



Terms of Reference (TOR)

Selection of Agency for Preparing Market Demand Study & Financial Feasibility Study for 22 Nos. Food Processing Industries across Andhra Pradesh

No: APUIAML/F&ED/APFPS/2021-22



I. Background

APUIAML is JV company of Government of Andhra Pradesh (GoAP) and is under Municipal Administration & Urban Development department of GoAP.

GoAP envisages to develop as a model town. In this context, GoAP has approved multiple projects under various sectors such as Water Supply, Sewerage, Storm Water Management, roads, Solid Waste Management, Development of Lakes & Canals, urban design projects etc. APUIAML is an end-to-end service provider for Development & Implementation of 26 Nos. Secondary Food Processing Units in the state of Andhra Pradesh and preparing DPRs for the same.

II. Solicitation

In this context, it is required to engage an agency for preparing the Market Demand & Financial Feasibility Report for each project mentioned below units.

S. No	Name of the Project	Parliamentary Constituency	Input Raw Material & Capacity	Finished Products Capacity TPY
1	Mango jelly Processing Unit	Kakinada	Mango-10200 TPY Banana-6000 TPY	Mango Pulp - 3100 Banana Puree-2000 Mango Jelly-860 Banana Jelly-430
2	Jaggery Processing unit	Anakapalli	Sugarcane-37500TPY	Jaggery Cones-975 Jaggery Powder-3900 Protein Bar - 450
3	Cocoa processing unit	Eluru	Cocoa Bean - 22200 TPY	Deshelled Cocoa Beans -29640 Cocoa Powder-5980 Cocoa Butter- 5200 Compound Chocolate - 8580 Chocolate blend - 15080
4	Coffee Processing Unit	Araku	Coffee- 9600 TPY	Roasted Coffee- 1219 Instant Coffee - 610 Parchment Coffee Beans- 1851
5	Groundnut Processing Unit	Hindupur	Groundnut -55620 TPY	Groundnut Oil - 21280 Peanut Butter-300 Chikki-450 Salted Peanuts-297 Raw peanuts-297
6	Banana Processing Unit	Kadapa	Banana-168000 TPY	Banana Puree-25000 Banana Powder -5760 Banana Plates- 480 Banana Peel Fertilizer-800 Banana Chips -4320 Banana Steam Fibre- 480



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

S. No	Name of the Project	Parliamentary Constituency	Input Raw Material & Capacity	Finished Products Capacity TPY
7	Tomato Processing Unit	Nandyal	Tomato - 21600TPY Mango- 24000TPY Banana -20000TPY Guava- 16000TPY Papaya-3000TPY	Tomato Ketch Up-1663 Tomato Sauce -757 Tomato Powder -604 Mango Pulp - 11990 Mango Powder - 696 Mango Jam - 375 Banana Puree -9310 Banana Powder -210 Banana Jam -112 Guava -10510 Guava -210 Guava Jam- 112 Papaya Pulp - 1796 Papaya Powder -180
8	Integrated Fruits & Vegetables	Chittoor	Mango-39000 TPY, Banana-20000TPY, Guava-16000TPY, Papaya-3000TPY	Mango Pulp-16344 Banana Puree-8298 Guava -8497 Papaya Pulp-1633 Mango Powder - 180 Banana Powder -31.5 Guava Powder - 31.5 Papaya powder- 27 Mango tetra pack 1L- 19008000 Packs Mango tetra pack 200MI- 57602000 Packs Banana Tetra Pack 1L - 4752000 Packs Banana Tetra Pack 200 ML - 1584000 Packs Guava tetra pack 1L- 9504000 Packs Guava Tetra pack 200 MI -2400000 Packs Mixed Fruit Tetra Pack 1 L - 7920000Packs Mixed fruit Tetra pack 200MI - 4800000 Packs IQF-9300
9	Integrated Spices unit	Narasaraopet	Dry Chillies- 30000-TPY Turmeric -15000 TPY Pepper - 3000 TPY Ginger- 1500 TPY	Chilli ppc -27600 Turmeric ppc -13200 Pepper ppc - 2640 Chilli Powder - 9600 Turmeric Powder - 2700 Pepper powder -540 Chilli oleoresin -1500 Turmeric Oleoresin - 1050 pepper oleoresin- 210 Ginger oleoresin - 135



