



HALDIA PETROCHEMICALS LIMITED



REGISTERED OFFICE

Tower 1, Bengal Eco Intelligent Park (Techna),
Block EM, Plot No 3, Sector V, Salt Lake,
PO: Bidhan Nagar, District: North 24 Paraganas,
Kolkata 700091.



PLANT

PO Box No. - 12
P.O. Durgachak, Haldia,
Dist. Purba Medinipur
West Bengal, Pin 721 602



www.haldiapetrochemicals.com

SELECTION GUIDELINES FOR APPOINTMENT OF DEL CREDERE AGENTS (DCA) AND / OR CONSIGNMENT STOCKIST AGENTS (CSA)

For Polymer Business

Ref : HPL/PM/FY25-26/171

Important Dates

Last date for submission of duly filled application forms and
Documents: **28th February 2026**

Table of Contents

1. INTRODUCTION.....	2
2. BACKGROUND & OBJECTIVE.....	2
3. BASIS OF ENGAGEMENT.....	3
4. SCOPE OF WORK & RESPONSIBILITIES	3
5. BANK GUARANTEE / SECURITY DEPOSIT	4
6. GEOGRAPHIC COVERAGE	4
7. ELIGIBILITY CRITERIA	4
8. APPLICATION PROCESS	5
9. SELECTION PROCESS	6
10. LETTER OF INTENT (LOI).....	6
11. CONFIDENTIALITY & MISREPRESENTATION	6
12. GENERAL TERMS & DISCLAIMERS	6
13. CODE OF CONDUCT & BUSINESS INTEGRITY	6
14. GOVERNING LAW & JURISDICTION	7
15. ANNEXURES (FORMING INTEGRAL PART).....	7
CONTACT DETAILS, for any query.....	7
Annexure 1: APPLICATION FORM.....	8
Annexure 2: LIST OF DOCUMENTS.....	14
Annexure 3: INSTRUCTIONS FOR FILING UP APPLICATION FORM AND CHECKLIST OF DOCUMENTS REQUIRED FOR SUBMISSION ALONG WITH APPLICATION FORM	15

1. INTRODUCTION

The Chatterjee Group (TCG), led by Dr. Purnendu Chatterjee, has established a strong leadership position in the petrochemicals and advanced materials sector through its flagship enterprise, Haldia Petrochemicals Ltd (HPL). As one of India's premier petrochemical companies, HPL consistently delivers high-quality polymers and chemicals that support a wide range of industries and applications globally.

Haldia Petrochemicals Limited (HPL), a leading petrochemical manufacturer in India, operates a modern, state-of-the-art naphtha-based petrochemical cracker complex located at Haldia Port, West Bengal, approximately 125 km from Kolkata. With a cracker capacity of 700 KTPA ethylene, HPL produces polymers including HDPE, LLDPE, PP and chemicals such as Benzene, Butadiene, LPG, Butene-1, Cyclopentane, Pygas, Motor Spirit, MTBE, CBFS, among others.

HPL hereby invites applications from eligible and experienced entities for appointment as Del Credere Agents (DCA) and / or Consignment Stockist Agents (CSA) for marketing and distribution of Polyethylene (PE) and Polypropylene (PP) at the following locations based on eligibility and subject to the discretion of HPL:

SL No	State	Office Location	Warehouse Location	Territory (Area of Operation)	Proposed no. of DCA/CSA
1	Andhra Pradesh	Nellore/ Guntur/ Ananthapur/ Visakhapatnam	Nellore/ Guntur/ Ananthapur/ Visakhapatnam	Andhra Pradesh	1
2	Tamil Nadu & Kerala	Madurai/ Coimbatore	Madurai/ Coimbatore	Tamil Nadu (S/W) & Kerala	1
3	Haryana	Gurugram	Gurugram	Haryana covering Delhi NCR	1
4	Maharashtra	Aurangabad/ Pune	Aurangabad/ Pune	Maharashtra	1
5	Gujarat	Rajkot	Rajkot	Gujarat	1
6	Madhya Pradesh (West)	Bhopal	Bhopal	Madhya Pradesh (West)	1
7	West Bengal	Kolkata	Kolkata	West Bengal	1
8	West Bengal	Kolkata/Asansol/Durgapur	Kolkata/Asansol/Durgapur	West Bengal	1
9	Jharkhand & Bihar	Jamshedpur/Ranchi/ Patna	Jamshedpur, Ranchi, Patna	Jharkhand & Bihar	1
10	Odisha	Bhubaneswar/ Rourkela	Bhubaneswar/ Rourkela	Odisha	1

The proposed number of agents is indicative and does not restrict HPL's right to appoint additional DCA/CSA for any location or territory at any point in time.

