



अवंतिका गैस लिमिटेड  
**AAVANTIKA GAS LIMITED**  
A Joint Venture Company of GAIL & HPCL

**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024



**AAVANTIKA GAS LIMITED**  
(A JOINT VENTURE COMPANY OF GAIL & HPCL)

CITY GAS DISTRIBUTION PROJECT IN  
INDORE, UJJAIN, PITHAMPUR & GWALIOR

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

**HIRING OF DIRECT SALES ASSOCIATES (DSA)**

EOI No. : AGL/458/MARKETING/DSA/2024-25/EOI

ISSUE DATE: 26.04.2024

Date & Time for submission of Bid :

Last Date & Time of Submission of EOI	17.05.2024 (Up to 16:00 Hrs)
Date & Time of Opening of Un-Priced Bid	17.05.2024 (Up to 16:30 Hrs)

Initiated By:

Verified By:

Bidders Seal and Sign:



अवंतिका गैस लिमिटेड  
**AAVANTIKA GAS LIMITED**  
A Joint Venture Company of GAIL & HPCL

**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

**DIRECT SALES ASSOCIATES (DSA)**

Aavantika Gas Limited invites offers through Expression of Interest (EOI) for Hiring of Direct Sales Associates (DSA) pertaining to Domestic PNG registrations in the Geographical Areas of Indore (Including Ujjain and Pithampur) and Gwalior GA of Madhya Pradesh.

**EOI Details:**

1. Aavantika Gas Limited is interested in expediting the D-PNG registration by awarding work to enthusiastic contractors associated to Direct Marketing activities for utility services such as City Gas Distribution OR Retailing of Financial products of reputed banks OR Retailing of Telecom products OR Banking OR Collection Services OR Similar industry Carrying out door to door marketing survey in the field of financial, FMCG OR Insurance sector. Each eligible Six (06) bidders shall be awarded for 9000 Nos D-PNG registration at the published rates in SOR along with this EOI. Top 6 eligible bidder in a list arranged in descending order turnover wise shall only be considered for award of work.
2. EOI Schedule shall be as under:
  - a) Period: 29.04.2024 (From 10:00 Hrs) to 17.05.2024 (Up to 16:00 Hrs).
  - b) Last Date/Time for Submission of EOI: 17.05.2024 (Up to 16:00 Hrs).
  - c) EMD & Tender Fee: NOT APPLICABLEAavantika Gas Limited reserves the right to extend the EOI period and due date for submission.
3. EOI can be downloaded from the website [www.aglonline.net](http://www.aglonline.net) within the above-mentioned period. Any amendment, clarification, corrigendum w.r.t. EOI will be hosted on [www.aglonline.net](http://www.aglonline.net). Applicants should regularly visit this website to keep themselves updated. Any query related to EOI may be submitted online only at Email ID [cp@aglonline.net](mailto:cp@aglonline.net).
4. The completely filled Signed and Stamped EOI, along with requisite documents, is to be submitted physically in sealed envelope by Applicant to "Manager Contracts and Procurement, Aavantika Gas Limited, 2<sup>nd</sup> Floor, B Block, NRK Business Park, Vijay Nagar Square, Indore (Madhya Pradesh)" **mentioning Reference No. in Subject line.**
5. EOI, complete in all respect, shall be opened and evaluated by Aavantika Gas Limited and the Applicant shall be informed accordingly on time to time basis.
6. Aavantika Gas Limited will not be responsible for any cost or expenses incurred by the Applicants in connection with preparation or delivery of EOI.
7. This Notice inviting EOI neither confirms the right nor an expectation on any party to participate in the proposed EOI. Aavantika Gas Limited reserves the right to accept or reject, any or all EOIs received at its absolute discretion without assigning any reason whatsoever.

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

**1. INTRODUCTION**

Aavantika Gas Limited [Joint Venture of GAIL (India) Ltd. and HPCL] is in the business of supplying PNG/CNG in Geographical Areas (GA) of Indore, Ujjain and Gwalior (Madhya Pradesh). Further, as a part of its expansion efforts are being made by Aavantika Gas Limited to increase the maximum number of Domestic PNG registration year on year for supply of Natural gas to domestic customers of Indore, Ujjain and Gwalior Locations.

Aavantika Gas Limited is interested in expediting the D-PNG registration by awarding work to enthusiastic contractors associated to Direct Marketing activities for utility services such as City Gas Distribution OR Retailing of Financial products of reputed banks OR Retailing of Telecom products OR Banking OR Collection Services OR Similar industry Carrying out door to door marketing survey in the field of financial, FMCG OR Insurance sector.

**2. TECHNICAL QUALIFYING CRITERIA:**

The Bidder must have executed work related to Direct Marketing activities for utility services such as City Gas Distribution OR Retailing of Financial products of reputed banks OR Retailing of Telecom products OR Banking OR Collection Services OR Similar industry Carrying out door to door marketing survey in the field of financial, FMCG OR Insurance sector for minimum value of Rs. 29.5 Lakh in India in last 5 years to be reckoned from the last date of EOI submission.

