms and conditions.**
  - c. The Shrine Board reserves the right to negotiate the items and the rates intended to be sold by the firm before issuing Letter of Acceptance.
  - d. The addition of items to the approved menu shall be considered only in cases of Principal Company abolishing existing product / launching new product. Any request for revision of rates of the approved menu items intended to be sold at the licensed premises shall be considered only after completion of one year from the date of commencement of operations. Any such revision, if approved, shall be subject to a maximum cumulative increase of **5% across the approved menu per annum.**
- 17) The Shrine Board also reserves the right to negotiate with any firm in case no offers or insufficient offers are received. The Shrine Board also reserves its absolute right to reject the issued EOI /any or all EOI / offers at any stage before execution of License Deed without assigning any reason.
- 18) That the bidder shall not sublet, under-let or enter into any kind of partnership or part with possession of the licensed premises in any manner. If it is found at any stage that the averments in this clause are infringed or violated, the Shrine Board (Licensor) shall have the right to cancel the contract or revoke the

permission to use forthwith, in such eventuality the bidder shall have to remove the detachable / moveable material / prefabricated in the licensed premises without any demur and surrender the use and enjoyment of the licensed premises forthwith to the Shrine Board (Licensor).

- 19) That bidder directly or indirectly shall not and in any manner do anything as such that may hurt religious sentiments of the pilgrims. If, at any stage it is found or it transpires that the activities of the bidder are not commensurating with the religious sentiments of the people and pilgrims in particular, the Licensor shall have the right to cancel / revoke the license forthwith without any notice.
- 20) That the bidder shall not display and advertise or make publicity in respect of any kind of item other than such material except as permitted by the Licensor in writing.
- 21) That the bidder shall ensure that it's employees / workers / labour etc. strictly refrain from smoking of cigarettes or use of any tobacco products / alcohol or pan chewing within or around the location allotted to them. If any of the employees / workers / labour is caught smoking on track or inside the allotted premises a penalty of Rs.10,000/- shall be imposed forthwith.
- 22) That bidder shall protect the property of the Licensor from any consequential damage.
- 23) The bidder has to accommodate the staff and store requirements within the allotted premises.
- 24) Upon expiry of the license period, the license granted in favour of the Licensee shall automatically stand revoked without any further notice. The Licensee shall, without any demur, immediately cease to use the licensed premises, remove all belongings / articles there from and peacefully hand over vacant possession of the premises to the Licensor forthwith. In the event the Licensee fails to remove his belongings / articles within **24 hours** from the expiry of the license period, the Licensor shall be entitled, without any further notice, to enter the licensed premises, remove such belongings / articles and take over possession of the premises. The Licensee hereby agrees and undertakes that no separate notice shall be required for revocation of the license upon its expiry and further acknowledges that the aforesaid period of 24 hours constitutes a reasonable and sufficient time for removal of his belongings and surrender of the premises. The Licensor shall be entitled to keep the removed belongings / articles in its custody and recover from the Licensee all expenses incurred towards labour, transportation, storage, and other incidental charges. In case the Licensee fails to claim the said belongings / articles within three (03) days from the date of their removal, or fails to pay the expenses incurred by the Licensor, the Licensor shall be at liberty to dispose of or auction such belongings / articles to recover the dues. In such circumstances, the Licensor shall not be held liable for any loss, damage, or deterioration of the belongings/articles, and the Licensee shall have no claim whatsoever against the Licensor in this regard.
- 25) That notwithstanding the period of license stipulated herein, the bidder may surrender the licensed premises to the Licensor during the subsistence of license by serving three months' notice to the Licensor communicating his intention to surrender the premises. The bidder will, however, be liable to pay license fee for the period of notice even if the bidder surrenders the premises before the expiry of three months. On receipt of the notice / intimation from the bidder of his intention to surrender the premises before the expiry of license as

stated above, it shall be lawful for the Licensor to re-auction / allot the licensed premises to some other person / persons upon such surrender.