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

S. No	Name of the Project	Parliamentary Constituency	Input Raw Material & Capacity	Finished Products Capacity TPY
10	Dried Honey Dipped Banana Processing	Kadapa	Banana-30780 TPY	Honey Dipped Banana -3385 Peel Fertilizer- 29.7
11	Dehydration unit	Kurnool	Onion-72,000 TPY Fruits -8000TPY, Vegetables - 8000TPY	Onion Flakes -5184 Onion Powder -10740 Onion Paste -2160 Fruit Flakes- 1920 Fruit Powder -1910 Dehydrated Vegetables -1920
12	Integrated Fruits & Beverages unit	Anantapur	SweetOrange- 30000 TPY, Mango- 12000 TPY Guava- 6000, Banana- 4000 TPY Pomegranate - 14000 TPY	Orange Concentrate - 2100 Pomegranate Concentrate - 980 Mango Pulp -6960 Banana Puree -2000 Guava Pulp -4200 Mango juice tetra pack - 9504000 Packs Mango juice pet bottle 1L - 12960000 Packs Mango Squash -700MI - 450000 Packs Orange juice tera pack 1 L - 15840000 packs Orange juice pet bottle 1 L - 3240000Packs Pomegranate juice tetra pack 1 L - 9500000 Guava Juice 1 L - 44752000 Packs Guava Juice pet bottle 1 L - 6480000 Packs Guava Squash 700 ml - 450000packs Mixed fruit juice tetra pack 1 L - 3168000 Mixed fruit pet bottle 1 L - 4320000Packs Mixed fruit Squash 700 MI - 225000 Packs Banana Juice tetra pack 1 L - 3960000Packs Banana juice pet bottle 1 L - 4320000 Packs Banana Squash 700 MI -450000 Packs Orange juice tetra pack 200 MI - 4320000 Peregrinate juice tetra pack 200 ml - 2880000 Packs Mango juice tetra pack 200 ml - 2400000 Packs Guava juice tetra pack 200 ml - 1056000 Orange juice pet bottle 500 ml - 4320000 Packs



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

S. No	Name of the Project	Parliamentary Constituency	Input Raw Material & Capacity	Finished Products Capacity TPY
				Pomegranate juice pet bottle 500ml - 4320000 Packs Mango juice pet bottle 500ml - 5400000 packs Guava juice pet bottle 500ml - 1080000 Packs
13	Banana processing	Kovvur	Banana- 38400 TPY	Banana Puree-19200
14	Red Gram Processing Unit	Guntur	Red Gram -6000 TPY, Green Gram - 3000 TPY, Black Gram - 1200 TPY, Bengal Gram - 3000 TPY	Red gram - 4500 Green Gram - 2220 Black Gram -900 Bengal Gram -2250
15	Tamarind Processing and Snacks making Unit	Chittoor	Tamarind - 4800TPY Groundnut- 450TPY	Tamarind PPC/Slab - 1040 Tamarins Pulp/Paste – 880 Tamarind Sauce -1760 Tamarind Kernel Powder - 648 Chikki -486
16	RTE and RTS Foods Manufacturing Unit	Srikalahasthi	RTE - 4620TPY RTS - 427TPY COOKIES - 1453 TPY SNACKS - 768 TPY	RTE-4481 RTS-400 Cookies-945 Snacks -729
17	Acid Lime Processing	Nellore	Acid Lime - 18900 TPY	Juice Concentrate- 1323 Lemon Peel Oil - 114 Pectin - 1500
18	Coconut Processing Unit	Amalapuram	Coconut - 100000Nuts @350 Grams per nut	Extra Virgin Coconut Oil - 2042 Coconut Skimmed Milk - 3386 DDC- 3257 Coconut Water -4851 Virgin Coconut Oil -376 Parry as cattle feed - 1240
19	Fortified Rice Processing	Tadepalligudem	Broken Rice- 4290TPY	FRK- 3544 Puff snacks -866
20	Aqua Processing Unit	Machilipatnam	Shrimp- 24000 TPY	Head Less- 11524 PD/PUD-1599 PDTO -1677 Breaded- 1638



