



ALL INDIA INSTITUTE OF AYURVEDA

**GAUTAMPURI, SARITA VIHAR, MATHURA ROAD, NEW DELHI
110076**

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Phone Number 011-26950401 (Ext 2206/1301)

EOI No.: Q-50/2/2026-AIIA

Dated: 16/04/2026

Sub: - Empanelment of Agencies for Manufacturing, Supply, Distribution, Branding & Marketing of Ayush Aahar Products (RTE/RTC/RTS) for AIIA, Delhi

Expression of Interest (EOI)

Chapter-I

The **All India Institute of Ayurveda (AIIA), New Delhi**, under Ministry of Ayush, invites **EOI** from eligible and qualified agencies for **empanelment** for manufacturing, supply, branding, marketing, and distribution of **Ayush Aahar products** across India.

AIIA is the apex institute for Ayurveda under Ministry of Ayush, working towards integration of traditional Ayurvedic wisdom with modern healthcare and food systems.

AIIA has been designated as the Nodal Agency for Ayush Aahar, aimed at promoting scientifically validated, safe, and standardized food products based on AYUSH principles

This EOI is issued in accordance with provisions of **General Financial Rules, 2017**, ensuring transparency, competition, and fairness.

2. SCHEDULE OF EOI

Sl. No.	Activity Description	Schedule	
•	EOI No.		
•	Availability of EOI Document	The EOI document can be downloaded from the AIIA web site http://www.aiia.gov.in or from the procurement portal http://eprocure.gov.in/epublish/app	
•	EOI to be submitted at	All India Institute of Ayurveda (AIIA), Gautampuri, Sarita Vihar, Mathura Road, New Delhi 110076	
•	Estimated Cost of EOI	₹25,00,000/-	
•	Period of Empanelment	The initial tenure of empanelment will be 2 years, which may be extended to one year based on performance.	
		Schedule	Time
•	Document download start date	16/04/2026	12:00 hrs.
•	Bid submission start date	16/04/2026	12:00 hrs.
•	Seeking clarification end date	20/04/2026	15:00 hrs.
•	Bid submission end date	06/05/2026	15:00 hrs.
•	Bid opening date	06/05/2026	1600 hrs.

•	Minimum Validity of EOI offer	120 days from the date of opening of technical bid
•	Services/Product to be offered	Manufacturing, supply, branding, marketing, and distribution of Ayush Aahar products across India.

4. **Submission of EOI:** The EOI along with the necessary documents should be dropped in the EOI Box placed at Central Store at 3rd Floor of the **All India Institute of Ayurveda (AIIA), Gautampuri, Sarita Vihar, Mathura Road, New Delhi 110076** on any working day/working hours and up to stipulated date and time.

5. **Clarification on bid documents:** Clarification on bid document may be sought by the bidders as per prescribed schedule over email address director@aiaa.gov.in, astt-storeofficer2@aiaa.gov.in.

6. **Amendments:** Any amendments/corrigendum related to EOI, for any reason whether in its own initiative or in response to clarification requested by bidders, will be published on website of Institute and on CPPP only. Bidders should check these amendments regularly. AIIA shall not be responsible to notify such amendments/corrigendum to individual bidders.

7. All India Institute of Ayurveda (AIIA) reserves the right to amend or withdraw any of the terms and conditions contained in the EOI Document or to reject any or all Bids without assigning any reason. The decision of the Director, AIIA in this regard shall be final and binding on all.

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(Dr. Ramavatar Sharma)
Store In-Charge

Chapter- II

Instructions for Bidders

1. EOI has been invited under two bid systems. Hence all instruction should be followed properly as mentioned in bid document.
2. The envelop should be super-scribed **“EOI for Manufacturing, supply, branding, marketing, and distribution of Ayush Aahar products across India”**.
3. Technical compliance sheet must be attached along with catalogue where in the technical compliance will be intimated properly. Interested bidders may obtain further information from the office.
4. It is responsibility of bidders to ensure timely submission of bids as per given schedule and must be dropped in Tender Box. Bids received after due date and time will not considered.

Chapter-III

Scope of work

AIIA invites bids for Expression of Interest for Supply, Distribution, Branding, Marketing, Promotion & Manufacturing of Ayush Aahar products (RTE, RTC & RTS), from eligible, competent and experienced parties who are capable for executing the scope of work as mentioned in the EOI and as per EOI Terms & Conditions. Qualified bidder(s) will be empaneled after finalization of the EOI. Based on the requirement from time to time, AIIA will call for rates / quotes from the successful empaneled vendors through limited tender(s). Bidder(s)s should quote their rates for pan India delivery.

The scope of work as envisaged shall include the following, however, specific Work/Supply Orders may have more descriptive scope of work as per the requirements:

All products developed and supplied under this empanelment must comply with FSSAI regulations.