**Note:**

- *Top 6 eligible bidder in a list arranged in descending order turnover wise shall only be considered for award of work.*
- *Remaining participants shall be empaneled with AGL for any future business requirement.*

**3. SUPPORTING DOCUMENTS & SPECIAL CONDITIONS:**

- a. Bidder has to submit order of award along with its completion certificate duly issued by the client.  
In case of non-availability of Completion certificate bidder has to submit detailed Invoice raised against order of award along with Payment advice duly issued by the client.
- b. In case of a running contract Bidder can furnish confirmation from client in the form of Provisional Completion/Execution Certificate towards the Executed work as on bid due date.
- c. Bidders must submit copy of financial statements including Balance Sheet and Profit & Loss account statement certified by Chartered Accountant for last audited financial years i.e. FY 2022-23.
- d. Bidder has to submit company's PAN card, GST registration and Company registration certificate.
- e. Bidder has to submit an Undertaking on their letterhead that "The bidder and bidder's firm is not currently holiday listed by any client".
- f. If any bidder has not achieved even 20% target of the awarded work fronts in previously issued orders by AGL, than their bid/offer shall NOT be considered.

**Note:** All the documents attached should be self-attested.

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

**4. EVALUATION AND METHODOLOGY FOR AWARD OF WORK:**

- The DSA shall be disbursed the following commission payment slab-wise (monthly) i.e. Incentivizing phenomenon (More to sales more to earn) basis as below:

S r	No. of Registrations (Monthly)	On Registration (A)	On Conversion (B)	Total Commission (A+B)
1	0-500 (Slab -1)	350	150	Rs 500
2	501 or Above (Slab-2)	400	150	Rs 550

- All Participating bidders are to be arranged in descending order turnover wise and the top 06 shall be considered for award of work and balance eligible bidders shall be impaneled for given any future business requirements. The financial limit for each Work Order to each DSA will be Rs. 40 Lakhs.
- Work order quantity of Registrations per Year Per DSA under the Service Contract is 9,000 DPNG registrations.
- Based on performance and completion of 6,750 Nos. successful registration i.e. 75% of the work order numbers within 6 months from the mobilization period gets over (1-month mobilization period allowed from the order of award date) surplus line, A DSA may get repeat orders up to 100% value for carrying out Domestic Registrations for which the rights for stays with AGL.
- City/area allocation: The City/area and working allocation of each DSA is to be decided by Engineer-In-Charge (EIC).

**5. COMPLETION PERIOD:**

The contract period shall be 12 Months excluding one month Mobilization period.

**6. PERFORMANCE BANK GUARANTEE:**

Within 15 days from the date of award of Order, the Bidder shall furnish Performance Guarantee in the form of Bank Guarantee to the PURCHASER, for an amount equivalent to 5% of Order value (Excluding taxes & duties). Performance Bank guarantee shall be valid for a period of 3 months beyond the expiry of the defect liability period.

**7. PAYMENT TERMS:**

Marketing activities and applicable service charges shall be paid as under:

- Contractor shall submit monthly invoice for the registration achieved. Payment shall be released within 15 days upon submission of the Completed Invoice and all other relevant documents, along with details of accepted registrations at AGL duly certified by Officer-In-Charge, subject to Verification of Invoice and related factual data.
- DSA shall submits the bills every month to the Marketing Department, the Bills will be submitted for successful registrations only. A successful registration means:
  - Payment is reflected in the AGL system and that is approved by AGL.
  - Getting the registrations through online mode by uploading relevant documents and it should be approved by AGL.
  - Filling up the registration details and uploading the relevant documents in the MPONLINE/AGL Portal.
  - Monthly RA bill shall be raised by DSA and will process their invoices incentives (except over achievement incentive, which shall be paid in completion of work.
- Payment to DSA shall be made only after payment is reflected in the AGL system.

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

d. Payment towards the registrations shall be made on a one-time basis to DSA, i.e. at the time of submission of registration forms completed & verified in all respects along with the stipulated amount towards connection charges as per the AGL policy..

**9. SELECTION PROCESS:**

- All applications/EOIs received shall be evaluated against the Eligibility Criteria mentioned in this EOI document. On evaluation, if required, a techno-commercial query may be sent to the applicant seeking clarification / required documents in support of the qualification criteria.
- Selection of applicant(s) shall be based on the EOI proposal submitted by the applicant and shall be evaluated on Eligibility Criteria.
- AGL reserves the right to discontinue the process at any point of time without assigning any reasons. Further, AGL has the sole discretion to qualify or accept the EOI and reject the proposal without assigning any reason whatsoever.
- Successful applicant (s) shall be informed separately by AGL through Letter of Intent (LOI) regarding their selection along with the terms and conditions stipulated in order regarding award of work.