These Selection Guidelines define the scope of engagement, eligibility requirements, application procedure, evaluation methodology, selection process, and Letter of Intent (LOI) issuance framework and shall be read in conjunction with the prescribed Annexures. HPL reserves the right to amend these guidelines at any point in time whatsoever.

2. BACKGROUND & OBJECTIVE

HPL is engaged in the manufacture and marketing of petrochemical products, including polymers, across domestic and export markets. To strengthen market reach, customer servicing, and supply chain efficiency, HPL appoints DCA/CSA through a transparent, structured, and standardized selection process.

The objective of this document is to:

- Ensure uniformity and fairness in agent selection
- Enable audit and vigilance defensibility
- Align agent appointment with business, financial, and operational requirements
- Establish a clear LOI-based appointment mechanism

3. BASIS OF ENGAGEMENT

- 3.1 The appointment of DCA/CSA shall be on non-exclusive basis for any territory, unless expressly stated otherwise in the agreement.
- 3.2 HPL reserves the right to market its products through multiple channels, including direct sales or other agents, within or outside the same territory.
- 3.3 Applicants presently appointed as DCA/CSA/Dealer or other authorized channel partners of any Indian company dealing in PE and/or PP shall be eligible to apply only upon submission of an undertaking on non-judicial stamp paper duly notarised, confirming their disengagement from such appointment upon selection and issuance of LOI by Haldia Petrochemicals Limited.
- 3.4 Upon appointment and subject to the terms of the DCA/CSA Agreement, the agent shall represent HPL for Polyethylene (PE) and/or Polypropylene (PP) and shall not engage in activities conflicting with HPL's business interests, as specified in the executed agreement. The tenure, renewal, extension, and termination of appointment shall be governed solely by the terms of the DCA/CSA Agreement executed between HPL and the selected agent.
- 3.5 The engagement shall be governed by:
- 3.5.1 Letter of Intent (LOI)
- 3.5.2 DCA/CSA Agreement
- 3.5.3 IT Portal / System Access Agreement, as applicable

4. SCOPE OF WORK & RESPONSIBILITIES

The responsibilities of DCA/CSA shall include, but not be limited to:

- 4.1 Sales and marketing of HPL polymer products within the allotted territory.
- 4.2 Product awareness, brand promotion and business development.
- 4.3 Stocking, handling, storage, and dispatch of materials as applicable.
- 4.4 Selling at prices and commercial terms as determined by HPL from time to time.
- 4.4.1 Pricing and related commercial terms, including discounts and incentives, shall be determined by HPL in accordance with its prevailing policies and schemes.
- 4.5 Payment collection and credit risk management, as applicable to the nature of appointment (DCA/CSA), shall be governed strictly by the terms and conditions of the respective DCA/CSA Agreement.
- 4.6 Customer servicing, coordination, and documentation.
- 4.7 Providing market intelligence, customer insights, and demand forecasts.
- 4.8 Ensuring safety, statutory, tax, and regulatory compliance.
- 4.9 The DCA/CSA shall not engage in sale or promotion of competing polymer products within and outside the territory, as specifically defined and restricted under the executed DCA/CSA Agreement.
- 4.10 Any other activity related to polymer marketing as directed by HPL time to time.

Agent performance may be reviewed periodically in accordance with the DCA/CSA Agreement.

5. BANK GUARANTEE / SECURITY DEPOSIT

Selected applicants, upon issuance of LOI and prior to commencement of operations, shall be required to furnish Security Deposit and/or Bank Guarantee in accordance with HPL's prevailing policy and the terms of the DCA/CSA Agreement.

