



# West Assam Milk Producers' Co-operative Union Ltd.

## PURABI DAIRY

### **ELIGIBILITY AND STANDARD TERMS & CONDITION FOR FRANCHISEE OPERATOR OF PURABI PARLOUR – Panjabari & Changsari Unit**

The Franchisee appointment is for an initial period of 1 (one) year, extendable up to 3 (three) years.

1. The candidate must have experience of food / restaurant / retail sales business. Retail / Food business operations requirements like purchase, sales, customer care, GST registration, tax returns, trade license, FSSAI registration, CC bank account etc.
2. The candidate must be a resident of Assam (Adhaar Card).
3. Appointed Franchisee should not sub-let the booth to someone else.
4. The candidate must be aligned to the philosophy of providing a marketing platform for the dairy farmers of Assam.
5. The store should be used only to sell Purabi product basket and products approved by Purabi. Additional ancillary products – made from Purabi products like milk, paneer, ice cream, curd, lassi is permitted to be served in the parlour.
6. The store should always maintain adequate stocks at all times.
7. The store should open at 6.00 am in the morning and close by 10.00 pm in the evening, every day of the year, irrespective of festivals and holidays.
8. The items to be provided by Purabi to the franchisee includes as is presently available (eg: 1 number of tower AC, 4 nos of visi-coolers, 1 no of chest cooler, 1 no of deep freezer (for storing ice cream) and 1 no of curved top deep freezer (for purabi ice cream scooping) and the furniture available in the parlour like plastic tables (2nos), plastic chairs (8 nos), cash counters (2nos), shelf (1no), cupboard (1 no), cabinet (1no).
9. The franchisee should not change any structure / orientation / cause any modification in any form to the interior or exterior of the building – without any prior permission from the WAMUL management in writing.
10. The cleanliness of the store and surroundings is of paramount importance and should be cleaned morning / evening to keep the store at a hygienic condition, at all times.
11. The stocks will be provided to the booth at prescribed Price To LAD (PTLAD – current price list enclosed, subject to revision in MRP from time to time) directly by WAMUL. The payment for the stocks to be made on a daily basis on advance payment. The stocks to be collected from the Purabi plant at your own cost.

12. For the Parlour at Purabi Dairy Panjabari – a Monthly rental of Rs 30000/- per month to be paid to WAMUL, within the first week of the month.
13. A concessional rate of Rs 20000/- will be charged as an incentive to start the venture - till 31<sup>st</sup> December 2025.
14. For the Parlour at Cattle Feed Plant Changsari – a Monthly rental of Rs 20000/- per month to be paid to WAMUL, within the first week of the month.
15. A concessional rate of Rs 10000/- will be charged as an incentive to start the venture - till 31<sup>st</sup> March 2026.
16. Franchisee to offer Employee Discount to the employees of WAMUL and NEDFL, as per approved rates.
17. Electricity and maintenance expense would be extra, as per actual. WAMUL would raise a bill for the units consumed by the Purabi Parlour, at a rate of Rs 10 per unit. The bill amount to be payable by the franchisee within 7 days of raising the bill.
18. Cleanliness of the parlour and the surrounding, to be maintained by the franchisee at all times.
19. Branding will be done by Purabi's marketing team as per approved design. The franchisee should not make any changes in the design by any kind of additional design elements.
20. Franchisee to pay an interest free refundable security deposit of **Rs 50,000/-** (Rupees Fifty Thousand Only) against the assets, through DD / online payment to West Assam Milk Producers Cooperative Union Limited (WAMUL). This amount will be refunded at the end of the contract.
21. The booth and the cold chain assets provided by WAMUL shall continue to remain the assets of Purabi, deemed to be in the custody of the franchisee. These assets would be used by the franchisee only for storing Purabi products and products approved by Purabi.
22. Franchisee to issue Tax Invoices to customers as per applicable rules and regulations, in the name of the franchisee, under the banner of Purabi Milk Parlour, Panjabari, Guwahati / Changsari, Guwahati – along with Purabi logo. Sample Format:  
  
Purabi Milk Parlour, Panjabari, Guwahati (Purabi Logo)  
  
(Franchisee Name: M/S \_\_\_\_\_)  
  
(GST No: \_\_\_\_\_)
23. In case of closure of business and surrender of the parlour and assets, before the expiry of the contract, the franchisee to send a notice through formal communication addressed to the Managing Director, WAMUL, RKJP Agarwala Road, Panjabari, Guwahati, Assam 781037,



stating the closure of business and surrender of the parlour and its assets, atleast 3 months in advance.

24. In case of foreclosure of the contract by WAMUL, WAMUL will give 3 months of notice period to franchisee to terminate the contract.

25. At the end of the contract and the process of handover of the assets back to Purabi by franchisee gets completed, the full and final settlement amount would be calculated basis any receivable. It would be communicated to the franchisee through a formal communication. After receiving acceptance from the franchisee on the full and final settlement amount, the security deposit would be refunded by WAMUL to the franchisee through check / online payment.

26. In the event of improper / unsatisfactory service by the franchisee, WAMUL shall have the right to withdraw the franchisee and foreclose the contract with immediate effect, without giving any notice.

#### **DUTIES OF FRANCHISEE**

1. The franchisee shall at all times duly and diligently carry out the work as specified in the scope of work. The retailer shall constantly work towards improving the sale of the products of the Company.

2. The franchisee shall carry out the sale activities strictly as per the guidelines and directions given by the Company from time to time.

3. The franchisee shall inform WAMUL of any quality problem immediately upon observing the same.

4. The franchisee shall be responsible for the payment of all taxes, levies or duty payable by retailer to run the business of food items. WAMUL shall not be liable for the payment of taxes and other charges on behalf of the franchisee.

5. The franchisee to obtain and renew all licenses/permissions including license under Food Safety and Standards Act, 2006 & Rules and Regulations, 2011 and other Licenses required under any other laws/rules from time to time and send a copy of the same to WAMUL.

6. The franchisee shall render all the assistance to WAMUL's authorized technical personnel for maintenance of the assets, during the currency of this Agreement.

7. The franchisee shall inform WAMUL immediately in case of incidents involving loss of any Asset, theft of the assets etc and shall file necessary FIR to police station in case of theft / accidents.

8. The franchisee has to maintain statutory licensees like Trade License, GST registration, FSSAI registration.



9. The franchisee should maintain the cleanliness and hygiene of the booths at all times. The same would be checked from time to time by concerned Purabi officials and action would be taken if store is found not maintaining desired cleanliness and hygiene.
10. The franchisee shall never store or sale / supply any product in the booth, which has expired or damaged.
11. Franchisee to provide Employee Discount to all present employees of WAMUL and NEDFL.
12. Franchisee to check the products at the time of receipt and if found damaged or defective, it should be returned to WAMUL plant and get exchanged within that day.
13. Franchisee to engage adequate manpower to take care of the day to day operations.
14. Franchisee to provide uniforms (preferably collared T-Shirts) to the manpower. They should be wearing these uniform at work at all times.
15. Franchisee to provide Home Delivery Service to customers within 500 meters of distance – with an additional charge of Rs 100 per month, to take care of the distribution expense.

Interested parties which meets the eligibility and terms and condition may send in a Letter of Intent along with a plan on how to operate the parlour, addressed to Managing Director, WAMUL, Panjabari, Guwahati 781037, within 23rd August 2025. For further details please call toll free number 6900181122, and we will arrange a call back.



**Price to LAD: (SKU wise)**

<b>Product</b>	<b>MRP</b>	<b>PTR</b>	<b>PTLAD</b>	<b>Employee Discount (ED)</b>
Purabi Smart 500ml 3.0%8.5% (Lt)	64	60.80	59.300	4.0
Purabi Smart+ 500ml 3.5%8.5% (Lt)	68	64.80	63.300	4.0
Purabi STD 500ml 4.5%8.5% (Lt)	70	66.80	65.300	4.0
Purabi Smart+ 1000ml 3.5%8.5% (Lt)	68	64.80	63.300	4.0
Purabi Gold 500ml 6.0%9.0% (Lt)	76	72.80	71.500	4.0
Purabi Gold 1000ml 6.0%9.0% (Lt)	75	71.80	70.500	4.0
Purabi Gold 6000ml 6.0%9.0% (Lt)	450	435.00	416.500	4.0
Purabi Plus 500ml 4.5%8.5% (Lt)	70	66.80	65.300	4.0
Paneer 200gms (Pc)	95	87.00	83.749	5.0
Purabi Plain Curd 80gms (Pc)	15	13.25	12.650	2.0
Purabi Plain Curd 200gms(Pc)	30	26.00	24.300	4.0
Purabi Plain Curd 400gms(Pc)	55	49.50	47.000	5.0
Purabi Sweet Curd 80gms(Pc)	15	13.25	12.650	2.0
Purabi Sweet Curd 200gms(Pc)	30	26.00	24.300	4.0
Purabi Sweet Curd 400gms(Pc)	55	49.50	47.000	5.0
Plain Lassi 200ml(Pc)	20	17.50	16.400	2.0
Mango Lassi 200ml(Pc)	25	22.00	20.420	2.0
Purabi Cream 200gms(Pc)	100	93.00	89.500	5.0
Purabi Cream 400gms(Pc)	190	178.00	172.001	15.0
Purabi Ghee 200gms(Pc)	190	173.00	166.000	15.0
Purabi Ghee 500gms(Pc)	450	411.00	396.000	40.0
Purabi Pouch Curd 400gm(Pc)s	35	32.20	31.150	2.0
Purabi Pouch Curd 1000gms(Pc)	75	70.50	69.300	0.0
Purabi Honey 125g - PH125(Pc)	100	88.00	82.000	10.0
Purabi Honey 250g - PH250(Pc)	180	159.00	148.000	20.0

Purabi Honey 500g - PH500(Pc)	330	266.00	250.000	30.0
Purabi Kesar Flavoured Milk 180ml PP(Pc)	30	26.79	25.848	5.0
Purabi Mango Flavoured Milk 180ml PP(Pc)	30	26.79	25.848	5.0
Purabi Strawberry Flavoured Milk 180ml PP(Pc)	30	26.79	25.848	5.0
Purabi Hazelnut Coffee Flavoured 180ml PP(Pc)	30	26.79	25.848	5.0
Purabi Smart UHT Toned Milk (200 ml) (Pc)	18	16.40	16.09	1.0
Purabi Smart UHT Toned Milk (1000 ml) (Pc)	75	70.35	68.92	3.0
<b>CHOCOLATE 180 ML FL. M (BOTTLE) (Pc)</b>	30	26.79	26.36	2.0
<b>Tetra Pak Strawberry Milkshake 200ml (Pc)</b>	30	26.09	25.44	4.0
<b>Tetra Pak Mango Milkshake 200ml(Pc)</b>	30	26.09	25.44	4.0
<b>Tetra Pak Chocolate Milkshake 200ml(Pc)</b>	30	26.09	25.44	4.0
<b>Tetra Pak Masala Chach 200ml(Pc)</b>	15	13.04	12.57	2.0
<b>BUTTER 100 GMS(Pc)</b>	62	54.00	52.54	4.0
<b>BUTTER 500 GMS(Pc)</b>	305	279.82	265.44	20.0
<b>CHEESE CUBES 180GM(Pc)</b>	145	121.85	119.28	10.0
<b>CHEESE SLICE 200 GM(Pc)</b>	170	142.86	137.82	10.0
<b>CHEESE SPREAD 200 GM(Pc)</b>	120	100.84	97.62	10.0
<b>Rasgulla 1kg Tin(Pc)</b>	250	219.30	210.86	25.0
<b>Gulabjamun 1kg Tin(Pc)</b>	250	219.30	210.86	25.0
<b>Ice Cream MRP10(Pc)</b>	10	8.2	7.37	2
<b>Ice Cream MRP20(Pc)</b>	20	16.4	14.73	4
<b>Ice Cream MRP25(Pc)</b>	25	20.5	18.41	5
<b>Ice Cream MRP30(Pc)</b>	30	24.6	22.1	5
<b>Ice Cream MRP35(Pc)</b>	35	28.7	25.78	5
<b>Ice Cream MRP40(Pc)</b>	40	32.8	29.46	5
<b>Ice Cream MRP45(Pc)</b>	45	36.9	33.15	5
<b>Ice Cream MRP110(Pc)</b>	110	90.2	81.02	20
<b>Ice Cream MRP130(Pc)</b>	130	106.6	95.74	25
<b>Ice Cream MRP150(Pc)</b>	150	123	110.47	25
<b>Ice Cream MRP160(Pc)</b>	160	131.2	117.84	25
<b>Ice Cream MRP650 Gallons(Pc)</b>	630	532.4	492.04	0
<b>Ice Cream MRP660 Gallons(Pc)</b>	660	557.7	515.48	0
<b>Ice Cream MRP815 Gallons(Pc)</b>	815	688.7	636.54	0
<b>Ice Cream MRP850 Gallons(Pc)</b>	850	718.3	663.87	0