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

S. No	Name of the Project	Parliamentary Constituency	Input Raw Material & Capacity	Finished Products Capacity TPY
21	Maize Processing Unit	Vizanagaram	Maize - 216000 TPY	Ethanol - 60000KLD Co2 -30000 DDGS -39000 Starch -18600 Liquid Glucose - 21600 Gluten - 2160 Fibre -6600 Gem - 3000
22	Cashew Nuts and CNSL unit	Srikakulam	Raw Cashew Nuts - 15000TPY, Cashew Fruit - 30000TPY	Cashew Kernel - 2062 Cashew Splits -1125 Flavoured Cashew -563 CNSL - 1125 DE Oiled Cake-10125 Fruit Based Ethanol -900 KL

In this regard technical & financial proposals are invited from reputed /eligible agencies/ expert consultants for the above units. The agency can submit one proposal for /all (Separate) or any project/projects. The agency should submit technical & financials proposals regarding their bid.

III. Eligibility Criteria

Market Demand Study

1. The Agency/Consultant should be a Proprietary firm, a private entity, a company, a partnership firm, an LLP or a body corporate.
2. The Agency should have experienced & qualified professionals (minimum 3 members) and the team leader should have at least 5 years or more experience related to Market Demand Study of any product.

Financial Projections

1. The Agency should have at least 2 nos. of qualified & experienced financial professionals and having more than 5 years' experience related to financial feasibility of projects

IV. Scope of Work

A) Market Demand Study

The agency should conduct the study from primary & Secondary data and prepare comprehensive report on Market Demand for each project. The report should contain the following information but not limited to the following.

1. Potential & Demand of Each Products from Raw material
2. Each Products Market in World Wide, India and Andhra Pradesh
3. Export potential for each product from Industry

B) Financial Feasibility Report

The agency should prepare financial feasibility of the products to be manufactured from each unit considering the project cost, civil infrastructure cost, plant & Machinery cost, operating expenses,



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

preliminary & pre-operative expenses, revenues. The agency should calculate the project IRR, NPV DSCR, balance sheet, repayment schedule etc., for each Industry and submit the financial feasibility report for each project.

V. Deliverables, time lines and payment details

The details of deliverables, time lines and payment schedule for each project is given below.

Market Demand Report

S No	Name of Deliverable	Payment details
1	Concept Report submission	25% of quoted fee upon submission of Concept Report
2	Submission of Draft Market Demand Study & Financial Feasibility Study report for 22 Nos. Food Processing Industries across Andhra Pradesh	50% of quoted fee upon submission of draft Report
3	Submission of Final Market Demand Study & Financial Feasibility Study report for 22 Nos. Food Processing Industries across Andhra Pradesh	25% of payment upon acceptance of APUIAML/ Client

VI. Instructions to Agencies

- a) The payment to the selected consultant shall be made after satisfactory approval from the client..
- b) The financial quote should be exclusive of applicable taxes.
- c) The last date for submission of proposal both technical and financial proposals (Annexure-D) in separate envelopes through physical submission or through courier as per the prescribed format is **20.01.2022 by 12:30 HRS** to the APUIAML office address as mentioned below.

Division Head – Food and Enterprises
Andhra Pradesh Urban Infrastructure Asset Management Limited (APUIAML),
4th Floor, NTR Administrative Block, PNBS,
Vijayawada - 520013

- d) Technical Bids will be opened on **20.01.2022 by 2:30 HRS**. The financial bids will be opened for those technically qualified bids on **20-01-2022 on 3.30 PM** however depending on the completion of technical bids evaluation
- e) Both the proposals should be submitted by agencies on letter head duly signed by the competent authority and shall have the following contact information: (i) Contact Person Name (ii) Contact Mobile No (iii) Contact email ID (iv) Contact Address



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

- f) For further clarifications, the agencies may contact Mr.M.A.Sudheesh, Mobile No: 8800447189 or email: sudheesh.mekala@apurban.in

- g) This document is also available on the website – www.apurban.com



FORMAT FOR FINANCIAL PROPOSAL

[On the Letter head of the Firm]

Date:

To

The Division Head (Food & Enterprise Division),
Andhra Pradesh Urban Infrastructure Asset Management Limited (APUIAML),
4thFloor, NTR Administrative Block, Pandit Nehru Bus Station,
Vijayawada-520013, Andhra Pradesh

Sub: Financial Proposal for Conducting Market Demand and Financial Feasibility of 21 Nos. Food Processing Industries across Andhra Pradesh

Sir:

For providing consultancy services for the subject assignment, we hereby submit the following Professional Fee quotation to the APUIAML for each type of services as follows.