**10. REGISTRATION COMMISSION:**

The DSA shall be disbursed the following commission payment slab-wise (monthly) i.e. Incentivizing phenomenon (More to sales more to earn) basis as below:

Sr	No. of Registrations (Monthly)	On Registration (A)	On Conversion (B)	Total Commission (A+B)
1	0-500 (Slab -1)	350	100	Rs 500
2	501 or Above (Slab-2)	400	100	Rs 550

**Incentive on full Pay registrations scheme - 1% Quarterly:** Registration forms procured by DSA for PNG connection with full payment (Registration charges + Gas consumption security deposit+ Equipment and facility security deposit or any prevailing full pay scheme) at the time of registration shall be eligible for receiving the 1% incentive commission on a one-time basis payable on quarterly basis calculated as below:

**Example:** Incentive Commission on Full pay registration=Total number of forms registered in full payment scheme in a quarter i.e., ₹5599\* for per PNG connection x 1% of Rs.5599 i.e. Rs.56 incentive will be paid

Incentive commission will be claimed by DSA quarterly in the RA bill with the required proof.

\*Full payment Registration amount can be changed from time to time by AGL.

**11. SCOPE OF WORK:**

**1) Scope of work for Direct Sales Associate (DSA) for registration of domestic registrations for CGD Project for AGL – INDORE, UJJAIN & GWALIOR**

**SCOPE OF WORK:** The scope/specification covers the minimum specified requirement for the various activities to be carried out by the DSA towards Direct Marketing Activities issued under the Service Contract.

**1. General: -**

- a. DSA shall, with due care & diligence, execute the work in compliance with all applicable

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

**Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI**

**Date: 25.04.2024**

- laws, by-laws, ordinances, regulations, etc., and provide all services and labor inclusive of supervision thereof.
- b. Without limiting the generality thereon, DSA shall do all work necessary at each of the jobs which is complete in all respects.
  - c. The primary responsibility of DSA is to create awareness and promote piped natural gas (PNG) connection for the domestic segment thereby ensuring that customers are given proper guidance/service and assisting them in filling out the application for availing PNG connection.
  - d. DSA to assess the natural gas demand potential in prospective area / new society as assigned by AGL.
  - e. DSA to interact with the president and heads of recently constructed or upcoming societies to secure a No Objection Certificate (NOC) for bulk registrations from the respective societies.
  - f. Securing directions from the AGL marketing team or Officer-in-Charge (OIC) nominated by AGL, to understand the potential in each area for engaging customers from that area for marketing/booking activity in an offline (non-gasified) area; the DSA can engage with prospective customers from online (Gasified) areas on their database and knowledge about the areas.
  - g. All the data entry-related activities are to be done in front of the customer with complete documentation and online payment to be done by the customer. No cash shall be accepted from customers.
  - h. The DSA's office shall be having a minimum area of 100 square feet with a company Glow Sign Board.
  - i. The office should be equipped with the latest configuration Computer/Laptop, Printer, Scanner, Broadband Connection, and electricity backup facility.
  - j. DSA and their associated staff have no rights to commit on behalf of AGL in writing or otherwise regarding the deliveries in the form of connection completion (as per AGL's policy new connection is completed within 90 days from filling out the registration form in all respects) and the discounting for gas prices.
  - k. The DSA has no authority to enter into cash transactions for and on behalf of AGL. On Doing the same, a penalty shall be imposed on DSA by the OIC appointed by AGL in the recurring bill along with a warning note. On any further cash cases, AGL reserves rights for termination of the work order and shall forfeit CPBG submitted by DSA followed by FIR (if Necessary) at the local authority.
  - l. DSA is required to comply with all the norms mentioned in the PNGRB QoS. Some of them are listed as under:
    - ❖ Procedure to apply for a PNG connection
    - ❖ List of documents to be uploaded at the time of application
    - ❖ Sharing receipt with the customer
    - ❖ Register customers only after all the statutory permissions are in place and after a clear communication by the Marketing team or OIC from AGL
    - ❖ Ensure PNG connection application from the lawful owner of the premise and submit NOC of the lawful owner in case of tenant

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

- ❖ In case of any non-clarity on the documentation part, the decision of AGL will be final and binding
- m. DSA will have to ensure the scan and upload of the required documents online in MPONLINE/AGL Portal/ Mobile App /Server as per the procedure specified in the User Manual or communicated by AGL. Documents required to be scanned and uploaded are as below:
  - ❖ Address Proof
  - ❖ Ownership Proof
  - ❖ Rent Agreement
  - ❖ ID Proof
  - ❖ Ownership declaration in case of the rented house.
  - ❖ Any other documents required

DSA representative will have to make all the entries at the Registration portal as per the user manual at his premises with his peripherals.

- n. The DSA has to procure its own Marketing Materials, with approval of the OIC from AGL, at each location, as listed below:
  - a. Min. 2 no. of Canopies.
  - b. Min. 5 no. of Standees/Umbrella.
  - c. Min. 15 Banners.
  - d. Leaflets A4 size of approx. 75 GSM
- o. **Marketing Promotional Activity/ Team Essentials:**
  - I. DSA shall distribute PNG A4 Leaflet of approx. 75 GSM. The printing paper shall be Glossy Paper. The designing work of the leaflet shall be borne by the DSA and no other payment shall be made. Verification of leaflet design shall be done Officer-In-Charge.
  - II. DSA will mobilize the marketing team of a minimum of 5 Marketing Agents only for DPNG registrations to carry out marketing activities along with a Sales Manager and Back Office Personnel. The number of personnel to be mobilized will be as per the requirement as prescribed by AGL depending on the number of households targeted from time to time and before mobilization of the marketing team DSA will ensure the submitted necessary documents of the marketing Agent (CV/resume, ID-Address proof & police verification) to Officer-In-Charge.
  - III. The sales team will wear formal or AGL-branded T-shirts and carry identity cards/authorization letters on door-to-door visits. The cost of Branded AGL T-shirts, identity cards, etc are to be borne by DSA only.