Such security, where applicable, may include an irrevocable and unconditional Bank Guarantee and/or other forms of security, as specified in HPL's prevailing policy and the DCA/CSA Agreement.

The quantum and form of such Bank Guarantee and/or Security Deposit shall be determined and reviewed by HPL from time to time, based on business volumes, risk exposure, and territorial requirements. The decision of HPL in this regard shall be final and binding.

Applicants shall demonstrate adequate financial capability to meet the Bank Guarantee and/or Security Deposit requirements, as may be stipulated by HPL upon selection and in accordance with the DCA/CSA Agreement.

6. GEOGRAPHIC COVERAGE

6.1 This selection process is restricted to the locations and territories specifically listed in this document.

Appointment of DCA/CSA shall be considered only for such locations, subject to Haldia Petrochemicals Limited's business requirements and management discretion.

6.2 Applicants may apply for one or more regions / locations, as specified section 1.

6.3 Final allocation of territory(ies) shall be at the sole discretion of HPL, based on:

- Business requirements
- Evaluation outcome
- Infrastructure suitability
- HPL reserves the right to evaluate parameters which may not be expressly provided herein including but not limited to background checks on the promoters and management of the DCA/CSA.

7. ELIGIBILITY CRITERIA

Applications are invited from Proprietorship Firms, Partnership Firms, Companies / Body Corporate / LLP, and Central or State Public Sector Undertakings, registered and operating in India.

Applicants shall meet the following eligibility and evaluation requirements:

- 7.1 The applicant entity shall be registered in India and in existence for a minimum period of three (3) years as on the date of application.
- 7.2 The applicant shall hold a valid GST registration, preferably with minimum three (3) years' experience in marketing, sales, trading, or distribution of Polymer / Petrochemical products.
- 7.3 The applicant shall preferably have a minimum average annual sales turnover of ₹10 Crore during the preceding two financial years, supported by audited financial statements.
- 7.4 Applicants shall demonstrate proven experience preferably in distribution and/or trading of Polyethylene (PE) and/or Polypropylene (PP) or related petrochemical products.
- 7.5 The applicant shall demonstrate financial strength and creditworthiness, including turnover, profitability, and overall financial performance, supported by audited financial statements for the last three (3) financial years.
- 7.6 The applicant shall have or be capable of arranging adequate logistics and infrastructure, including office premises, warehouse/godown facilities (as applicable), and suitable manpower to support polymer marketing operations.
- 7.7 The applicant entity, its proprietors, partners, directors, or key managerial persons shall have no prior criminal conviction involving moral turpitude or economic offences.

7.8 The applicant entity shall not be a sanctioned entity, nor have business associations with entities sanctioned by the United Nations, United States of America, United Kingdom, European Union, NATO, or any other applicable international sanctions authority.

7.9 Eligible applicants shall be evaluated by HPL on, inter alia, the following parameters:

- Legal constitution and statutory compliance
- Financial strength and creditworthiness
- Availability and adequacy of infrastructure (office / warehouse)
- Relevant experience in polymers / petrochemicals / trading
- Market reputation, customer base, and feedback

Haldia Petrochemicals Limited reserves the right to verify all information, seek additional documents or clarifications, and reject any application not meeting the eligibility or evaluation requirements. The decision of HPL in this regard shall be final and binding.

Detailed documentary requirements are specified in Annexure-2 (List of Required Documents).

8. APPLICATION PROCESS

8.1 Application Kit

The Application Kit comprises:

- Annexure-1: Application Form
- Annexure-2: List of Required Documents
- Annexure-3: Instructions & Checklist for Application Submission

The kit is available as an annexure to this document.

8.2 Submission Mode

Applicants must submit the application through both modes, i.e., soft copy and hard copy.

a) Soft Copy

- Filled Application Form with scanned supporting documents
- Designated email ID for submission of soft copy: **POLYMER@HPL.CO.IN**
- The subject line of the email shall be mandatorily mentioned as: **“APPLICATION FOR APPOINTMENT OF DCA/CSA FOR TERRITORY – [mention territory(ies) for which the application is being submitted]”**. Failure to mention the prescribed subject line may result in delay or non-consideration of the application.

b) Hard Copy

- One complete set of the application with all enclosures
- To the respective Regional Office / Authority as specified

Both soft copy and hard copy submissions shall be completed within the stipulated cut-off date.

