



EXPRESSION OF INTEREST (EOI)

EOI No: DHR/2025/C/01 dated 28.05.2025

FOR

Partnership with DHR for Sale of Tea, Incense & Related Products at Ghum Station.

DIRECTOR
DARJEELING HIMALAYAN RAILWAY
N.F. RAILWAY
(Email: director.dhr@gmail.com)

(COMMERCIAL DEPARTMENT)

Signature of the Tenderer(s) with seal

NOTICE INVITING EXPRESSIONS OF INTEREST (EOI)

1. Introduction

Darjeeling Himalayan Railway (DHR), a UNESCO World Heritage Site and one of the most iconic narrow-gauge railways in the world, invites **Expressions of Interest (EOI)** from reputed firms engaged in the production or marketing of **tea, incense, or other heritage-aligned products** for a partnership by utilising DHR's Trademark. Under this initiative, selected firms will be granted the right to use DHR's licensed trademark on their products and will be allotted dedicated selling space at **Ghum Railway Station**, the highest railway station in India.

2. Objective of the EOI

The objective is to identify and shortlist brands that:

- Align with the cultural, historical, and aesthetic values of DHR.
 - Are capable of producing premium quality co-branded products (tea, incense, or similar).
 - Are interested in leveraging DHR's unique heritage appeal for brand enhancement and sales.
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3. Scope of Partnership

Selected partners will be entitled to:

- Use DHR's **registered and licensed trademark** for their selected products.
 - Sell their co-branded products at a **designated kiosk/stall at Ghum Railway Station**, to be provided by DHR.
 - Expand the market reach through Ghum's high footfall and heritage tourism value.
 - Sell co-branded products through **other online and offline retail portals**, subject to reporting and agreed revenue sharing.
 - The period of agreement will be for three (03) years.
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4. Unique Advantage of Ghum Railway Station

- **India's Highest Railway Station** (Elevation: 7,407 ft / 2,258 m).
- Part of the **UNESCO World Heritage-listed Darjeeling Himalayan Railway**.
- Houses the popular **Ghum Museum**, showcasing vintage locomotives, tools, photographs, and colonial-era memorabilia.
- Nearly **all DHR joyride trains halt at Ghum for approximately 30 minutes**, offering a prime retail window for tourists.
- Ghum sees high domestic and international footfall throughout the year, especially from heritage railway enthusiasts and tea tourists.
- A nostalgic setting perfect for heritage-themed product sales and brand storytelling.

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5. Commercial Terms

Co-branded Product Sales:

- **Monthly License Fee:** Equivalent to the **maximum monthly rate** currently applicable to shops at Ghum Railway Station.

OR

- **Revenue Sharing:** A **percentage of gross sales revenue**, to be mutually decided based on offers received through this EOI and finalized via a subsequent tender. **Whichever is higher** will be applicable.

Non-Co-branded Product Sales (if any):

- Permitted at the same kiosk.
- Subject to **revenue share at twice the percentage** to be decided for co-branded products.

6. Selection Process & Right to First Refusal

- The **best offer received in each product category** (tea, incense, other) will be eligible for a **Right to First Refusal (RoFR)** during the subsequent tender process.
- DHR reserves the right to invite shortlisted firms for presentations or discussions prior to final tendering.

7. Submission Details

Interested parties are requested to submit the following:

- Company profile with details of past experience in FMCG/heritage-aligned products.
- Product categories proposed for co-branding.
- Proposed branding concept using DHR imagery or themes.
- Indicative financial offer (monthly rate and/or % revenue share).
- Any prior experience in co-branding/licensing partnerships.
- PAN, GST registration, and any relevant certifications.
- The application/EOI fee is Rs. 1000/- (One thousand) only which is Non-refundable and payable in the form of Demand Draft or any nationalized bank in favour of FA&CAO/MLG/NFR.

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8. Following points are required to followed for execution of the Proposed EOI:**1. Location and Area of proposed stall are given below:**

SN	Location	Area
1	Beside SM Office near PF-1	74 Sqft.
2	Between two MPS Stall opposite IRCTC FFU	45 Sqft

2. Dimension of stall

- i) Size: As mentioned above.
- ii) Inside Height: 7ft
- iii) Overall Height: 9ft

- 3. **DHR is the UNESCO Heritage site** hence for installation, Modification of existing stall, Materials for construction of stall, colour scheme etc, required to take advice from DHR heritage expert/consultant.
- 4. Adequate safety measures required to take during installation of stall without inconvenience to Passenger and station staff.
- 5. No additional space will be allowed apart from the mentioned Areas.
- 6. Electricity and Water is chargeable as per actual consumption.
- 7. Identity card required providing to all staff engaged for installation, running of stall by vendors.
- 8. Computerized billing provision with digital transaction facility like scanner Swipe machine, M-wallet should be provided.
- 9. Cleanliness of the allotted area required to be done by vendor.
- 10. All staff engaged for running of the stall should have proper dress code, I Card and Medical certificate in case of dealing food items.
- 11. Items which are prohibited by Railway law should not be allowed in any condition.
- 12. Strict adherence of work will be highly appreciated.

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9. Submission Deadline and Contact Details

Last date for submission of EOI: 15 days from date of publish

Mode of submission: Email (PDF format) or hard copy by post.

Subject line: *EOI for Partnership – DHR*

Email: director.dhr@gmail.com

Postal Address:

Director, Darjeeling Himalayan Railway

Elysia Palace, Kurseong

District – Darjeeling, West Bengal – 734203

Note: The **Expression of Interest (EOI)** document specifying the terms and conditions, eligibility criteria, and method of submission will be available at the office address mentioned above. Detailed proposals, in sealed envelopes, must be submitted as per the instructions provided in the EOI document at the specified address.

10. General Terms

- This EOI does not constitute a binding offer or tender; it is for the purpose of exploring interest and shortlisting suitable candidates.
- Final selection will be through a competitive tendering process.
- The Railway administration reserves the right to accept or reject any or all of the tenderers without assigning any reason thereof.

Issued by:

(Rishav Choudhary)

Director

Darjeeling Himalayan Railway

Email: director.dhr@gmail.com

For & on behalf of the President of India

Signature of the Tenderer(s) with seal