**2. Detail of work order quantity & Commission payout structure:**

- a. **Work order quantity of Registrations per year per DSA:** Work order of 9,000 registrations
- b. **Contract Period:** The contract period shall be 12 Months excluding one month Mobilization period.
- c. **Registration Commission:** The DSA shall be disbursed the following commission payment slab-wise (monthly) i.e. Incentivizing phenomenon (More to sales more to earn) basis as below:

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

S r	No. of Registrations (Monthly)	On Registration (A)	On Conversion (B)	Total Commission (A+B)
1	0-500 (Slab -1)	350	100	Rs 500
2	501 or Above (Slab-2)	400	100	Rs 550

**d. Incentive on full Pay registrations scheme - 1% Quarterly:** Registration forms procured by DSA for PNG connection with full payment (Registration charges + Gas consumption security deposit+ Equipment and facility security deposit or any prevailing full pay scheme) at the time of registration shall be eligible for receiving the 1% incentive commission on a one-time basis payable on quarterly basis calculated as below:

**Example:** Incentive Commission on Full pay registration=Total number of forms registered in full payment scheme in a quarter i.e., ₹5599\* for per PNG connection x 1% of Rs.5599 i.e. Rs.56 incentive will be paid

Incentive commission will be claimed by DSA quarterly in the RA bill with the required proof.

\*Full payment Registration amount can be changed from time to time by AGL.

1.1 **STATUTORY LIABILITY:** The DSA shall bear all Income Tax and other statutory liability on his own and comply with all of the compliances and submit all proof of compliance monthly, in case of non-compliance penalty may be levied as per rules.

**COMMUNICATIONS:**

- All persons engaged by the DSA shall be DSA's associate and they will claim no privileges from AGL. The DSA will be directly responsible for the administration of his employees about general discipline and courteous behaviors.
- DSA to provide an I-card to all its Agents after getting it approved from AGL.
- DSA to get the approval from AGL before printing/distributing any marketing material.
- All persons engaged by the DSA are required to pick up calls from the AGL Marketing team.
- The team should keep their phone in reachable mode during duty hours.
- Sales Manager hired by the DSA will be responsible for coordination with DSA Agents and instructions given by the AGL Marketing Team or OIC. He shall be available for all the meetings called by the AGL Marketing Team or OIC for the planning & execution of DSA Activities.

**3. WORK PLANNING: -**

- DSA shall notify the AGL Officer-in-Charge (OIC) daily, about all the activities planned for the day through an email/message along with the Daily Progress Report (DPR).
- AGL from time to time prints various informative promotional material, brochures, and circulars to be sent to consumers. Distribution of circulars can either happen during pre or post-marketing activities or as a separate exercise. DSA to instruct Marketing Agents to circulate such brochures/Notices/circulars in societies as informed by the AGL Marketing Team or OIC.
- DSA Agents to keep their OIC posted of the area or society they are collecting registration

Bidders Seal and Sign:





**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

on a day-to-day basis through email/calls / SMS.

**4. RESOURCES BY THE DSA: -**

- a. DSA would be responsible for the recruitment of a minimum of 5 Agents only for DPNG registrations other than sales Manager and back Office-in charge, however, all DSA Agent appointment details i.e. CV, Aadhar card, POI/POA mandatorily submitted by DSA to OIC of AGL before impanelled in DSA roll. DSA shall also appoint 2-3 agents for service aspects work (Annexure-B).
- b. DSA has to comply with timely disbursements of remuneration to their associates as per relevant minimum wage requirements.
- c. The Sales Manager will be empowered by the DSA to deal with the AGL Marketing Officer/OIC on a day-to-day basis for all marketing-related issues and activities. The education of Sales Manager shall be a minimum graduate with prior experience in Marketing. He should be able to handle teams & take lead generation daily from Marketing Agents.
- d. **The DSA shall follow all the labor compliances applicable as per state / central act, for any non-compliance, the DSA will be solely responsible and suitable action may be taken by AGL. Proof of compliance and payout to staff will be submitted to AGL. Any non-compliance of DSA and its staff shall not be responsible for AGL company and staff.**