8.3 Cut-off Date

Applications must be received within **28th February 2026**, unless extended with due approval and notification.

9. SELECTION PROCESS

The selection shall be conducted in multiple stages following HPL's approved policy.

10. LETTER OF INTENT (LOI)

- 10.1 Upon approval, the selected applicant shall be issued a Letter of Intent (LOI).
- 10.2 Issuance of LOI does not constitute appointment. Appointment shall be effective only upon:
- Fulfilment of LOI conditions
 - Execution of DCA/CSA and related agreements

11. CONFIDENTIALITY & MISREPRESENTATION

- All information submitted shall be used solely for evaluation purposes
- Applicants must make full and true disclosure of all material facts
- Any false, misleading, or suppressed information shall result in rejection, termination, or debarment
- HPL reserves the right to verify information from any source

12. GENERAL TERMS & DISCLAIMERS

- This document is only an invitation to apply and does not constitute an offer
- HPL reserves the absolute right to:
 - Accept or reject any or all applications
 - Cancel, withdraw, amend, or annul the process of appointment.
 - Re-allocate or subdivide territories
 - Extend or curtail timelines**without assigning any reason whatsoever**
- Mere submission of an application does not confer any right of appointment
- Corrigenda, if any, shall be published on the Company Website only
- Decisions of HPL shall be final and binding

13. CODE OF CONDUCT & BUSINESS INTEGRITY

Applicants and appointed DCA/CSA shall adhere to the highest standards of ethics, transparency, fairness, and integrity.

The following practices are strictly prohibited:

- Corrupt or fraudulent practices
- Bribery or inducement
- Anti-competitive practices or collusion
- Coercive or obstructive practices
- Conflict of interest (actual or potential)

Applicants shall proactively disclose any conflict of interest, including business or family relationships with HPL employees.

Violation shall result in rejection, termination, or debarment without prejudice to other legal remedies.

14. GOVERNING LAW & JURISDICTION

This selection process and subsequent appointment shall be governed by the laws of India.

Courts at Kolkata shall have exclusive jurisdiction over all matters arising out of this process.

15. ANNEXURES (FORMING INTEGRAL PART)

Annexure-1: Application Form

Annexure-2: List of Required Documents

Annexure-3: Instructions & Checklist

Issued by:

Haldia Petrochemicals Limited

(Polymer Marketing Function)

CONTACT DETAILS, for any query

Central Contact	Mr. P Selvakumaran (Chief General Manager and Head Polymer Business) Email: selvaa@hpl.co.in Mobile: (91) 9945428455
Andhra Pradesh, Tamil Nadu & Kerala	Mr. N. Muthuvel (Regional Manager - Southern Regional Office) Email: n.muthuvel@hpl.co.in Mobile: (91) 9500022095 Mailing Address: 2A Royal Court, 41, Venkata Narayana Road, T Nagar, Chennai – 600017. Tel: 044-24354361 / 24354362.
Haryana	Mr. Gopal Sharma (Regional Manager - Northern Regional Office) Email: gopal.sharma@hpl.co.in Mobile: (91) 9833910174 Mailing Address: UGF 22-28, Amba deep Building, 14, Kasturba Gandhi Marg, Connaught Place, New Delhi-110001. Tel: 011-46084600-19.
Maharashtra, Gujarat, Madhya Pradesh (West)	Mr. ARIF Gulambhai Pachigar (Regional Manager - Western Regional Office) Email: arif.pachigar@hpl.co.in Mobile: (91) 9821599945 Mailing Address: TCG Financial Centre, 11th & 12th Floor, Plot No.C-53, G-Block, Bandra Kurla Complex, Bandra East, Mumbai – 400098. Tel: 022 67479999 / 022 68649700.
West Bengal, Bihar, Jharkhand, Odisha	Mr. Bhaskar Raychaudhuri (Regional Manager - Eastern Regional Office) Email: bhaskar.raychaudhuri@hpl.co.in Mobile: (91) 9831035070 Mailing Address: Bengal Eco Intelligent Park (Techna), 3rd Floor, EM 3, Sector -V, Bidhannagar, Kolkata – 700091. Tel: 033 71122334 / 71122445.

