



**POWER FINANCE CORPORATION LTD.  
(A Govt. of India Undertaking)**

Urjanidhi, 1, Barakhamba Lane, Connaught Place, New Delhi - 110 001

**Empanelment of Business Development Associates (BDAs)**

Power Finance Corporation Ltd. (PFC), is one of the leading public financial institutions of India providing fund and non-fund based support for the development of power sector, proposes to empanel eligible entities as Business Development Associates (BDAs) who will bring bankable loan proposals of wind, small hydro, biomass, co-generation, energy saving projects, captive power projects, etc. and assist their clients in availing financial assistance from PFC.

Entities desirous of empanelling as Business Development Associates (BDAs) with PFC may access our website [www.pfcindia.com](http://www.pfcindia.com) for requisite details and application form.

Apply by post to:

General Manager (Business Development),  
Power Finance Corporation Ltd.,  
Urjanidhi, 1, Barakhamba Lane,  
Connaught Place, New Delhi - 110 001.

Telefax : (011) 2345 6683

E-mail : [akjain5@pfc.delhi.nic.in](mailto:akjain5@pfc.delhi.nic.in)

## **POWER FINANCE CORPORATION LTD.**

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### **Empanelment of Business Development Associates (BDAs).**

#### **A. About PFC**

Power Finance Corporation Ltd. (PFC) is one of the leading public financial institutions of India in power sector providing fund and non-fund based support for development of the power sector. PFC occupies a key position in the government's plans for the growth of this sector and performs a major role in channeling investment into the power sector and function as a vehicle to develop this sector. Our clients include state power utilities, central power utilities, power departments, private power utilities, independent power producers, power equipment manufacturers, etc.

#### **B. Empanelment of Business Development Associates (BDAs)**

PFC proposes to empanel limited number of Business Development Associates (BDAs) who will bring bankable loan proposals of renewable energy projects (e.g. wind, small hydro, biomass), co-generation, energy saving and captive power projects and shall assist their clients in furnishing loan application in the prescribed format, organize the information, data, documents, etc. in a manner required by PFC in availing financial assistance from PFC. BDAs will also facilitate appraisal, sanction and disbursement of financial assistance.

#### **C. Eligible Entities**

The following type of entities shall be eligible for empanelment as BDAs;

1. Technical Consultancy Organizations
2. State Nodal Agencies
3. Local Productivity councils
4. National Productivity Council
5. Private Consulting Organizations (Engineering firms, CA firms, Cost Accounting firms, etc.)

## **D. Eligibility Criteria for Private Consulting Organizations**

The following criteria will be followed.

1. Entity should have relevant experience of preparing DPRs or financial model for power / infrastructure / other large projects or have carried out consultancy assignment in connection with power projects for a minimum period of **two years**.
2. Entity should have adequately qualified (B.E / B.Tech and / or CA / ICWA / MBA - Finance, etc.) and experienced manpower having sound technical and / or financial competence relating to power sector to assess the project's bankability.
3. Entity should have procured business on behalf of FIs / Banks, etc.
4. Entities must have adequate infrastructure in the form of office, office equipments, furniture, etc.

It is clarified that there is no minimum requirements for the parameters mentioned above at serial number 2, 3 and 4.

## **E. Application for BDA**

Entities desirous of empanelling with PFC as BDAs may make an application in Form I along with detailed particulars in Forms II, III, & IV.

The application from private consulting organizations (Engineering firms, CA firms, Cost accounting firms, etc.) for empanelment be accompanied with a demand draft or banker's cheque of Rs.5,000/- towards non-refundable processing fee, **payable to "Power Finance Corporation Ltd." at New Delhi.**

The applications received from eligible entities will be evaluated as per the selection criteria and from the selected applicants required number of BDAs will be short listed for empanelment. The total number of BDAs for empanelment will be based on the response received, requirement of BDAs for tapping business in various potential states / towns and to give thrust to funding of renewable energy and captive power projects. While short listing the applicants, preference will be given to those applicants who have branches in various states / towns. The states with adequate potential in renewable, co-generation, energy saving and captive power projects will be given preference and higher number of BDAs may be considered.

## **F. Business Linked Incentive**

Business Linked Incentive of 0.10 % of loan amount disbursed for eligible projects will be allowed to the empanelled BDAs for procuring business. The release of incentive, on a *pro rata* basis, will be linked to progress made in disbursement of loan.

## **G. Eligible Projects for Incentive**

The incentive is limited to the projects with a total project cost of up to Rs 100 crore.