**Job Profile of Sales Manager for DPNG:**

- Appointment of a smart, presentable, and experienced Marketing Agent
- Daily review of the Sales Team regarding the status of area-wise, Building-wise registration quantity, penetration, etc.
- To attend weekly meetings as per day and time specified by the concerned AGL Marketing Officer / Officer-in-Charge.
- Ensure smooth Back-office operations
- Ensure the following reports are submitted to AGL:
  - i. DPR has to submit periodically
  - ii. Loop-wise status weekly (at the time of attending the weekly meeting)
  - iii. Beat-wise status Periodically
  - iv. Building-wise status monthly
  - v. Maintaining the Daily Visit Report (DVR) of every Marketing Agent as per the prescribed format
  - vi. Any other activities/requirements prescribed by AGL from time to time.
  - vii. Sales Manager shall report to the respective DGM / Chief Manager-Marketing or OIC of AGL.
- e. All the personnel shall be smartly dressed / presentable & carry identity cards/authorization letters while meeting customers /on door-to-door visits.
- f. DSA will monitor, supervise & ensure that his/her personnel will communicate the correct information to consumers & behave in a dignified manner as a representative of AGL. On

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

receipt of any complaint regarding misbehaviour/any other conduct that brings disrepute, DSA shall immediately terminate the services of such personnel on the instructions from the Officer in charge.

- g. The registrations have to be collected from the gasified areas only, unless, directed by the OIC from AGL given the upcoming gasified area.
- h. Commitment of work completion to be communicated to the customer should be as per the AGL norms or as confirmed by the OIC from AGL. Wrong commitments would attract penalties on the DSA as decided by AGL.
- i. DSA has to deploy agents in the ratio of 150 registrations per Agent per Month. All the agents/supervisors will be answerable to AGL officials daily.

**j. Target Estimation :**

Sr.	Target segment basis	Target Registrations minimum
1	One-year target	9,000
2	One-Month Target	750
3	One-week Target	188
4	One-day Target	25
5	Agent target per day	5

\*FOS Feet on the street (Salesmen/Agent)

**ACTIVITIES OF DSA**

**1. ON FIELD ACTIVITIES OF DSA**

**I. Gasified Buildings: -**

- (A) DSA in consultation with the AGL Marketing team or OIC shall carry out continuous efforts and marketing activities to increase the penetration level of PNG customers and commercial customers in gasified buildings.
- (B) The activities shall be conducted in the following manner:
  - i. Select the area in consultation with the AGL Marketing team or OIC to organize the online camps.
  - ii. Shortlist the existing pending customers from the data provided by AGL.
  - iii. Approach the Co-operative Housing Society / Builders / Commercial customers with the intimation letter as provided by AGL.
  - iv. Make calls to every non-registered customer and persuade them for opting PNG.
  - v. Approach every pending customer and make an appointment for the DPNG connection.
    - a. If the customer is ready for immediate connection inform the project team.
    - b. Collect the Balance amount before the conversion.
    - c. If the customer is not interested in a PNG connection, convince him to have a PNG.
    - d. Despite persuasion if the customer is not interested, obtain the letter and forward it to the AGL Marketing team or OIC for further processing of the refund.
    - e. If the customer is found already converted, inform the AGL Marketing team or OIC for

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

**Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI**

**Date: 25.04.2024**

processing of Joint Meter recordings (JMR), collect the balance amount if due, and report to the AGL Marketing team or OIC every week.

- f. DSA has to submit the monthly report as per the prescribed format.
- g. Arrange a joint meeting with the AGL team to convince typical customers and high gas consumption commercial establishments.
- vi. For New registrations DSA shall submit the list of prospects to marketing in charge in a prescribed format. After the approval of the Marketing Department, DSA shall assist the customers in applying for registrations online with the necessary documents attached and successful payment towards registration.

**II. Non Gasified Buildings: -**

- a. DSA to find out the quantum of left-over activities in registered but non-gasified buildings and submit the building-wise report to the AGL Marketing team or OIC. DSA to submit details of the interested customers in non-gasified areas. These activities are to be completed within 45 days from the date of award of work for all the buildings as per the data provided by AGL.
- b. DSA in consultation with the AGL Marketing team or OIC and based on the quantum of left-over jobs per building shall provide the building-wise schedule of activities with a time frame for gasifying these buildings. These activities need to be completed within 15 days of submission of the status report.
- c. Based on the commitment, the AGL Marketing team or OIC shall prepare the letters to the customer that need to be delivered by the DSA.
- d. No fresh registrations shall be made unless notified by the AGL Marketing team or OIC in writing.
- e. Once the building is gasified as scheduled, DSA shall repeat the activities as a gasified building.
- f. DSA shall obtain permission letters from societies for carrying out registration activities.

**III. New Buildings where Gas pipeline tap off / Road crossing /Extension is required excluding Under Construction (Builder Category):-**

- a. DSA to identify such buildings and notify to AGL Marketing team or OIC from time to time.
- b. It is desirable that these activities be completed within 90 days of the date of award of work.
- c. DSA has to submit the report of new buildings to the MP status.
- d. DSA to obtain a letter of interest along with permission to carry out Marketing & engineering activity from such societies/buildings and forward to the AGL Marketing team or OIC to consult with the AGL engineer for a time frame to gasify the same.
- e. Registration is to be obtained as per the direction of the AGL Marketing team or OIC.
- f. DSA shall make all efforts to have more than 80% penetration level before the construction activity is completed.
- g. Once the building is gasified as scheduled, DSA shall repeat the activities as detailed

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

in clause No. (vi) and (vii) of gasified buildings above.