1) Ayush Aahar Product Distribution

- a) The empanelled bidder(s) shall be responsible for establishing and managing a robust, pan-India distribution network for Ayush Aahar products, ensuring consistent, timely, and standardized supply across identified channels and locations, as may be specified from time to time.
- b) The empanelled bidder(s) shall support AIIA in strengthening supply linkages, expanding the reach, accessibility, on-ground presence of Ayush Aahar through structured outreach and distribution support initiatives like offline and online stores, distinct from core marketing and promotional activities. This shall include facilitation of product placement and availability across approved retail, institutional, and digital channels, strengthening supply linkages, and ensuring efficient last-mile distribution in accordance with AIIA's directions.

2) Ayush Aahar Product Formulation, Branding, and Marketing

- a) The empanelled bidder(s) shall submit a portfolio of proposed Ayush Aahar products, including product concepts, ingredient composition aligned with Ayush principles, and corresponding recipes/formulations, as per the format specified in Annexure-B.
- b) The empanelled bidder(s) shall be responsible for designing and executing comprehensive, multi-channel marketing and promotional strategies for Ayush Aahar products to ensure widespread awareness, acceptance, and adoption while maintaining the integrity and intent of Ayush principles. The bidder(s) shall ensure that all marketing and promotional efforts shall be data-driven, measurable, and aligned with defined outreach and impact objectives, with periodic reporting to AIIA as may be required.

3) Ayush Aahar Product Quality Assurance

- a) The empanelled bidder(s) shall implement a Management Information System (MIS) to track food ingredients, supplier details, quality audits, and certifications across the supply chain on a blockchain or immutable secure digital ledger, with centralized dashboard-based monitoring and data management.
- b) The empanelled bidder(s) shall deploy a technology-enabled system integrated with correlated quality audits, food sampling, NABL-accredited laboratory testing, and quality assessment instruments to ensure effective quality assurance across the supply chain, or as may be required by the Competent Authority.

4) Ayush Aahar Product Manufacturing

- a) The empanelled bidder(s) shall ensure manufacturing capability, either directly or through a consortium/JV partner, for production of Ayush Aahar products as approved by SCA, AIIA, including RTE, RTC, RTS, frozen, and fermented categories as per Ayush principles or as may be required by the Competent Authority.

5) Ayush Aahar Product Empanelment

- a) The outcome of this Expression of Interest (EOI) shall be empanelment of eligible and technically qualified bidder(s) for future award of work and/or Rate Contracts (RC) on a time-to-time basis for Ayush Aahar products, as per requirements.

6) Ayush Aahar Product Approval

Product formulations must be vetted by Steering Committee on Ayush Aahar (SCA) prior to commercialization.

- a) Nature of Empanelment

The empanelment of agencies through this EOI shall be non-exclusive in nature.

Empanelment shall only qualify the bidder to participate in future assignments issued by AIIA and shall not constitute any guarantee of work, minimum order quantity, or assured revenue.

AIIA reserves the right to engage one or more empaneled agencies for specific assignments based on program requirements.

7) Award of Work / Secondary Competition

After empanelment, work may be awarded through any of the following mechanisms:

- a) Limited Tender / Secondary Competition- Among empanelled agencies for specific product categories.
- b) Rate Contract (RC)- AIIA may establish rate contracts for specific Ayush Aahar products.
- c) The competent authority of AIIA shall decide the mode of award.

8) Pricing Mechanism

Pricing for Ayush Aahar products shall be determined through one of the following approaches:

- A. Competitive Price Discovery- Empanelled agencies may submit financial bids against specific work orders.
- B. Approved Rate Contracts- Rates finalized through evaluation may remain valid for 12–24 months.

9) Product Recall Mechanism

Empaneled agencies must maintain a product recall protocol to address food safety concerns. The recall system must ensure:

- batch traceability
- recall within defined timelines
- regulatory reporting.

10) Tenure

The initial tenure of empanelment will be 2 years, which may be extended to one year based on performance. However, AIIA reserves the right to terminate the empanelment of the agency at any time with prior notice of 3 months.

11) Availability of EOI

The bid document, along with all corrigenda, addenda, amendments, and clarifications to this EOI, shall be made available on the CPPP portal and shall also be hosted on the AIIA website <https://aiia.gov.in/>. Bidders are advised to regularly check these platforms for updates. No separate communication in this regard shall be issued by AIIA.

MSEs registered under Udyam scheme will be provided EOI free of cost. Bidders are required to submit valid Udyam registration certificates and their claim for free EOI will be considered for the service/category for which they are registered as per UAM certificate.