## **H. Type of support to be provided to BDAs**

PFC will provide standard publicity material and support them for publicity, printing of brochure into local language and reimburse expenses subject to limits laid down by PFC from time to time. PFC may also consider sponsoring Business meets / Promotional programmes organized by BDAs for promoting PFC's products and services.

## **I. Agreement :**

PFC will enter into an agreement with short listed BDAs.

**The last date for receipt of the application is 22<sup>nd</sup> February, 2008 and any application received thereafter shall be summarily rejected.**

PFC reserves the right to accept or reject any request for empanelment of BDAs without assigning any reason.

**Note: No application be sent by e-mail or fax. Application may be sent by post to the following address:**

General Manager (Business Development),  
Power Finance Corporation Ltd.  
Urjanidhi, 1, Barakhamba Lane,  
Connaught Place, New Delhi - 110 001

Telefax : (011) 2345 6683

E-mail : [akjain5@pfc.delhi.nic.in](mailto:akjain5@pfc.delhi.nic.in)

## FORM - I

### APPLICATION FOR EMPANELMENT OF BUSINESS DEVELOPMENT ASSOCIATE

To,

General Manager (Business Development),  
Power Finance Corporation Ltd.,  
Urjanidhi, 1, Barakhamba Lane,  
Connaught Place,  
New Delhi - 110 001

Sir,

We wish to apply for empanelment with PFC as a Business Development Associate (BDA) as under:

1. Name of the Organisation :
2. Names of Promoters / Directors / Partners / Sole Proprietor :
3. Address with name of contact person & contact numbers :
4. Year of Establishment  
(attach certificate of incorporation / registration, etc.) :
5. Area of core competence :
6. Details regarding experience / manpower / infrastructure, etc.
  - i. Number of years experience of preparing DPRs or Financial model for power / infrastructure / other large projects or consultancy assignments carried out in connection with power projects  
**(Furnish details as per Form II )**
  - ii. Number of key personnel - Professionals like B.E / B.Tech and / or CA / ICWA / MBA (Finance), etc.  
**(Furnish brief of qualifications / experience of each of the personnel as per Form III)**

- iii. Number of proposal and volume of business procured on behalf of FIs / Banks, etc.
  - a) Number of proposals :
  - b) Amount (Rs. in lakhs) :
- iv. Infrastructure available eg. Office, Office equipments, Furniture, etc. (**details as per Form– IV**) :
- 7. Annual Turnover (**Rs. in lakhs** - last 3 financial years)
 

2004-05	2005-06	2006-07
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- 8. Copy of the Audited Annual Accounts for 3 financial years and latest Income tax Return :
- 9. Service tax registration no. (Copy to be enclosed) :
- 10. Details of empanelment with other FIs / Banks, if any :

(Authorized Signatory)

Name :

Seal

**Note :**

**Authorization certificate / letter is also to be enclosed authorizing the person concerned who has signed the aforesaid application.**

**FORM - II**  
**PROFESSIONAL EXPERIENCE OF THE ENTITY**

1. Experience of the entity in years :
2. Brief write up on experience of the entity in respect of Consultancy assignments, range of services offered, specific area of expertise, assignments completed, etc. :
3. Number of Assignments undertaken in preparing DPRs or Financial Model for power / infrastructure / other large Projects or consultancy assignments carried out in Connection with power projects.

**(Provide details of the above assignments at 3 in the following format)**

**Details of the Assignments undertaken by \_\_\_\_\_**

<b>Sl. No.</b>	<b>Name of Client</b>	<b>Type of Assignment</b>	<b>Value (Rs. in lakhs)</b>	<b>Year of Completion</b>

(Authorized Signatory)

Name :

**FORM – III**

**BRIEF CVs OF KEY PROFESSIONALS**

1. Name :
2. Date of Birth :
3. Educational Qualification (s) :
4. Total experience in number of years :
5. Years with the organisation applying for empanelment :
6. Provide details of consultancy assignments worked on in the power sector / infrastructure sector / other large projects in the following format.

<b>Sl. No.</b>	<b>Name of Company</b>	<b>Period</b>	<b>Type of Assignment (Power, Infrastructure, etc.)</b>	<b>Scope of Work</b>	<b>Brief of Responsibilities</b>

(Authorized Signatory)

Name :

**FORM - IV**  
**INFRASTRUCTURE FACILITIES**

**Details of office(s) and other infrastructure facilities**

<b>Sl. No.</b>	<b>Address</b>	<b>Area in sq.ft</b>	<b>Type of Premises (rented / own / leased)</b>	<b>Details of office Equipments, Furniture etc.</b>

(Authorized Signatory)

Name :