



**SHRI MATA VAISHNO DEVI SHRINE BOARD,
KATRA**

**EXPRESSION OF INTEREST
FOR
VACANT SPACE ON THE TERRACE OF
NEW VAISHNAVI BHAWAN AT BHAWAN**

FOR OPENING OF REPUTED BRAND
FOOD AND BEVERAGE OUTLET
ON LEASE AND LICENCE BASIS



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
SHRI MATA VAISHNO DEVI SHRINE BOARD,
Central Office, Jammu Road, Katra (J&K) – 182301
E-mail: aceovb@maavaishnodevi.net, dmcatering@maavaishnodevi.net**

LETTER OF INVITATION

Dear Sir / Ma'am,

You may perhaps be aware that Shri Mata Vaishno Devi Shrine Board, an autonomous organization set up under a state law to manage the pilgrimage to the Holy Shrine of Shri Mata Vashino Devi Ji is located in the Trikuta hills, in the District Reasi (J&K). Hon'ble Lt. Governor, JK-UT is the ex-officio Chairman of the Shrine Board.

2. I may inform that number of devotees visiting the Holy Shrine has been progressively increasing and so far in the year, 2024 had touched about 09 million marks. The Shrine Board has set up Bhojanalaya / Cafeteria at various locations on the hilly track from Katra to the Holy Shrine, providing reasonably priced food items. Besides, numbers of private agencies and branded food chains have also been permitted to set up food outlets along the route for the convenience of the pilgrims including Halidram, Domino's, Sagar Ratna, Gulab, Mithaas etc.

3. In the aforesaid context, we are exploring the possibilities of engaging known food chains, to carry-out business activity in vacant space on the terrace of New Vaishnavi Bhawan at Bhawan with a covered area of **3,487.51 sft.** for a period of five (05) years as per the Expression of Interest, subject to the Shrine Board's control over the quality of food (without onion & garlic) and beverages (non-alcoholic) and its price, besides, the items not allowed for sale or use from the Licensed Premises by the Licensee as per "**Annexure-I**".

4. The firms shall be chosen for allotment of commercial space depending upon their experience, expertise, reputation for quality, range of food products offered, number of outlets, annual sales turnover, license fee offered by the firm or any other evaluation which may reasonably formulate an opinion about the reputation, stability and financial strength of the company.

5. Shri Mata Vaishno Devi Shrine Board invites sealed Expression of Interest (EOI) from reputed food chains / franchises. The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed. The EOI Document is also available on the Shrine Board's website www.maavaishnodevi.org. You may submit your responses in sealed envelopes in prescribed format to the Catering Section, Central

Office, SMVDSB, Katra latest by 02.07.2026. Queries if any may be raised in the Pre-Expression Meeting or referred in writing before EOI Hardcopy Submission End Date to the Asstt. Chief Executive Officer (VB), SMVDSB, Central Office, Katra or at E-mail: dmcatering@maavaishnodevi.net.

Publishing Date	12.06.2026 (04:00 PM)
Download Start Date	12.06.2026 (05:00 PM)
Pre-Expression Meeting	16.06.2026 (12:00 Noon)
EOI Submission Start Date	18.06.2026 (12:00 Noon)
EOI Hardcopy Submission End Date	02.07.2026 (02:00 PM)
Date of Opening Bids	04.07.2026 (03:00 PM)

6. In the backdrop of the above, we invite you to respond to this letter with information required in the application form placed as "**Annexure-II**" to this letter. Your response along with requisite details should reach on or before EOI Hardcopy Submission End Date as reflected above. The information revealed by the firm shall be subject to verification with original / supporting documents before being considered for allotment of the aforementioned premises.

Yours sincerely,

Sd/-
(Vipan Bhagat), JKAS
Asstt. Chief Executive Officer

No: CO/Cat/426-II/455
Dated: 12 . 06 . 2026

Food and Beverage items not allowed for sale or use from the Licensed Premises by the Licensee

(Negative List)

S. No.	Types of items
1.	Alcohol, non-vegetarian items (e.g. meat, fish, eggs etc.) are not allowed to be used either directly or by using the same as ingredient in any of food/beverage preparations.
2.	Use of Plastic, Polythene, Polystyrene foam (thermocool) or any non-biodegradable based cutlery, plates, cups etc. for packing or serving food or beverage items.
3.	Unpasteurised Milk
4.	Gums and Jelly
5.	Food and Beverage items containing drugs of any kind
6.	Food / Beverage prepared from animal body fat

**Sd/-
(Vipan Bhagat), JKAS
Asstt. Chief Executive Officer,
SMVD Shrine Board, Katra**

Annexure - II

Application form for EOI vide No: CO/Cat/426-II/455 Dated: 12.06.2026, for vacant space on the terrace of New Vaishnavi Bhawan at Bhawan, Shri Mata Vaishno Devi Shrine Board.

