

CENTRAL U.P. GAS LIMITED

(A Joint venture of Gail (India) and Bharat Petroleum)
7th Floor, UPSIDC Complex, A-1/4, Lakhanpur, Kanpur - 208024



**Marketing Head Office
Central U.P. Gas Limited
7th Floor, UPSIDC Complex,
A-1/4 Lakhanpur, Kanpur – 208002**

Expression of Interest for running of Convenience Store at CUGL COCOs in Kanpur under Franchisee Model

EOI NO: CUGL/MKTG/NFR/EOI/02/2023-24

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EXPRESSION OF INTEREST

Central U.P. Gas Limited (CUGL) operates 84 CNG stations across all the operational GAS (Kanpur & Unnao, Bareilly & Jhansi) authorized by the Ministry of Petroleum & Natural Gas Regulatory (MoP&NG). Out of these outlets, 70 CNG Stations are running on different OMCs (Oil Marketing Companies) like BPCL, HPCL, IOCL & NAYARA.

The remaining 14 CNG Stations are either Company Owned or Company Operated (COCO)/ Dealer Owned or Dealer Operated (DODO) Outlets.

In Kanpur, below mentioned are the names and location of the COCO stations –

1. COCO Fazalganj [Click here to visit location](#)
2. COCO Juhi [Click here to visit location](#)
3. COCO Makdikheda [Click here to visit location](#)
4. COCO Pankhi [Click here to visit location](#)
5. COCO Chakeri [Click here to visit location](#)

The above outlets are at strategic locations in Kanpur. Almost all CNG stations have built-up structures as well as open spaces available for non-fuel ventures. CUGL is planning to set-up a Convenience Store (C-Store) in collaboration with our promotor company, Bharat Petroleum Corporation Limited (BPCL) similar to In & Out Store in a minimum area of 375 sq. fts.

CUGL proposes to appoint shortlisted parties, called Franchisees, who may be interested in operating and managing the C-Stores, under the guidance of Central U.P. Gas Limited (CUGL) and Bharat Petroleum Corporation Limited (BPCL).

We invite interested Parties to write in with their Expression of Interest (EOI) for the above opportunity. Parties may include their experience(if any) and their location preferences in their submission. *The format for submission is appended as Annexure- 02 & 03 of EOI document.*

Proposals on ideas/models not mentioned in the above list of facilities are also welcome.

The proposal may be sent by **either** of the following means:

1. E-mail to the following CUGL officials:
 - a) Navin Singh; Sr. Manager – Marketing & BD (Email: navinsingh@cugl.co.in)
 - b) Akshay Gupta; Officer – Marketing & BD, (Email: akshaygupta@cugl.co.in)
2. Send the proposal by courier on the following address:

K/A: Navin Singh – Sr. Manager – Marketing & BD
Central U.P. Gas Limited
7th Floor, UPSIDC Complex,

A-1/4 Lakhanpur, Kanpur – 208002 (U.P.)

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It is stated that the proposition is not an offer for CNG Dealer Owned Dealer Operated (DODO) dealership. Proposition is also not a commitment of business from CUGL.

In case of need of any support in the matter, may please contact:

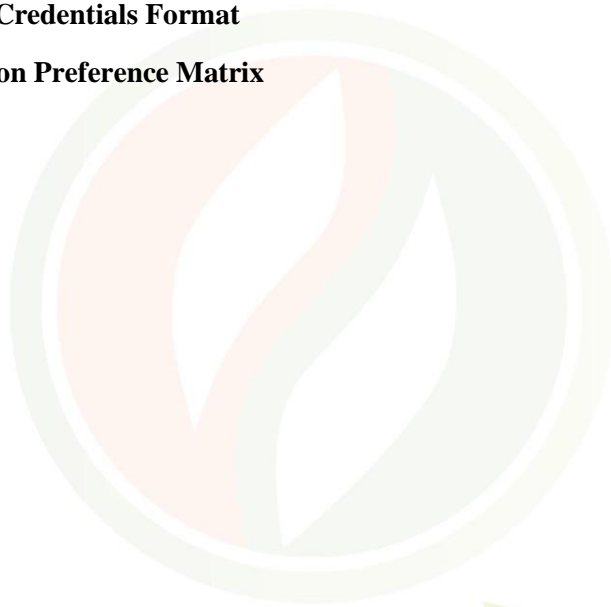
1. Akshay Gupta Officer – Marketing & BD
akshaygupta@cugl.co.in, +91-8194022084