- 26) That without prejudice to the right of the Licensor to terminate this agreement deed for violation of the obligations/ conditions of this agreement or the law, the Licensor shall have a right to terminate this agreement / license by giving two months prior notice in writing. In the event of termination / revocation of this agreement deed, the Licensor shall be under no obligation to give any reason for its decision to put to an end this agreement deed. In the event of termination / revocation of this agreement deed, the bidder agrees that it shall have no claim of any nature / kind against the Licensor.

27) **Penalty**

The licensor will be at liberty to treat the following reasons as violation of agreement deed attracting monetary penalty of Rs.5,000/- (Rupees Five Thousand only) as per violation on the basis of complaint received from the pilgrim (s) and verified to be genuine by joint inspection by an officer to be authorized by Chief Executive Officer / Addl. Chief Executive Officer:

- a. Complaint about quality and quantity or violation of legal Metrology Rules, 2011 or any other laws in the UT of Jammu & Kashmir.
- b. Complaint about the misbehaviour of the employees of the licensee.
- c. For non-wearing of proper uniform by the employees of the licensee.
- d. Non-maintenance of personal hygiene by the employees of the licensee.
- e. Non-availability of displayed items on the Menu /menu not displayed or not legible.
- f. Complaint with regard to overcharging.
- g. Deliberate / Non- issuance of invoice to customer.
- h. Improper disposal of waste generated from the licensed premises.
- i. Violation of any terms & conditions mentioned in the agreement deed.
- j. Premises closed for more than four hours in a day.
- k. Non-maintenance of hygiene & cleanliness in & around the allotted premises shall attract the following:

- Penalty of Rs.5,000/- on the basis of complaint received from the pilgrim(s) and verified to be genuine by joint inspection by an officer to be authorized by Chief Executive Officer / Addl. Chief Executive Officer.
- Any repetition of violation (supported by a photograph by the concerned authority) on account of non-maintenance of hygiene & cleanliness in and around the allotted premises, the concerned authority shall double the penalty amount i.e. Rs.10,000/- and;
- On any such 3<sup>rd</sup> instance (supported by a photograph) the licensee shall be imposed with fine of Rs.20,000/- as penalty.
- Further Violation of this provision shall attract termination of the contract, subject to approval of the Competent Authority.

- 28) That the bidder shall not operate or play any music without the express permission of the Licensor.

- 29) **The bidder shall be bound to comply with and meet the entire requisite legal and statutory obligation under the Legal Metrology laws applicable**

**and prevalent in the UT of Jammu and Kashmir and in the event of breach or violation thereof it shall hold the licensee responsible thereto.**

- 30) That the bidder shall sell food and beverage items on the rates approved by the competent authority of the Shrine Board. The licensee shall display the rate list of all the articles being sold in the approved premises. Any deviation thereof will result in the revocation of the agreement deed. Moreover, all the billing have to be done through the POS machines and the licensor, its official and representative shall have the right to enter the licensed premises, to check, control and supervise the transactions of sale without the interference of the bidder.
- 31) That the licensor, its officials and representatives shall have the right to enter the premises at all the times to maintain and supervise the property. The bidder shall not prevent the official(s) / employee(s) and representatives of the licensor from maintaining and supervising the premises in any manner. Any interference or obstruction caused by the bidder shall be deemed to be the breach of the license rendering the bidder liable for eviction.
- 32) The Shrine Board shall not be held responsible for any loss or damage caused due to natural calamity, pandemic, change / blockade of route or any other circumstances, which affect the flow of yatra.
- 33) That the bidder shall obtain the food selling license from the competent authority under Food Safety and Standard Act or any other license required for carrying out business in the licensed premises.
- 34) **OBLIGATIONS OF THE LICENSEE**
- a. The Licensee at its own cost shall renovate the allotted Licensee premises in consonance with the standards of the Principal Company. The bidder be responsible for setting-up of kitchen, dining hall, equipments, furniture and other facilities in the allotted premises at its own cost and the premises shall be provided on as "is where is basis". Further construction/ renovation/ refurbishment as per the requirement of the Principal Company shall be carried out by the successful bidder at its own cost, subject to the prior approval of the Shrine Board while furnishing requisite drawings. No furniture / fixtures / kitchen equipments or any other equipment / utensils required for the operations will be provided by the Licensor.
  - b. The bidder shall install modern equipments.
  - c. The bidder will not allow or permit his employees to participate in any trade Union activities or agitation in the premises of the owner and the Shrine Board reserves the right to demand change of any employee/ worker if need warranted.
  - d. The bidder shall ensure that all safety precautions are properly taken during the process of services by its / their employees. Special emphasis will be laid on fire safety norms. Strict compliance is required in this clause and may lead to heavy penalty by the competent Authority.
  - e. Maintenance of all civil structure, electrical, plumbing and carpentry installations in the premises will be done by the bidder during the contract period. The bidder shall hand over the premises after the completion of Contract in good condition.