Annexure 1

To,

HALDIA PETROCHEMICALS LTD.

Corporate Office : Tower 1, Bengal Eco Intelligent Park (Techna),
Block EM, Plot No 3, Sector V, Salt Lake,
Kolkata 700091
TEL : +91 71122334 / 71122445



APPLICATION FORM

FOR APPOINTMENT OF DEL CREDERE AGENT (DCA) / CONSIGNMENT STOCKIST AGENT (CSA)

1. Name of the Entity

2. Address

3. Contact Person(s) with Designation

	Name	Designation	Mobile Number	Email Id
i.				
ii.				
iii.				
iv.				

4. Telephone Number(s)

5. Fax Number(s)

6. Mobile Number(s)

7. E-mail ID(s)

8. Website (if any)

9. Present Manpower Engagement (Nos.)

- i. Managerial _____
- ii. Sales _____
- iii. Office & Admin. _____
- iv. Others (Specify) _____

10. Office Area

Office (HO/ Registered/ Branch)	Complete Address	Area (Sq.feet)	Owned/Lease	Remarks

11. Type of the Firm (Please tick ✓ appropriate option)

Proprietorship Partnership Private Limited Co. Public Limited Co.

Other (Please specify) _____

(Attach Relevant Documents as per Point "a" of Instruction)

12. Nature of existing business with registration details (Please tick ✓ appropriate options)

Trading Manufacturing Indenting Other (Please specify) _____

(Attach a brief note on existing business profile and experience)

- i. GSTIN _____
- ii. PAN _____
- iii. TAN _____
- iv. CIN _____

(Attach Relevant Documents as per Point "b" of Instruction)

13. Banker's Name, Branch, & Address and Bank facilities presently available

(attach separate sheet if necessary)

- i. Non-Fund Based Facility (LC, BG etc) Sanctioned limit: _____
Utilisation (as on date of application): _____
- ii. Fund Based Working Capital Facility (OD / CC etc) Sanctioned limit: _____
Utilisation (as on date of application): _____
- iii. Loan Facility (Term Loan/ Unsecured Laon, etc) Sanctioned limit: _____
Utilisation (as on date of application): _____
- iv. Bank A/c No _____
- v. Branch Name & Address _____
- vi. Banks Branch's Phone & Fax No _____
- vii. IFSC Code _____
- viii. MICR Code _____
- ix. Bank Official's details (Designation, Address, Phone & Fax No, Email IDs) for contact purposes. _____

(Attach Relevant Documents as per Point "c" of Instruction)

14. Warehouse Address, if any

City/Town	Complete Address	Area (Sq.feet)	Owned/Lease	Remarks

15. Branch Office Addresses

City/Town	Complete Address	Area (Sq.feet)	Owned/Lease	Remarks

16. Name of Proprietor / Partners / Directors

	Name	Type (Prop./Partner/Director)	PAN	DIN (Directors)
i.				
ii.				
iii.				
iv.				

(Attach documents of each individual as per point "d" of Instruction)

17. Audited Accounts

FY	Type of Documents	Remarks

(Attach documents as per point "e" of Instruction)

18. Details of Associated entities

Name of entity	Brief description on the activity of the entity	Turnover in 24-25

(Attach documents as per point "f" of Instruction)

19. Whether the applicant or any its associates represent any other Polymer Manufactures (Indian / Foreign). If YES, provide details.

(attach separate sheet if necessary)

20. Experience in Polymer / Petrochemical Business

YES NO (Please tick ✓) No. of Years: _____

Name	Designation
Name of dealing Firm	_____
Name of Proprietor / Partner / Director (associated)	_____
Polymer Purchase	_____
2024-25 :	_____
2023-24 :	_____
2022-23 :	_____

21. Area / Territory interested to represent HPL

- i. _____
- ii. _____
- iii. _____
- iv. _____

22. Attach a small brief on the Territory applied for. Covering Existing Business Infrastructure including GSTIN (if any), Polymer Market potential, major consumers, market share, etc.