Enclosed

Annexure-01 – Models for Setting-up C-Store's

Annexure-02 – Party Credentials Format

Annexure-03 – Location Preference Matrix



Annexure-01

MODELS FOR SETTING UP C-STORE's

The Convenience Store (C-Store) infrastructure will be built by either BPCL or CUGL. As the infrastructure set-up initial investment will be borne by either BPCL or CUGL, a fixed recovery cost will be charged on monthly basis from the franchisee, this fixed recovery element will be paid directly to CUGL, who will then pass on some component of the fixed recovery to BPCL based on the model, on which C-Store will be set-up at the outlet.

Along with that variable sales component (% of sales) will be charged from Franchisee, and paid directly to CUGL, who will then pass on some component of the sales to BPCL based on the model, on which C-Store is being operated. The chosen model for operating the C-Store at COCO Outlets will be decided between CUGL and BPCL only.

Model – 1 (BPCL Provided Infrastructure)

Under this model, the complete infrastructure will be provided by BPCL. The revenue sharing model will be a combination of fixed recovery and variable recovery (as % of sales) between CUGL and Franchisee.

| Time Period | Fixed Recovery (Rs./Month) | Variable Recovery - % of Sales |
|---------------|----------------------------|--------------------------------|
| 0-3 yrs | 7500 | 3% |
| 4 to 6 Years | 9000 | 3% |
| After 6 Years | 2500 | 3% |

Roles of all 3 Parties:

| BPCL | CUGL | Franchisee |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------------------------------------------------------------------------|
| Pre - Fab Building with false ceiling, flooring, glazing binds, | Permanent foundation for C-Store | Installation of AC, Water Dispenser, Computer Set-up |
| Racks & Gandola with instore branding | PESO Approval | 24/7 Manpower at C-Store |
| POS Hardware (2 Display screen, One bar code scanner, One thermal printer, One UPS, Cash drawer) along with NFR software | | Installation of Sub-Meter and Monthly reimbursement of Electricity Charges to CUGL |
| C-Store Branding | | FSSAI and any other statutory body approval |
| Cash Counter | | One Time – Rs. 50,000/- (Non – Refundable) Security Deposit – Rs. 2,00,000/- (Refundable) |

Note –

- The Revenue Sharing Agreement will be between CUGL and Franchisee Only. The franchisee will not enter into any supplemental agreement with BPCL for revenue sharing or otherwise also.
- CUGL and BPCL have a separate agreement for the C-Stores.
- Minimum Lock in period – 2 years for Franchisee.

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Model – 2 (CUGL-BPCL Shared Infrastructure)

Under this model, the infrastructure cost will be shared between BPCL and CUGL for the carpet area of 350 sq. fts only. The revenue sharing model will be a combination of fixed recovery and variable recovery (as % of sales).

| Time Period | Fixed Recovery (Rs./Month) | Variable Recovery - % of Sales |
|---------------|----------------------------|--------------------------------|
| 0-3 yrs | 5500 | 4.00% |
| 4 to 6 Years | 7000 | 4.00% |
| After 6 Years | 5000 | 4.00% |

Roles of all 3 Parties:

| BPCL | CUGL | Franchisee |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Racks & Gandola with instore branding | Permanent/Civil Structure viz false ceiling, flooring | Installation of AC, Water Dispenser, Computer Set-up |
| POS Hardware (2 Display screen, One bar code scanner, One thermal printer, One UPS, Cash drawer) along with NFR software | PESO Approval | 24/7 Manpower at C-Store |
| C-Store Branding | | Installation of Sub-Meter and Monthly reimbursement of Electricity Charges to CUGL |
| Cash Counter | | FSSAI and any other statutory body approval |
| | | One Time – Rs. 50,000/- (Non – Refundable) Security Deposit – Rs. 2,00,000/- (Refundable) |