- f. The bidder shall appoint fully qualified competent and skilful workers, supervisors and employees / workmen at their own cost to ensure that services rendered by them and the responsibility and obligations undertaken by them are carried out to the satisfaction of the Shrine Board.
- g. Bidder shall provide its employees / workmen with such equipments and other paraphernalia as may be considered necessary, at his own cost.
- h. Any damage caused to the structure due to negligence of the Licensee shall be borne by the bidder. Appropriate amount of penalty after due consideration will be imposed by the designated officer of the SMVDSB.
- i. The services will be provided round the clock on all days of the year with sufficient number of man power required to run the operation.
- j. SMVDSB shall not be responsible for any injury, accident disability, or loss of life to the bidder or to any of its personnel that may take place while on daily or conservancy duties. Any compensation or expenditure towards treatment of such injury, accident, or loss of life shall be the sole responsibility of the bidder. The bidder has to make his own arrangement towards health insurance, accidental and disability coverage and domiciliary treatments of all personal engaged by him under their pay roll. Compliance of policy regulation viz. Payment of Minimum Wage Act, Employers Liability Act, Control Labour (regulation and abolition) Act, The Work Man Compensation Act, Industrial Dispute Act, Martyr Benefit Act, Employees State Insurance Act, Provident Fund Act, Miscellaneous Provision Act, and Labour License of State and Central Government Act, as on the date in existence or revised / changes in future, will be whole sole responsibility of the Licensee.
- k. The bidder shall arrange police verification of all the employees to be deployed by him and submit such verification to the Office of the Area Head.
- l. There should be no case pending with the police against the proprietor / firm or the Company.
- m. The Chief Executive Officer, SMVDSB, reserves the right to withdraw / relax / interpret any of the terms and conditions mentioned hereinbefore; in such a situation the bidder shall be given sufficient time to take the changes into account.
- n. Notwithstanding the sub-divisions of the documents into separate sections or otherwise, every part of each section / part / point or paragraph, shall be deemed to be supplementary to and complimentary of every other part and shall be read into totality as part and parcel of the contract.

### 35) **FAILURE AND TERMINATION**

If the performance of the bidder is not satisfactory, the Shrine Board may cancel the awarded contract, and subsequently, arrange another service provider out of H-2 / H-3 firms. Shri Mata Vaishno Devi Shrine Board shall not be responsible for any loss, damages, etc .suffered by the service provider as a result of such termination of contract.

36) **DAMAGES AND LOSSES**

The allotted premises to the bidder stand at the risk and sole responsibility of the bidder and shall deliver the same in proper condition after the contract / Licence period. The cost of the repair of any damages as assessed by the Shrine Board shall be recovered from the security deposits of the Licensee.

37) **FORCE MAJEURE**

If during the currency of contract, there is any outbreak of war, natural calamity, pandemic or any other factor which effects the business whether financially or otherwise affects the execution of the contract, the Contractor unless contract is terminated under provision of this clause shall make his / her best efforts to complete the contract. However after outbreak of such war, Shri Mata Vaishno Devi Shrine Board shall be entitled to terminate the contract at any time by giving notice in writing. Force Majeure is hereby defined as a clause which is beyond the control of SMVDSB / Bidder and which consequently affects the performance of the contract.

38) **ARBITRATION CLAUSE**

In case of any dispute arising between the parties to this EOI and all matters connected therewith, both parties shall make every effort to resolve it amicably by direct informal negotiation. If, even after thirty days from the commencement of informal negotiation, the parties have not been able to resolve the dispute amicably, then such disputes / differences shall be resolved by Arbitration as per the Arbitration and Conciliation Act, 1996.