12) Pre Bid Meeting

A pre-bid meeting would be arranged to explain & clarify the work requirement. The pre-bid meeting shall be held at AIIA Headquarter Gautam Puri, Sarita Vihar, New Delhi- 110076 on 20/04/26 at 3 PM.

13) Submission of Bids

The bid complete in all respects, should be submitted both online and offline, the offline submission should be in a sealed envelope and super scribed "Expression of Interest (EOI) for Empanelment of Agency for Supply, Distribution, Branding, Marketing, Promotion & Manufacturing of Ayush Aahar products (RTE, RTC & RTD)" has to be submitted on or before 06/05/2026, 5 PM at AIIA Headquarter Gautam Puri, Sarita Vihar, New Delhi- 110076, Bids received after scheduled time and date will not be entertained.

14) Eligibility Criteria - Prospective bidder(s) must demonstrate the following minimum qualifications:

- a) General Eligibility Requirements –
 - i) The bidder(s) must be legally registered entities in India, which may include Private Limited Companies, Public Limited Companies, Proprietorships, Partnership Firms, Limited Liability Partnerships (LLPs), or consortium/ JV as defined in the definitions section, having valid registration and licences.
 - ii) The bidder(s) must have achieved a turnover exceeding ₹100 crore in any one of the past three financial years, (both partners independently in case of a consortium/JV) supported by audited financial statements duly certified by a Chartered Accountant.
 - iii) The bidder(s) must not have been black-listed by any government or semi-government organisation and submit a declaration of non-debarment in accordance with Rule 151 of the General Financial Rules (GFR).
- b) Ayush Aahar Product Distribution- Eligibility requirements (APD-ER)
 - i) The bidder(s) shall have demonstrable experience in executing projects for Central or State Government organizations, Public Sector Undertakings (PSUs), or large government-affiliated programmes in the Food & Agri sector including execution of Govt Tenders of Food & Agri supply chain, management of large-scale Pan-India field operations, food safety and quality assurance or technology-enabled logistics or Supply Chain Digitization, at least within the last three years.
 - ii) It is desirable for the bidder(s) to have international presence.
- c) Ayush Aahar Product Formulation, Branding and Marketing- Eligibility Requirements (AFBM-ER)
 - i) The bidder(s) shall have a qualified team for product formulation and R&D, including expertise in Ayush-based ingredients, food/ Biotechnology, and nutritional sciences, for development and standardization of Ayush Aahar products.
 - ii) The bidder(s) shall have experience of supply in Ayush/ Satvik / herbal food products.
- d) Ayush Aahar Product Quality Assurance- Eligibility Requirements (APQ-ER)
 - i) The bidder should have the capability to implement a Management Information System (MIS) to track food ingredients, supplier details, quality audits, and certifications across the supply chain on a blockchain or similar immutable secure digital ledger, with centralized dashboard-based monitoring and data management
 - ii) The bidder should have the capability to deploy a technology-enabled system integrated with correlation between quality audits/ food sampling/ NABL-accredited laboratory testing/ quality assessment instruments.
- e) Ayush Aahar Product Manufacturing- Eligibility requirements (APM-ER)
 - i) The manufacturer or partnering manufacturer in case of consortium/JV should have a minimum installed production capacity of 5 lakh SKUs per month for any single product at any given time, duly certified by a practicing Chartered Accountant.

- ii) The manufacturer/ partnering manufacturer shall have the necessary food processing technologies and infrastructure for production of Ready-to-Eat (RTE), Ready-to-Cook (RTC), Ready-to-Serve (RTS), frozen, and fermented products with capacity of at least 5000 litres.
- iii) The manufacturing /partnering manufacturing facility should be equipped with advanced processing, blending, preservation and modern packaging infrastructure including MAP, vacuum packaging, retort, spiral freezing/ IQF, Blast freezing.
- iv) The manufacturing /partnering manufacturing facility must comply with FSSAI regulations, adhere to established quality protocols, and should have necessary certifications such as ISO 9001, 45001, 22000, 14001, FSSC 22000, KOSHER, GMP, and HACCP.
- v) The manufacturing/partnering manufacturing facility shall be subjected to verification of capacities and infrastructure through a factory/site visit by the competent authority at the time of empanelment.

15) EVALUATION CRITERIA:

The evaluation of bidders shall be carried out in two parts, namely Part A and Part B, as detailed in Annexure C – Bid Evaluation Checklist. All bidders shall submit complete documents, proposals, and plans at the time of bid submission. Any incomplete submission shall be liable for rejection.

The evaluation shall be conducted in two stages:

Part A (Technical Evaluation): This stage shall be used for preliminary screening of applicants. Only those bidders who secure a minimum of 70 marks in Part A shall be shortlisted for the next stage.

