

EXPRESSION OF INTEREST (EOI)

Himalayan Distillery Ltd. (HDL) invites **Expressions of Interest (EOI)** from eligible firms / companies for engagement of **Design, Implementation, Integration and Support of Sales Force Automation (SFA) and Distributor Management System (DMS)**. The engagement is intended to enhance HDL's route-to-market execution, sales efficiency, distributor management, and real-time decision-making.

1. Scope of Work: Selected vendor shall be responsible for end-to-end implementation including but not limited to

A) Sales Force Automation (SFA)

- Mobile-based application for field force
- GPS-based user activity tracking (attendance, activity, feedback)
- Beat planning & route optimization
- Order management (primary & secondary sales)
- Outlet management, coverage & productivity tracking (Geo-tagging & Geo Fencing)
- Sales performance monitoring (real-time reports, dashboards & analytics)

B) Distributor Management System (DMS)

- Distributor onboarding & master management
- Billing, invoicing & order processing
- Inventory & warehouse management, Batch tracking
- Claims management
- Outstanding & collection tracking
- Real-time reporting & analytics dashboards

C) Integration, Implementation & Support

- Integration with existing ERP/payroll systems
- Data Security, User Access Control and Data Backup
- System configuration and customization
- Data migration and validation
- User training and change management
- Post-implementation support & SLA-based maintenance

2. Eligibility Criteria

- Registered Software Company in Nepal
- Minimum **3–5 years of experience** in SFA/DMS implementation
- Proven track record in **FMCG / Alcobev / Distribution sector**
- At least **3 successful implementations** of similar scale
- Availability of **local or regional support team**
- Capability to provide **customization for Nepal market**
- Strong financial standing and technical team

3. Submission Requirements:

- Company Profile and organizational details
- Relevant experience in FMCG / Alcobev / Distribution sector
- Detailed technical & financial proposal
- Implementation methodology & timeline
- Support & service model (SLA details)
- Notarized copies of PAN/VAT, Company Registration Certificate
- Latest Tax Clearance Certificate / Tax Submission evidencing documents
- Contact details of authorized representative

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.

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.