- a) Either party may request other of its intention that a dispute be submitted to Arbitration and both the parties shall meet within 15 days from the date of receipt of such request, to select a sole arbitrator mutually for the resolution of dispute and venue / seat of Arbitration shall be at Jammu.
- b) In the event that the parties cannot agree upon the selection of the sole Arbitrator, either party or both of the parties may move an application before the Hon'ble High Court at Jammu, under the Arbitration and Conciliation Act, 1996, for the appointment of sole Arbitration with seat / venue at Jammu for the resolution of disputes between the parties.

However, on failure of resolution of disputes through procedure elaborated above, the Courts at Katra / Reasi alone, shall have the Jurisdiction with respect to subject matter of this EOI.

**Sd/-**  
**(Vipan Bhagat), JKAS**  
**Asstt. Chief Executive Officer,**  
**SMVD Shrine Board, Katra**

**Food and Beverage items not allowed for sale or use from the Licensed Premises by the Licensee**

**(Negative List)**

| <b>S. No.</b> | <b>Types of items</b>                                                                                                                                                          |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.            | Alcohol, non-vegetarian items (e.g. meat, fish, eggs etc.) are not allowed to be used either directly or by using the same as ingredient in any of food/beverage preparations. |
| 2.            | Use of Plastic, Polythene, Polystyrene foam (thermocool) or any non-biodegradable based cutlery, plates, cups etc. for packing or serving food or beverage items.              |
| 3.            | Unpasteurised Milk                                                                                                                                                             |
| 4.            | Gums and Jelly                                                                                                                                                                 |
| 5.            | Food and Beverage items containing drugs of any kind                                                                                                                           |
| 6.            | Food / Beverage prepared from animal body fat                                                                                                                                  |

**Sd/-  
(Vipan Bhagat), JKAS  
Asstt. Chief Executive Officer,  
SMVD Shrine Board, Katra**

**General & Technical Details**

**Application form for EOI vide No: CO/Cat/430/456 Dated: 27.07.2026, for Refreshment Unit-1, RD 2/700 on Tarakote Marg, Shri Mata Vaishno Devi Shrine Board.**

**A) General details of the Principal Company / Firm / Franchisee / Distributor:**

| <b>S.No</b> | <b>Particulars</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Details</b> |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1.          | Name of the Firm<br>(As Registered under Companies / State Act), 03 years prior to submission of bid.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                |
| 2.          | Corporate Office address of the Firm.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                |
| 3.          | GST Number of the Firm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |
| 4.          | Contact Number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |
| 5.          | Email                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                |
| 6.          | The Firms bidding for the above EOI, must not be blacklisted by any government, PSU, Financial Institution, Court, regulatory authority or Shri Mata Vaishno Devi Shrine Board. To ensure compliance, the bidder is required to submit a declaration duly attested by Judicial Magistrate 1 <sup>st</sup> Class / Oath Commissioner that they have not been black listed by any of the above mentioned authority, as on date of submission of the documents of EOI. Non submission of the affidavit will lead to rejection of the bid on technical parameters. Submission of fraudulent misleading documents, misrepresentation of information / facts or wrong / misleading affidavit at any stage will lead to blacklisting of the company / firm / individual involved for a period of 05 years alongwith forfeiture of EMD. |                |

**B) Technical details of the Principal Company / Firm:**

| <b>S.No</b> | <b>Particulars</b>                                                                                                                                                                                                                                                     | <b>Details</b> |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1.          | Brand name (Registered)                                                                                                                                                                                                                                                |                |
| 2.          | Should possess a minimum experience of 05 years in the Food & Beverage sector and must be operating at least 05 functional outlets restaurants across the country, each having a minimum seating capacity of 50 covers and running successfully for the last 03 years. |                |

|     |                                                                                                                                                                                                                                                                                                                                                                                         |  |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 3.  | Should have an established presence in at least five (05) States / Union Territories across India. The same must be substantiated with references for each location along with photographic evidence (both exterior and interior) of the outlets duly supported with geo-tagging. Additionally, the GST Number of each outlet must be provided as part of the supporting documentation. |  |
| 4.  | The cumulative sales turnover should not be less than Rs.50 Crore (Rupees Fifty Crore only) in the last three financial years 2022-23, 2023-24 and 2024-25.                                                                                                                                                                                                                             |  |
| 5.  | Net worth as per last 03 financial years 2022-23, 2023-24 and 2024-25 audited financial result should be positive. Copies of annual account of last three years should also be enclosed.                                                                                                                                                                                                |  |
| 6.  | Must possess valid PAN number and must have filled last 03 years Income Tax Return (copies to be enclosed). Summary statement of annual turnover and net worth duly attested by Chartered accountant with UDIN along with copies of audited statement of accounts / balance sheet for the last 03 financial years as per above.                                                         |  |
| 7.  | Category of cuisines served in the restaurant in operation. List of menu alongwith rates should be enclosed.                                                                                                                                                                                                                                                                            |  |
| 8.  | Number of franchisee allotted by the firm as on date (Please enclose detailed list).                                                                                                                                                                                                                                                                                                    |  |
| 9.  | ISO certificate (if any)                                                                                                                                                                                                                                                                                                                                                                |  |
| 10. | Award(s) received in category of food / restaurant operations (if any).                                                                                                                                                                                                                                                                                                                 |  |

**C) Technical details of the Franchisee / Distributor:**

| <b>S.No</b> | <b>Particulars</b>                                                                                                                                                                                                                                                                                 | <b>Details</b> |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1.          | Brand name (Registered)                                                                                                                                                                                                                                                                            |                |
| 2.          | Should have an experience of at least 03 years in the similar trade.                                                                                                                                                                                                                               |                |
| 3.          | Must have atleast one (01) outlet restaurants, each having a minimum seating capacity of 50 covers and been operational for a period of atleast two (02) years as on the date of bid submission. The firm shall furnish photographic evidence of each outlet, including both exterior and interior |                |

|     |                                                                                                                                                                                                                                                                                                                                                          |  |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|     | views, duly supported with geo-tagging. Further, valid FSSAI certification and GST registration details shall also be submitted in support of the same.                                                                                                                                                                                                  |  |
| 4.  | Copy of an agreement deed or a certificate on the letterhead of the Principal Company is required to be submitted by the participating franchisee indicating that the firm has been appointed as franchisee by the Principal Company for atleast a period of further 04 years i.e. during the term of tenure as on date of submission of bid / proposal. |  |
| 5.  | The bidder has to provide written permission from the Principal Company to operate at proposed site.                                                                                                                                                                                                                                                     |  |
| 6.  | The cumulative sales turnover should not be less than Rs.15 Crore (Rupees Fifteen Crore only) in the last three financial years 2022-23, 2023-24 and 2024-25.                                                                                                                                                                                            |  |
| 7.  | Net worth as per last 03 financial years 2022-23, 2023-24 and 2024-25 audited financial result should be positive. Copies of annual account of last three years should also be enclosed.                                                                                                                                                                 |  |
| 8.  | Must possess valid PAN number and must have filled last 03 years Income Tax Return (copies to be enclosed). Summary statement of annual turnover and net worth duly attested by Chartered accountant with UDIN along with copies of audited statement of accounts / balance sheet for the last 03 financial years as per above.                          |  |
| 9.  | Category of cuisines served in the restaurant in operation. List of menu alongwith rates should be enclosed.                                                                                                                                                                                                                                             |  |
| 10. | ISO certificate (if any)                                                                                                                                                                                                                                                                                                                                 |  |
| 11. | Award(s) received in category of food / restaurant operations (if any).                                                                                                                                                                                                                                                                                  |  |

Dated:

Signature with seal of the firm

**Financial Proposal of the Firm:**

| S.No. | Particulars                                                                                                                                  | Details |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 1.    | License fee offered per annum (exclusive of GST) for the Refreshment Unit-1, RD 2/700 on Tarakote Marg (to be mentioned in figures & words). |         |
| 2.    | Discount offered on the menu items sold in restaurants {Menu(s) to be attached alongwith rates}.                                             |         |

Dated:

Signature with seal of the firm