- h. DSA to inform details of commercial customers who are located on the already charged gasified network to OIC/ Ch. Manager / DGM- Marketing.

**IV. New Buildings i.e. Under Construction (Builder Category) where MP tap off / Road crossing / MP Extension is required: -**

- a. DSA to identify such buildings and notify to AGL Marketing team or OIC from time to time. Registration is to be obtained only after confirmation from the AGL Marketing team or OIC.
- b. 100% registration can be to be accepted from the Builder Category subject to requirement /KYC.
- c. Agreements to be signed with Builder as prescribed & provided by AGL.
- d. DSA to collect all the documents including registration forms/NOC etc. for new as well as old builder registrations.
- e. DSA to comply with all requirements of the AGL builder category agreement.

**2. SURVEY & ASSESSMENT**

- a. **Survey of Gasified Areas:** The DSA shall visit all the non-registered flats in the Gasified building and register the interested customers. The DSA shall mention the Name, Address, and contact No. of the customer, which will be a mandatory requirement
- b. **New Areas:** The DSA shall visit all the non-registered societies and flats in the new area informed by the AGL Marketing Team or OIC and collect information such as total flats in society, names and contact no. of the chairman/secretory or office bearers of society, etc.

**3. ADDRESS VERIFICATION**

- a. DSA is responsible for filling in all the required details like flat number, building name, phone number, email IDs, etc. through personal visits and physical surveys on the registration portal. He is responsible for maintaining correct records of all customers/consumers in the area that has been allocated.
- b. DSA will submit the details to the AGL marketing team or Officer-In-change in the prescribed format.

Sr.	Item	Penalty	Time of Penalty
1	Cash Collection from customers and non-submission of the customer application form	Equivalent to the cash received/disputed amount plus ₹ 3000/- per case	In respective RA bill
2	Forged documents submitted by Agent	Rs. 500 per form	In respective RA bill

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

3	Any Misguide statement or false / Wrong commitments regarding in sales process including rates, deposit, schemes, work completion, and others – if found true	Rs. 200 per case	In respective RA bill
4	Forged Customer Complaint	Rs 100 per Case	In respective RA Bill

**4. Termination**

In the event of any misconduct or delay for reasons attributable to other than the customer which are controllable and in the preview of DSA, the DSA shall be penalized by way of deduction from the commission payable by AGL and the same shall be deducted in monthly or any RA bill payment as pe below amount.

**5. Termination of DSA:**

- a) If a DSA performance is observed as unsatisfactory during the performance review after 3 months of the mobilization period. If 10% of the awarded work is not executed within 3 months against the issued Work order, DSA will be liable for termination. Further quarterly review shall be made and if continued non-performance is observed as per EIC/OIC, the contract may be terminated. The CPBG would be forfeited & the appointment may be terminated and the left work order value would be awarded to the next impanelled agency to be appointed for the registration work.
- b) If in any judicial proceeding, has been found to have knowingly participated in or connived at any fraud, dishonesty, or misrepresentation against the AGL or against any person having official dealings with the AGL, his/her appointment shall be liable for termination.
- c) The competent authority may, by order, in writing, terminate the appointment of a DSA, after due notice and after giving him a reasonable opportunity of being heard in accordance with the procedure laid down.
- d) Has violated the provisions of this policy and/or PNGRB rules or regulations, made thereunder as amended from time to time.
- e) Furnishes wrong or false information or conceals or fails to disclose material facts in the application submitted for appointment of DSA or during the period of its validity.

**6. Indemnity:**

The DSAs fully protect, indemnify, and hold the AGL, its employees, DSAs, successors, and assigns harmless against any claims, demands, actions, suits, proceedings, and judgments and any liabilities, costs, expenses, damages or losses arising out of or resulting from or incidental to or in connection therewith, which may be made or brought against the AGL, whether by the DSAs or sub- DSA or by third parties on account of damages or injury to property or person or loss of life resulting from or arising out of the any act of DSA not authorized to him under this policy during the DSA year or thereafter and further defend the AGL at the sole expenses of DSA

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

in any litigation involving the AGL.

**7. Code of Conduct:**

AGL truly believes in the spirit of professional entrepreneurship. Hereby, AGL is committed to conducting business and dealing with all its stakeholders & customers, with the highest ethical standards and in compliance with the rules and regulations mentioned in this policy.

- a. The code of conduct covers a wide range of business practices and procedures. It does not cover every issue that may arise, but it sets out the basic principles to guide all DSAs and their associates.
  - i. DSA and their associated staff have no rights to commit on behalf of AGL in writing or otherwise regarding the discounting for gas prices.
  - ii. The DSA has no authority to enter into cash transactions for and on behalf of AGL.
  - iii. DSA shall not take "any Cash Payment" in any conditions from the customer or any business entity on behalf of AGL business.
  - iv. Any disrespectful or improper language or gesture to the customer, AGL employee or any associated staff by the DSA in any verbal written, or social media platform.
  - v. **Personal & professional conduct:** Any activity conduct or communication by the DSA which directly or indirectly harms the AGL brand image in any manner. Involvement in any criminal activity where found guilty by a court of law.
  - vi. **Confidentiality and non-disclosures of information** – The DSA shall not disclose any non-public information confidential business information, or trade secret to anyone outside the organization
- b. DSAs, including family and friends, except when such discloser is required for business purposes under specific management knowledge and approvals.
- c. **Fair dealings:** The DSA should deal fairly with the customer, AGL employees, competitors, contractors, other business associates, and public authority. DSA should not take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of facts, or any other unfair dealing practice such as bribe or other illegal gratification, which may cause disrepute or disgrace to the organization.