Part B (Detailed Evaluation): Shortlisted bidders shall be evaluated in Part B, which shall include offline presentation, product tasting, and factory visit/inspection before the designated committee/SCA.

The final evaluation shall be based on combined scores of Part A and Part B in the ratio of 50:50.

Empanelment shall be made for those bidders who secure a minimum of 70% marks in the combined score of Part A and Part B, subject to fulfilment of all other bid conditions.

16) EXCLUSIVE RIGHT:

The Director, AIIA DELHI, India has the full and exclusive right to accept or reject, increase or decrease order quantity, any or all the EOIs without assigning any reasons and also to cancel the supply at any time without assigning any reason.

BID EVALUATION: PART A- Documentary Evaluation (100 Marks)					
S.I	Description	Marks		Max Marks	Documents Sought
1	Product Distribution (Refer Clause B of Section-8: Eligibility Criteria)	A- Presence in upto 10 States/ UTs	5	20	Supply orders/ agreements or invoices.
		B- Presence in 10-20 States/ UTs	10		
		C- Presence in >20 States/ UTs	15		
		D- International Presence	5		
2	Product Formulation, Branding and Marketing (Refer Clause C of Section-8: Eligibility Criteria)	A- Registered > 5 Brands of Ayush/ Satvik / herbal food products	5	20	Work Orders, Image Evidences
		B- Supply of minimum 50,000 SKU of Ayush/ Satvik / herbal food products	5		
		C- Supply of 50,000 to 1,00,000 SKU of Ayush/ Satvik / herbal food products	10		
		D- Supply of more than 1,00,000 SKU of Ayush/ Satvik / herbal food products	15		
3	Product Quality Assurance (Refer Clause D of Section-8: Eligibility Criteria)	A- Management Information System to track food ingredients, suppliers quality audits and certifications across the supply chain on a blockchain/ immutable secure digital ledger	10	20	Relevant links/ apps, Documentar y evidence and Proposal, CVs
		B- Technology-enabled system integrated with correlated quality audits, food sampling, NABL-accredited laboratory testing, and quality assessment instrument(s). B1-Technology System – 5 Marks B2-Qualified Tech Team (Key Personnel)- 5 Marks B2.1-Technology Leader- (02) with 20+ years of experience- 3 Marks B2.2- Engineering team (10) with 5+ years of experience- 2 Marks	10		

4	Product Manufacturing (Refer Clause E of Section-8: Eligibility Criteria)	A- Production capacity of >5,00,000 SKU Per month any single product at any given time	5	20	Factory Layout, duly certified production capacity
		B- Availability of controlled fermentation systems with capacity of at least 5000 liters	5		
		C- Availability of advanced processing, blending, preservation and modern packaging infrastructure including MAP, vacuum packaging, retort packaging, spiral freezer/ IQF, Blast freezing	10		
5	General Eligibility Requirements (Refer Clause A of Section-8: Eligibility Criteria)	A- Valid FSSAI License	5	20	Valid Certificates
		B- ISO Certifications such as 9001, 45001, 22000, 14001, FSSC 22000, KOSHER, GMP, HACCP of manufacturer/ partner manufacturer in case of consortium/JV	5		
		C- Turnover > 100 Cr in any one of the past three financial years	10		CA Certificate

BID EVALUATION: PART B- Presentation Evaluation (100 Marks)

S. No.	Component	Evaluation Parameters	Marks
1	Distribution & Quality Assurance Plan as per APD-ER & APQ-ER	Distribution and Marketing Plan- TAM SAM SOM and GTM of target Segment- 10 Marks Innovative Marketing & Distribution Plan - 10 Marks Measurable outcomes and impact - 5 Marks Quality Assurance Plan- Plan for Product Traceability System/Experience in similar food supply chain assurance assignments - 10 marks Plan for use of digital dashboard in monitoring food quality standards with records, and controlled workflows - 10 marks Expertise of in-house technology team for implementation, support, and oversight - 5 marks	50

2	Product Tasting Plan as per AFBM-ER	Taste & Palatability - 5 Marks Texture & Appearance- 5 Marks Quality of Ingredients- 5 Marks Alignment with Ayush Aahar Principles- 5 Marks Product Relevance & Innovation (RTE/RTC/RTS)- 5 Marks	25
3	Manufacturing Layout and Onsite Inspection Plan as per APM-ER	Clear layout plan, zoning (raw, processing, packing), material & personnel flow- 2 Marks Hygiene & Sanitation Standards- 2 Marks Quality Control Mechanisms- 2 Marks Packaging Infrastructure- 2 marks for each MAP & vacuum- Total 4 Marks Processing Infra: retort: 5 Marks Freezing & Preservation Systems - 5 Marks for each spiral freezer/IQF and blast freezing: Total 10 Marks	25