



**MAHARASHTRA AGRO INDUSTRIES DEVELOPMENT CORPORATION  
LTD.**

**(A Government of Maharashtra Undertaking)**

Krushi Udyog Bhavan, Arey Milk Colony, Goregaon (East), Mumbai – 400 065

Tel: 022-2368 6969 | Email: mahaagromart@gmail.com

**No. MAIDC/MAM/MKT/2025-26/01**

**Date: 01.01.2026**

**Proposal for Marketing**

**Revenue & Profit-Sharing model for Maha Agro Mart E-Commerce Platform.**

**1. INTRODUCTION** the MAIDC, a Government of Maharashtra Undertaking, invites sealed quotation from eligible agro-processing companies, trading firms, and marketing entities for a Revenue & Profit-Sharing arrangement on the Maha Agro Mart e-commerce platform on a **Pilot Basis for One Or two Year**, to assess operational effectiveness, market expansion, and farmer impact before long-term renewal.

**2. ELIGIBILITY** Registered company under Companies Act. Min. 5 years' experience in agro-processing or allied sectors. Operational in min. 2 states. Valid GST, CIN. Established procurement, processing or distribution infrastructure. Capability to provide marketing, branding & multimedia support. Not blacklisted by any Central / State Government body or PSU.

**3. SCOPE OF WORK** promotion & sale on Maha Agro Mart portal . Fair & transparent farmer pricing . Assured market linkage & timely lifting . Distribution of MAIDC inputs – fertilizers, pesticides & animal feed . Domestic & international market expansion . Quarterly performance reporting to MAIDC.

**4. REVENUE SHARING TERMS** Revenue sharing shall be on **Net Realisation** after deduction of taxes, logistics, and platform operating costs. **Minimum Revenue Share to MAIDC: 5 to 10 % of Net Realisation.**

**5. PILOT TENURE & REVIEW** **Pilot Period: One or two Year** from date of agreement execution.

**6. TENDER SCHEDULE**

<b>Event</b>	<b>Date</b>
Notice Issue	1st January 2026
Last Date for Queries	25th January 2026
Last Date for Submission	18 th February 2026 by 5:00 PM
Opening of Technical Bids	20th February 2026

**7. GENERAL CONDITIONS** the MAIDC reserves the right to accept, reject, or cancel any bid without assigning reasons. And as per trhe MAIDC prescribed the conditions.

**Sd/-**

**Kishor Rathod  
Manager( E-Commerce)**