Any violation of the above-mentioned condition shall amount to misconduct which resulting into appropriate action upon DSA which include, termination, suspension, warning letters, blacklisting and but not limited to logging complaint first information report in Police and/or complaint in the court of law.

**For any dispute, the court of law shall be Indore, M.P.**

**1. Meter Reading: -**

- (A) Meter reading of Domestic PNG customers may be executed through the DSA in the allocated area / Customer base. DSA would take the Picture of the Meter update.

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

**Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI**

**Date: 25.04.2024**

- (B) There are two ways to do meter reading, one from the existing sales agent and the other from the persons to whom DSA will assign special meter reading work.
- (C) The DSA shall be Paid the following commission payment for meter reading. Meter reading for one house – **Rs. 10** Per Customer meter Reading.
- (D) Existing AGL customers and a connection list will be given to each DSA.
- (E) Registration which was acquired by DSA and after commissioning he will be responsible for meter readings also in the contract period time.
- (F) It will be easy to search that house after commissioning to DSA which he acquired initially.

**2. Customer Complaint and Closure Services: -**

- (A) The Following Customer complaint type shall be covered under this Section :
  - I. In-appropriate bill
  - II. Additional Kitchen / Geyser Point request
  - III. Change of Hose Pipe
  - IV. Gas Supply stoppage
  - V. Leakage
  - VI. GI Shifting / Modification/ Re-connection of PNG
  - VII. New Stove Burner / Conversion etc.
  - VIII. Any complaint related to the activity of DPNG required by AGL.
- (B) DSA would work for any of the customer complaints raised in the CRM department.
- (C) Complaint type- Connection pending, Pipe leakage, Billing issue, Bill not generated, Pipeline damaged.
- (D) The DSA shall access the AGL CRM portal and complaints logged on the customer's behalf and may track with the concerned department.
- (E) After, the successful completion and closure of the customer complaint, based on the genuine nature of the complaint ( i.e. found true and accepted closure by the AGL ), the DSA shall be paid the following commission payment for the Complaint closer.  
One Complaint closer commission – **Rs. 20 Per Complaint Closure.**

**3. Identification of Ghost Connections :**

- a) In case DSA identifies a DPNG connection without registration/No KYC uploaded and Gas is been used in the particular PNG connection without billing and payments shall be Called a "Ghost connection / Unregularized PNG connection".
- b) On identification of such PNG connection, DSA shall undertake the following activity:
  - I. Report to EIC / Line manager via E-mail.
  - II. Take a Picture of the meter
  - III. The Final report shall be submitted with complete details of address, name & Meter pics.
  - IV. To complete the registration formalities, KYC, and get regularized.

**Rs. 1000 on Identification & regularization of Ghost connections and a further 5% of the total amount collected toward the arrears before the regularization period, will be payable.**

**4. Bill Collection for Bad Debt Class Customers:-**

Bidders Seal and Sign:



**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

- (a) DSA Shall be responsible for collecting overdue or outstanding payments from customers who have not paid their bills on time of assigned customer base.
- (b) The DSA may call, remind, and visit actual debtors, and make them pay the outstanding dues to the Designated Bank Account /Cheques/DD of Aavantika Gas Ltd only.
- (c) DSA may use every possible way of communicating to collect the debt, it may be Calls, SMS, WhatsApp, Emails, Letters, or Personal visits.
- (d) On Outstanding (Doubtful Debt) realization of Payment in the Aavantika Gas Bank account, AGL shall pay the commission of **6%** on the Bill Payment realization amount to the DSA.
- (e) DSA may be asked to collect the outstanding amount (say outstanding beyond six months) on which 1 % commission will be payable.

**5. KYCs of Existing Customers:-**

- (a) DSA May be asked to complete the KYC of the Existing customers of AGL, as per organizational requirement.
- (b) On any requirement of re-KYC of all customers as per Govt. norms in the future then DSA will be responsible for assigned work.
- (c) The DSA shall be Paid the following commission payment for meter reading. Per Customer KYC commission – **Rs. 20 Per Customer KYC**
- (d) To verify KYC in correspondence with the customer care or marketing department.
- (e) Any KYC to be kept in record and to be submitted regularly to AGL.
- (f) DSA has to ensure Non-disclosure of Data collected to outsider parties.
- (g) Aadhar card or any ID proof of the customer must be checked, verified and shared with AGL.