A) General details of the Principal Company / Firm / Franchisee / Distributor:

S.No.	Particulars	Details
1.	Name of the Firm (As Registered under Companies / State Act), 03 years prior to submission of bid.	
2.	Corporate Office address of the Firm.	
3.	GST Number of the Firm	
4.	Contact Number	
5.	Email	

B) Technical details of the Principal Company / Firm:

S.No	Particulars	Details
1.	Brand name (Registered)	
2.	Should possess a minimum experience of 05 years in the Food & Beverage sector and must be operating at least 05 functional restaurants across the country, each having a minimum seating capacity of 50 covers and running successfully for the last 03 years.	
3.	Should have an established presence in at least five (05) States / Union Territories across India. The same must be substantiated with references for each location along with photographic evidence (both exterior and interior) of the outlets duly supported with geo-tagging. Additionally, the GST Number of each outlet must be provided as part of the supporting documentation.	
4.	The cumulative sales turnover should not be less than Rs.50 Crore (Rupees Fifty Crore only) in the last three financial years 2022-23, 2023-24 and 2024-25.	

5.	Net worth as per last 03 financial years 2022-23, 2023-24 and 2024-25 audited financial result should be positive. Copies of annual account of last three years should also be enclosed.	
6.	Must possess valid PAN number and must have filled last 03 years Income Tax Return (copies to be enclosed). Summary statement of annual turnover and net worth duly attested by Chartered accountant with UDIN along with copies of audited statement of accounts / balance sheet for the last 03 financial years as per above.	
7.	Category of cuisines served in the restaurant in operation. List of menu alongwith rates should be enclosed.	
8.	Number of franchisee allotted by the firm as on date (Please enclose detailed list).	
9.	ISO certificate (if any)	
10.	Award(s) received in category of food / restaurant operations (if any).	

C) Technical details of the Franchisee / Distributor:

S.No	Particulars	Details
1.	Brand name (Registered)	
2.	Should have an experience of at least 03 years in the similar trade.	
3.	Must have atleast two (02) restaurants, each having a minimum seating capacity of 50 covers and been operational for a period of atleast two (02) years as on the date of bid submission. The firm shall furnish photographic evidence of each outlet, including both exterior and interior views, duly supported with geo-tagging. Further, valid FSSAI certification and GST registration details shall also be submitted in support of the same.	

4.	The cumulative sales turnover should not be less than Rs.15 Crore (Rupees Fifteen Crore only) in the last three financial years 2022-23, 2023-24 and 2024-25.	
5.	Net worth as per last 03 financial years 2022-23, 2023-24 and 2024-25 audited financial result should be positive. Copies of annual account of last three years should also be enclosed.	
6.	Must possess valid PAN number and must have filled last 03 years Income Tax Return (copies to be enclosed). Summary statement of annual turnover and net worth duly attested by Chartered accountant with UDIN along with copies of audited statement of accounts / balance sheet for the last 03 financial years as per above.	
7.	Category of cuisines served in the restaurant in operation. List of menu alongwith rates should be enclosed.	
8.	ISO certificate (if any)	
9.	Award(s) received in category of food / restaurant operations (if any).	

D) Proposal of the Firm:

S.No.	Particulars	Details
1.	Discount offered on the menu items sold in restaurants {Menu(s) to be attached alongwith rates}.	
2.	License fee offered per annum (exclusive of GST) for the vacant space on the terrace of New Vaishnavi Bhawan at Bhawan (to be mentioned in figures & words).	
3.	The firms bidding for the above e-NIT, must not be blacklisted by any government, PSU, Financial Institution, Court, regulatory authority or Shri Mata Vaishno Devi Shrine Board. To ensure compliance, the bidder is required to submit a declaration duly attested by Judicial	

<p>Magistrate 1st Class / Oath Commissioner that they have not been black listed by any of the above mentioned authority, as on date of submission of the documents of e-NIT. Non submission of the affidavit will lead to rejection of the bid on technical parameters. Submission of fraudulent misleading documents, misrepresentation of information / facts or wrong / misleading affidavit at any stage will lead to blacklisting of the company / firm / individual involved for a period of 05 years alongwith forfeiture of EMD.</p>	
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Dated:

Signature with seal of the firm