S No	Name of Deliverable	Amount Rs
1	Concept Report submission	
2	Submission of Draft Market Demand Study & Financial Feasibility Study report for 22 Nos. Food Processing Industries across Andhra Pradesh	
3	Submission of Final Market Demand Study & Financial Feasibility Study report for 22 Nos. Food Processing Industries across Andhra Pradesh	

Yours faithfully,

(Signature of Authorized Signatory)

(Name, Title, Address, Date)

Note: The financial proposal to be submitted strictly as per the above format. Noncompliance to the above format shall disqualify the firm's proposal



TOR for
Selection of Agency for preparing Market Demand & Financial Feasibility Study

NOTE:

- a) The professional fee is inclusive of transport, printing and stationery and all other expenses except applicable taxes towards our Professional fee for the subject assignment to be paid as per payment schedule specified in this TOR.
- b) We shall abide by the above quote, terms and conditions of this TOR, if APUIAML selects us as the Consultant for this particular assignment. We also understand that, in case any difference between the quoted amount in words and figures, the quote in words will be taken as final.
- c) We agree that this offer shall remain valid for a period of one hundred and eighty (180 days) from the Proposal Due Date or such further period as may be mutually agreed upon.
- d) Agencies are to submit quotes for one or more units suiting their candidature and competencies and mark other fields as 'NA'.
- e) The quotes provided shall be exclusive of applicable taxes
- f) The quotes should be submitted on agencies' letterhead along with cover letter duly signed by the competent authority and shall have the following contact information: (i) Contact Person Name (ii) Contact Mobile No (iii) Contact email ID (iv) Contact Address



General Conditions for TOR

I. Deduction

All payments to the agency under the terms of engagement are subject to tax deduction at source under the Income Tax Act and any other enactment that may be in force from time to time. The client will also be entitled to deduct from the payment due to any dues payable by the agency to the client. The client shall provide to you within the prescribed time limit the appropriate tax deduction certificate evidencing payment of such taxes.

II. Execution of the Assignment

The agency shall keep the client informed about the progress of work.

III. Ownership of Copyright

Any deliverable prepared as part of this assignment shall be the intellectual property of the APUIAML. The drawings, specifications, documents and reports, survey formats, filled data sheets etc. prepared as instruments of service shall be the property of APUIAML whether the project, for which they are made, is executed or not. APUIAML shall retain copies of the agency's drawings, specifications and other documents for information and use in connection with the projects.

IV. Arbitration

All disputes or difference which may arise between APUIAML and the agency with regard to the meaning or interpretation or things done in pursuance of executed workorder, such disputes and difference shall be resolved mutually and if required and called for the same shall be referred for arbitration, which shall be conducted as per the provisions of the Arbitration and Conciliation Act 1996. Any dispute submitted to arbitration shall be considered by a mutually acceptable sole arbitrator. In case the Parties are unable to agree & decide on a sole arbitrator, then the dispute shall be considered by three arbitrators one to be appointed by APUIAML and one to be appointed by agency and the third arbitrator to be appointed jointly by the arbitrators of the Client and the agency. Each Party shall bear their respective cost to be incurred on the arbitration proceedings. The decision and award of the arbitrator shall be final and binding on the agency and the Client. Place of arbitration shall be Vijayawada, Andhra Pradesh

V. Indemnity

In case of any dispute, controversy, litigation, public agitation etc. connected with the with the



services rendered/ being rendered by agency or arising out of any matter connected with or incidental to the services provided/ or being provided by agency or for any other reason, the agency shall indemnify and keep indemnified and hold APUIAML, its employees, authorized representatives, agents harmless from and against all costs, claims, damages, proceedings, liability, including fees paid to legal counsels etc. in this behalf.

VI. Confidentiality

The agency shall not disclose to anyone either during carrying out the services or within two years after completion of this assignment, any confidential or proprietary information relating to the Projector the APUIAML's business affairs or operations without the prior written consent of APUIAML.

VII. General

APUIAML may make such rules and/ or lay out such procedures as may be deemed necessary for the implementation/ administration of the terms and conditions of your employment as stated in this work order with due intimation to you and the same will be binding on you.