

EXPRESSION OF INTEREST (EOI)

Himalayan Distillery Ltd. (HDL) invites **Expressions of Interest (EOI)** from eligible firm / companies for engagement of Merchandizers to support its nationwide market operations. The engagement is intended to strengthen brand visibility, outlet merchandising and promotional execution, while providing structured support to sales activities in assigned territories.

Scope of Work Includes:

- Execution of outlet merchandising as per company guidelines
- Placement, monitoring, and maintenance of POSM and branding materials
- Implementation of promotional and visibility activities at outlets
- Coordination with sales teams to support sales operations
- Monitoring product visibility, availability, and planogram compliance
- Collection of market feedback and competitor intelligence
- Submission of regular field reports as prescribed by the Company

The primary focus of the engagement shall remain merchandising and promotional activities and sales support.

Submission Requirements:

Interested parties are requested to submit an EOI containing:

- Brief profile of the agency / service provider
- Relevant experience in merchandising, field marketing, or FMCG / Alcobev sector
- Proposed area or market coverage capability
- Details of manpower strength (if applicable)
- Copy of PAN / VAT registration certificate
- Valid company registration certificate (for firms/agencies)
- Latest tax clearance certificate (if applicable)
- Contact details of authorized representative

Eligibility Criteria:

- Prior experience in merchandising, trade marketing, or field execution
- Understanding of retail market dynamics and promotional execution
- Capability to operate in assigned territories with discipline and compliance
- Legal eligibility to provide such services in Nepal
- Ability to deliver consistently within assigned timelines

Interested firms / companies are requested to submit their sealed Expression of Interest (EOI) along with the required documents within 7 days from the date of publication of this notice to the contact office of Himalayan Distillery Ltd, Jawalakhel, Lalitpur, Nepal.



Human Resource Department
Himalayan Distillery Ltd.
113/25, Uttar Bagaincha Marg, Manbhawan, Shri Tole
Contact No: 01 5427465

Note: The Company reserves the right to accept or reject any or all EOIs, fully or partially, without assigning any reason whatsoever and without incurring any obligation.