23. References *(To be provided as a separate Annexure in the format below)*

	Name	Designation	Address	Email ID	Phone Nos
a.					
b.					
c.					
d.					

24. Any Other Relevant Information (To be provided as a separate Annexure)

DECLARATION

I hereby declare that all the particulars given above are correct and can be verified with original certificates and testimonials at the time of requirement by HPL. I further declare that in the event of any information provided by me/us in this application form is found to be incorrect at any time during the consideration of my/our candidature for DCA/CSA, or later after appointment as DCA/CSA, my/ our candidature/ appointment is liable to be rejected/ terminated by HPL without assigning any reason or reference to me/us.

Signature of the Applicant

Name:

Designation:

Date:

Office Seal:

Annexure 2

List of Documents

Please ensure that the following documents are provided along with the filled application format:

1. IT Returns and Audited Financial Statements, duly certified by Chartered Accountants for the last 3 years including
2. Certified copies of Certificate of Incorporation, Memorandum and Articles of Association / Partnership Deeds, Balance Sheets & P/L Statements of all group companies associated, if any.
3. Declaration confirming no common directorship with other agencies of domestic polymer companies.
4. Statement of conduct of accounts from all the bankers associated with the applicant company.
5. Letter of consent in favour of HPL to directly contact the bankers for ascertaining any details as may be deemed fit.
6. Current bank details along with copies of sanction letter of loan availed if any.
7. Rent Receipts/ Tax Receipts /Lease Deeds / Title Deeds of the godown as well as the office premises.
8. CIBIL Rating Report on the applicant company.
9. Copy of PAN CARD and GST Registration.
10. List of Directors of the Company and their individual CIBIL Rating Reports.
11. CA certified Net worth & IT returns of the individual Directors.
12. Details of other Business (if any) of the Company.

Please note that these details are required for the purpose of evaluation of your application and this communication should not be construed as consent/ acceptance against your application.

The above-mentioned document list is indicative. Applicant should be guided by the selection guideline for submission of requisite documents, if any, as required by HPL.

Annexure 3

INSTRUCTIONS FOR FILING UP APPLICATION FORM AND CHECKLIST OF DOCUMENTS REQUIRED FOR SUBMISSION ALONG WITH APPLICATION FORM

- a) Attach copies of Trade License, Partnership Deed, Memorandum and Articles of Association along with acknowledged copy of last submitted Form 32.
- b) Attach copies of Registration Certificates for GST, Shop and Establishment, Professional Tax. Also attach copies of last Return & last Assessment Orders wherever applicable along with PAN.
- c) Attach Letter of Authorization from the Applicant addressed to the Bank authorizing HPL to verify the authenticity of relevant information provided in the Application.
- d) Details to be attached individually for Proprietor / Partners / Directors
 - 1) Self-Certified Statement mentioning Present & Permanent Address, Bank Details (Account No, Name, Branch and Address), Share in Applicant Firm/Company, and Share in other business where he is also functioning in the capacity of either Proprietor/Partner/Director.
 - 2) Copy of IT Returns for last 3 years.
 - 3) Net Worth Statement showing Assets and Liabilities for the last 3 years, duly certified by a Chartered Accountant.
 - 4) Copy of last year's (2024-25) Audited Accounts with Complete Schedules, Statutory and Tax Audit Reports of such other business (as mentioned in point 1 above), where the individual is also functioning in the capacity of either Proprietor/Partner/Director.
- e) Attach copies of last 3 years' Audited Accounts and IT Returns of the applicant Firm/Company along with Complete Schedules, Statutory and Tax Audit Reports.
- f) If the applicant entity is a Private Limited or Public Limited Company, then also attach
 - 1) A statement certified by a whole-time Director mentioning Name, Registered Office Address, Nature of Business, Contact Details of Subsidiary Companies or principle Holding Company, if any.
 - 2) Copy of last year's (2024-25) Audited Accounts with Complete Schedules, Statutory and Tax Audit Reports of the Subsidiary Companies or principle Holding Company.