

Nitin Jain <nitin@bjain.com>

Fri, Aug 9, 2019 at 12:43 PM

To: nbtrightscell <nbtrightscell@gmail.com>, Exhibition NBT <nbtexhibition@gmail.com>, abhishek.avi@mea.gov.in, NARESH <naresh.chutani@capexil.in>, "Ramesh K. Mittal" <rkmittal@dkagencies.com>

Dear All,

I am happy to tell you that we agree to take up this responsibility of managing the exhibition and sale of books of India at the Guadalajara Book Fair 2019. We have decades of experience in selling books in Mexico and have formed very strong alliances with some of the largest publishing houses and book stores in Mexico.

We would be taking up on the following tasks:

1. Consolidating all the books at the Noida Warehouse
2. Filtering any damaged or non-saleable books
3. Repackaging them
4. Send Shopping bags
5. Sending the goods after custom clearance to Veracruz port in Mexico
6. Get the shipment cleared in Veracruz and then bringing the same to FIL
7. Get them displayed in the exhibition stand
8. Manage sales and stocks at the fair
9. After the show, send them to various bookstores in Mexico (approx 10 cities)
10. Create an Indian Corner at these bookstores for a period of 6 months
11. After 6 months, we will handover the stocks as donation to the Indian Embassy
12. Meanwhile, we will submit sales report for the sales at the fair to each and every publisher before 30th Jan and basis which payments will be made to each and every publisher
13. We will submit the final sales report from Jan - Jun by end of July to each publisher, basis which payments will be made to each publisher

We will be taking the help of our partner Gonvil Librerias for all the works in Mexico.

The retail price of the books will be dependent on the cost price at which we will receive the books. We will price the books at 3x of the cost price of the books and then offer them in Mexican Peso (basis currency exchange rate) to the public. This will include all the cost in Mexico which will be incurred for Custom Clearance, Transportation, Warehousing, Staffing and discounts to the public, Transportation to various bookstores and then sending to the Indian Embassy.

The total freight cost of USD 5000 for sending 20ft container from Noida to Veracruz will be split between all the participating publishers. The publishers will be notified of the freight cost as per their volume on shipping the goods.

The Indian Publishers will be paid in Indian Rupees at cost price. The payments will be made as per the sales report less freight cost .

(Cost Price = Printed Price Less Discount)

We will need the stocks maximum by 28th August in our warehouse. Cost of sending the books to our warehouse will be borne by the publisher only. We will need the following from the participating Indian Publishers:

1. Data in Excel Format as per the template attached
2. Authority Letter authorising B. Jain Publishers to sell the goods at FIL on sale basis.
3. Box Wise Packing List of the goods including weight of each box.
4. Invoice to B. Jain Publishers Pvt Ltd.

Best
Nitin Jain

BJAIN GROUP
since 1966

BJAIN House
D 157, Sector 63, Noida 201 307
Uttar Pradesh, India,
Tel.: +91 120 49 33 333

Skype: bjainindia
Web: www.bjain.com