Note -

- *The Revenue Sharing Agreement will be between CUGL and Franchisee Only. The franchisee will not enter into any supplemental agreement with BPCL for revenue sharing or otherwise also.*
- *CUGL and BPCL have a separate agreement for the C-Stores.*
- *Minimum Lock in period – 3 years for Franchisee.*

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Model – 3 (CUGL Infrastructure)

Under this model, the complete infrastructure will be provided by CUGL or existing vacant rooms inside the sales building will be converted. The revenue sharing model will be a combination of fixed recovery and variable recovery (as % of sales).

| Time Period | Fixed Recovery (Rs./Month) | Variable Recovery - % of Sales |
|-------------|----------------------------|--------------------------------|
| Since Day 1 | 6500 | 5.00% |

Roles of all 3 Parties:

| BPCL | CUGL | Franchisee |
|------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| - | Permanent/Civil Structure viz false ceiling, flooring | Installation of AC, Water Dispenser, Computer Set-up |
| - | Racks & Gandola with instore branding | 24/7 Manpower at C-Store |
| - | POS Hardware (2 Display screen, One bar code scanner, One thermal printer, One UPS, Cash drawer) along with NFR software | Installation of Sub-Meter and Monthly reimbursement of Electricity Charges to CUGL |
| - | C-Store Branding | FSSAI and any other statutory body approval |
| - | Cash Counter | One Time – Rs. 50,000/- (Non – Refundable) Security Deposit – Rs. 50,000/- (Refundable) |
| - | PESO Approval | |
| | | |

Note -

- *The Revenue Sharing Agreement will be between CUGL and Franchisee Only. The franchisee will not enter into any supplemental agreement with BPCL for revenue sharing or otherwise also.*
- *CUGL and BPCL have a separate agreement for the C-Stores.*
- *Minimum Lock in period - 3 years for Franchisee.*

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Annexure-02

Party Credentials Format

(To be submitted on letter head)

(Party is requested to provide signed & stamped copy of all the below mentioned documents)

| Sr No | Description | Party Inputs |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------|
| Section - A – Party Credentials & Details. | | |
| 1.1 | Name of Party | |
| 1.2 | Aadhar Card | |
| 1.3 | PAN Number | |
| 1.4 | Education Qualification (Latest) | |
| 1.5 | A) ITR of Personnel – Past 3 years, B) Proof of Liquid Capital (Assets, Bank Deposit, FD, Shares, Savings Account etc.) | |
| 1.6 | Current Business/ Occupation | |
| 1.7 | Documentary Evidence of Business/Occupation (Clearly specifying the type of business and years of experience) | |
| 1.8 | GST Number & ITR of Party – Past 3 years (if applicable) | |
| 1.9 | Business Plan for running the C-Stores | |
| 2.0 | Contact Details | |
| 2.1 | Name of contact personnel | |
| 2.2 | Email Address | |
| 2.3 | Mobile Number (Primary) | |
| 2.4 | Mobile Number (Secondary) | |
| 2.4 | Landline Number | |
| Section - B- Other Details | | |
| 3.0 | Any other detail/ideas Party wants to specify: | |
| | | |

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Annexure-03

Location Preference Matrix (To be submitted on letter head)

(Party is requested to provide this document signed and stamped)

Party to submit preference for COCO in Kanpur for which bidder proposal pertains to:

| Sr No. | Station List | Party Indication (Tick appropriate column) |
|--------|-----------------|-----------------------------------------------|
| | Kanpur | |
| 1 | COCO Fazalganj | |
| 2 | COCO Juhi | |
| 3 | COCO Makdikheda | |
| 4 | COCO Pankhi | |
| 5 | COCO Chakeri | |