**6. PNG Gas Stove Selling:-**

- (a) The DSA may execute the Marketing for the PNG Stove to new and Existing customers of AGL who require a PNG stove in the assigned area/area.
- (b) The DSA, also may work on the allocated list of existing customers who are using PNG.
  - (a) The agents will take sales orders and sell PNG stoves through the process by AGL in due course.
- (b) The DSA shall be Paid the following commission payment for the PNG Stove orders brought to AGL.

*Sale of PNG stove commission for two burners – Rs. 100*  
*Sale of PNG stove commission for three burners – Rs. 150*  
*Sale of PNG stove commission for Four burners – Rs. 200*

**7. CNG Promotion and vehicle conversion:**

- (a) The DSA has to create awareness of CNG fuel in domestic and commercial segment markets in all GAs and share efforts made by the DSA.
- (b) DSA may distribute CNG conversion pamphlets to the customers.
- (c) DSA will be liable to work in Indore, Ujjain, Pithampur, Mhow, and Gwalior for CNG promotion.

Bidders Seal and Sign:





**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

- (d) The DSA will share the benefits of CNG over other fuels with prospective customers.
- (e) DSA would fill out the registration form to interested customers for vehicle conversion in CNG.
- (f) After CNG kit installation and registration of the Vehicle in CNG fuel, DSA will get the commission.
- (a) The DSA shall be Paid the following commission payment for CNG Kit conversion in the vehicle on the successful conversion of each vehicle targeted.  
CNG kit vehicle conversion commission as below on conversion:
- Rs. 500 For Per Small Passenger Vehicle (Below then 4 Tone GVW )
  - Rs. 1000 For Per HCV/LCV Vehicle (Below then 4 Tone GVW )

**8. Summary of Payout After Sales & Service :**

Particulars	Commission criteria	Commission in Rs.
Meter Reading	Meter reading for one house	Rs. 10 per case
Complaint closing (As required by AGL)	Per Complaint closure charges	Rs. 20 per case
Identification of Ghost Connection & Regularization	Per Connection Search and Report with complete details of the consumer.	Rs. 1000 per case
Credit Collection for Default Customers	Allocated list of Outstanding (Bad Debt) customers	6 % Amount on actual collection
	Regular Customer List of customers after 2 <sup>nd</sup> Bill Onwards (outstanding beyond 6 months)	1 % Amount on actual collection
KYCs of Existing Customers	Regular One KYC commission	Rs. 20 per case
PNG Gas Stove Selling	Sale of PNG stove commission for two burners	Rs. 100
	Sale of PNG stove commission for three burners	Rs. 150
	Sale of PNG stove commission for Four burners	Rs. 200
CNG Promotion and Vehicle Conversion	CNG kit Vehicle conversion commission Per Vehicle	Rs. 500 For Per Small Passenger Vehicle (Below then 4 Tone GVW ) Rs. 1000 For Per HCV/LCV Vehicle (Below then 4 Tone GVW )

**Payment Process:** The DPNG Registration & Services Contracts will be awarded to DSA as per the Organisation's requirement. The Commission shall be processed on actual and duly verified by the concern department in Recurring Bills (RA Bills).

**The DSA should follow all the labour compliances applicable as per state / central act, for any non-compliance, the DSA will be solely responsible.**

Bidders Seal and Sign:



अवंतिका गैस लिमिटेड  
**AAVANTIKA GAS LIMITED**  
A Joint Venture Company of GAIL & HPCL

**EXPRESSION OF INTEREST FOR DIRECT SALES ASSOCIATES (DSA)**

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Reference No.: AGL/458/MARKETING/DSA/2024-25/EOI

Date: 25.04.2024

ANNEXURE-1

**FORMAT FOR SUBMISSION OF EXPRESSION OF INTEREST (EOI)**

To,

Manager C&P Department  
Aavantika Gas Limited  
2nd Floor, B Block NRK Business Park, Vijay Nagar Square,  
Indore (M.P.) 452010

**Subject:** Submission of Expression of Interest for Hiring of Direct Sales Associates (DSA) at Indore GA (including Ujjain & Pithampur) & Gwalior GA

Dear Sir,

1. With reference to the EOI Ref.: **AGL/458/MARKETING/DSA/2024-25/EOI** and after examining the detailed EOI document, selection process published rates and other terms and conditions mentioned in the EOI document for "Hiring of Direct Sales Associates (DSA) at Indore GA & Gwalior GA", I/We hereby offer to submit my / our Expression of Interest.
2. All documents necessary in this connection and as required in EOI are enclosed hereto. All the documents/ photocopies of the documents have been self-attested by me/us and Aavantika Gas Limited is free to reject our candidature if any of the documents/photocopies of the documents is/are found to be false or forged.
3. The information sought from me as per the EOI notice is enclosed along with other mandatory details required in the EOI to this letter.
4. I/We hereby give our **Acceptance** against your offered Schedule of Rates (SOR).

Name of Contractor :  
Category of Application :  
(Partnership Firms, Proprietorship Firms)  
Contractor Address :  
Contact Person Name, Designation & Contact No. :  
GST No. :  
PAN NO. :  
Signature & Stamp of Authorized Signatory ) :

Bidders Seal and Sign: