



## **MILCO (PRIVATE) LIMITED**

(Affiliated to the Ministry of Agriculture & Plantation Industries)

Calling Applications for the Distributors for “**Highland**” Dairy Products

MILCO (PVT) LTD, is the pioneer in local dairy industry with a wide network in milk collection, production and sales throughout the island with “**Highland**” brand. It has four milk processing factories located in Colombo, Digana, Ambewela, and Polonnaruwa. We are looking for experienced, talented and financially sound distributors to strengthen our distribution network.

Applications are hereby invited from the suitable Individuals or Organisations for the distribution of “**Highland**” Dairy Products for the vacant Areas.

Application and all the details are given below and the interested parties must forward their applications on registered post within 07 days from the date of this advertisement.

The caption “Application for the Distributorship” should be mentioned on the top left hand corner of the envelope containing the Application.

For more details please feel to contact the Actg. Manager Marketing on 0114500512 / 13

### **Kalutara District**

Agalawatta Area - Baduraliya, Bulathsinhala, Ethwalthota, Meegahathenna, Pelawatta  
Expected Bank Guarantee amount – Rs. 3.0 Mn

### **Galle District**

Urahaga Area - Uragaha Town  
Expected Bank Guarantee amount – Rs. 3.0 Mn

### **Matara District**

Urubokka Area - Beralapanathara Town  
Expected Bank Guarantee amount – Rs. 3.0 Mn

### **Hambantota District**

Ambalanthota Area - From Tangalle Indipokunagoda Rd, Ranna, Hungama,  
Ambalanthota, Angulukolapelessa, Sooriyawewa  
Expected Bank Guarantee amount – Rs. 2.0 Mn

Hambathota Area - Tissa, Kataragama, Lunugamwehera, Hambantota  
Expected Bank Guarantee amount – Rs. 2.0 Mn

### **Anuradhapura District**

Kekirawa Area - Kekirawa, Galnewa, Habarana, Maradankadawala,  
Mahailuppallama, Madatugama  
Expected Bank Guarantee amount – Rs. 2.0 Mn

Medawachchiya Area- Galenbindunuwewa, Kahatagasdigiliya, Horowpothana,  
Medawachchiya, Rambewa, Kabithigollewa  
Expected Bank Guarantee amount – Rs. 2.0 Mn

Padaviya Area - Padaviya, Parakramapura, Sripura, Welioya  
Expected Bank Guarantee amount – Rs. 2.0 Mn

### **Vavuniya District**

Vavuniya Area - Vavuniya, Puliyankulam, Omantha, Nelumkulama  
Expected Bank Guarantee amount – Rs. 5.0 Mn

**Rathnapura District**

- Embilipitiya Area - Madampe, Godakewela, Pallebedda , Udawalawa  
Embilipitiya, Moraketiya, Rakwana  
Expected Bank Guarantee amount – Rs. 3.0 Mn
- Ruwanwella Area - Thalduwa, Dehiowita, Karawanella, Ruwanwella, Anguruwella  
Deraniyagala, Yatiyanthota, Kithulgala  
Expected Bank Guarantee amount – Rs. 3.0 Mn
- Kosgama Area - Puwakpitiya, Kosgama, Kaluaggala  
Expected Bank Guarantee amount – Rs. 3.0 Mn

**Kurunegala District**

- Galgamuwa Area - Galgamuwa, Mahawa, Abanpola, Nawagaththegama,  
Giribawa, Meegalawa  
Expected Bank Guarantee amount – Rs. 3.0 Mn
- Kurunegala Area - Kurunegala Bus Stand, Main Street, Katupitiya,  
Idulgodakanda and By Routs  
Expected Bank Guarantee amount – Rs. 3.0 Mn

**Puttlam District**

- Wennappuwa Area - Wennappuwa, Marawila, Naththandiya, Dankotuwa  
Expected Bank Guarantee amount – Rs. 5.0 Mn
- Puttlam Area - Puttlam, Kalpitiya, Anamaduwa, Wanathawilluwa  
Expected Bank Guarantee amount – Rs. 5.0 Mn
- Chillaw Area - Chillaw, Madampe, Bingiriya, Bowaththa, Arachchikattuwa  
Expected Bank Guarantee amount – Rs. 5.0 Mn

**Monaragala District**

- Monaragala Area - Monaragala, Badalkumbura, Dambagalla, Siyambalanudwa  
Expected Bank Guarantee amount – Rs. 5.0 Mn
- Wellawaya Area - Wellawaya, Buttala, Thanamalwila, Koslanda  
Expected Bank Guarantee amount – Rs. 2.0 Mn

**Badulla District**

- Badulla Area - Badulla, Passara  
Expected Bank Guarantee amount – Rs. 8.0 Mn
- Mahiyanganaya Area- Mahiyanganaya, Hasalaka, Hettipola, Padiyathalawa, Giradurukotte,  
Bibila, Meegahakiula  
Expected Bank Guarantee amount – Rs. 3.0 Mn

**Batticaloa District**

- Ampara Area - Ampara, Hingurana, Damana, Wadinagala, Inginiyagala, Uhana,  
Gonagolla, Bakkiella, 69 Junction, Mahaoya  
Expected Bank Guarantee amount – Rs. 4.0 Mn

To addition to above, following requirements / conditions are applicable.

1. The completed application must be produced along with a related Business / Company Registration. (If BR / CR is not available at the time of applying, BR / CR must be produced within a month)
  - i. Copies of NICs must also be submitted.
  - ii. Maximum number of shops per Area is approximately 200.
2. Applicant must be able to submit a minimum Bank Guarantee as mentioned above within a period of one month from the date of confirming the selection and the products are not issued until submit the bank guarantee.
  - i. The required Bank Guarantees which have been mentioned above should be fulfilled.
  - ii. The bank guarantee must be enhanced by time to time as increasing the demand for products / cost of production / sales volumes
  - iii. The distributor must offer credit to the trade and align with the trade practices.
3. Applicant must be able to provide a freezer truck for the distribution of Highland Products and the trucks’ **must be branded**” according to the Artwork given by the company.
  - i. Vehicle Registration documents must also be submitted to Milco.
  - ii. The distribution vehicles must be maintained in proper hygienic condition at any given time.
  - iii. Temperature GPS detectors must be fixed in the trucks
  - iv. The truck is not allowed to transport / distribute any other products.
4. Applicant must be able to provide minimum of 500 ltr of chill storage capacity, 200 ltrs of frozen storage capacity and 1000sqf of dry storage capacity
  - i. The actual requirement is depend on the area potential.
  - ii. The store should be located in the territory or within 15 Km away from the territory.
5. The monthly product target would be given by the respective Area Manager based on the Area potential and it may be revised from time to time and must achieve the target consistently.
6. Experience in handling / distributing FMCG would be an added advantage
7. The selected distributor must maintain following requirement
  - i. Separate Experienced Field Sales Staff for each truck
  - ii. The distributors Field Sales Staff must be supplied uniforms by the selected distributor as per the Artwork provided by Milco and the distributors Field Sales Staff must wear uniforms while engaging in distribution
  - iii. High discipline must be maintained by all the Distributors Field Sales Staff
  - iv. Experience Office Staff,
  - v. An office equipped with computers, phones, internet, email etc....

8. The selected applicant must allow the Milco Sales Staff to do the physical inspection of requirements and facilities as well as the field sales operation.
9. The Distributor must achieve sales target, given by the Area Manager and non-achievement of targets may badly affected to the distributorship.
10. Milco employees and their close relatives are not permitted to apply for the distributorships.
11. The distributorship is not transferable at any cost.
12. The selected distributor must visit every shop at least once a week.
13. The distributor can terminate the distributorship by giving one month notice to the company and the company can terminate the distributorship immediately and the distributorship may automatically terminate when non purchasing of products consecutively for one month.
14. Selected Distributor must sign an agreement with Milco.

Actg. Manager- Marketing & Sales  
Milco (Pvt) Limited  
No. 345-6/1, Galle Road  
Colombo 03.

**APPLICATION FORMAT**

**MILCO (PVT) LIMITED**

**APPLICATION FOR A DISTRIBUTORSHIP**

01. Name of the Applicant :.....
02. NIC no. of the applicant :.....
03. Name of the Business (*As per the BR/CR*) :.....
04. Address of the Distribution :.....
05. Contact Numbers :.....
06. The Nature of the Business :.....
- ( Copy of Business Registration)
07. Business Registration No :.....
08. Requested/ Preferred Area :.....
09. Expected bank Guarantee Value (Rs.) :.....
10. Bank & Branch :.....
11. Stores Facilities :.....
- a. Address :.....

Category	Available		Can be provided	
	Qty	Capacity	Qty	Capacity
Cold Rooms				
Frozen Rooms				
Chillers				
Freezers				
Dry storage				

12. Vehicle Details

Category	Year of Registration	Available		Can be Provided	
		Qty	Capacity	Qty	Capacity
Freezer Truck					
Dry Truck					
Freezer Truck- Dual Compartment					

13. Office Facility

- a. Location/ Address .....
- b. Tel no :.....Fax ..... Email .....

14. Staff

- a. No of office Staff :.....
- b. No of Field Staff :.....

15. Sales Experience:

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16. Other Business Activities:

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Applicant Signature

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Date