



**Expression of Interest (EOI) for AI/ML-Enabled Supply Chain
Intelligence, Demand Integrity, Inventory Optimization and
Governance Platform for CSMCL**

Issued By

MANAGING DIRECTOR

Chhattisgarh State Marketing Corporation Limited

4th Floor, Aabkari Bhavan

Near Chokra Nala, Labhandi

Raipur, Chhattisgarh – 492001

Expression of Interest (EOI)

EOI No.: CSMCL/EOI/2026-27/02

Date of Issue: 01st October 2026

s/d

MANAGING DIRECTOR

CSMCL, Raipur

This Expression of Interest (EOI) is intended solely for technology discovery, market assessment, capability evaluation and identification of innovative solution approaches. The information received through this EOI may be utilized by CSMCL for formulation of future procurement strategies, preparation of detailed project reports and development of Request for Proposal (RFP), wherever considered appropriate.

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1. Notice Inviting Expression of Interest (EOI)

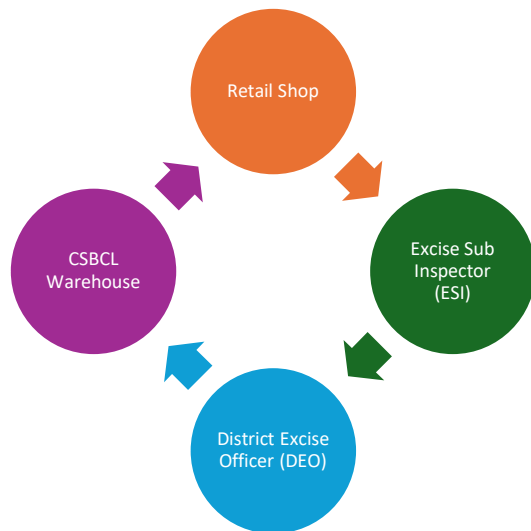
Chhattisgarh State Marketing Corporation Limited (CSMCL) invites Expressions of Interest (EOI) from technology firms, AI/ML solution providers/ system integrators, having experience in supply chain planning, inventory optimization, demand forecasting, advanced analytics, and governance solutions.

The purpose of this EOI is to:

- Identify available market solutions
- Understand global and domestic best practices
- Assess maturity of AI/ML-enabled supply chain capabilities
- Evaluate implementation approaches
- Gather inputs for a future procurement strategy and potential RFP

2. About Chhattisgarh State Marketing Corporation Limited (CSMCL)

CSMCL operates a centralized liquor retail and distribution network across the State of Chhattisgarh. Inventory replenishment follows a hierarchical process:



The corporation seeks to improve transparency, demand visibility, inventory optimization, and operational governance across this supply chain.

3. Existing Business Challenges

A. Supply Distortion

Warehouse stock-outs frequently result in substitution of indented SKUs with available alternatives.

Consequences:

- Sales data reflects availability rather than demand
- Consumer preferences remain hidden
- Inventory planning becomes inaccurate

B. Demand Signal Manipulation

Shop-level indents are vulnerable to external influence.

Potential impacts:

- Artificial demand inflation
- Inventory misallocation
- Brand-level biases
- Distorted market intelligence

C. Stock Imbalances

Consequences:

- Overstock situations
- Stockouts
- High inventory carrying costs
- Missed revenue opportunities

D. Governance and Audit Gaps

Consequences:

- Complete auditability
- Traceability
- Exception management
- Role-based accountability

4. Objectives of Proposed Solution

The proposed solution should support one or more of the following objectives:

Demand Intelligence

- Demand forecasting
- Demand sensing
- Unconstrained demand estimation
- Demand reconstruction during stock-outs

Inventory Optimization

- Auto-indent recommendation
- Replenishment planning
- Buffer stock optimization
- Inventory balancing

Governance

- End-to-end indent tracking
- Controlled overrides
- Audit trails
- Approval workflows

Risk Management

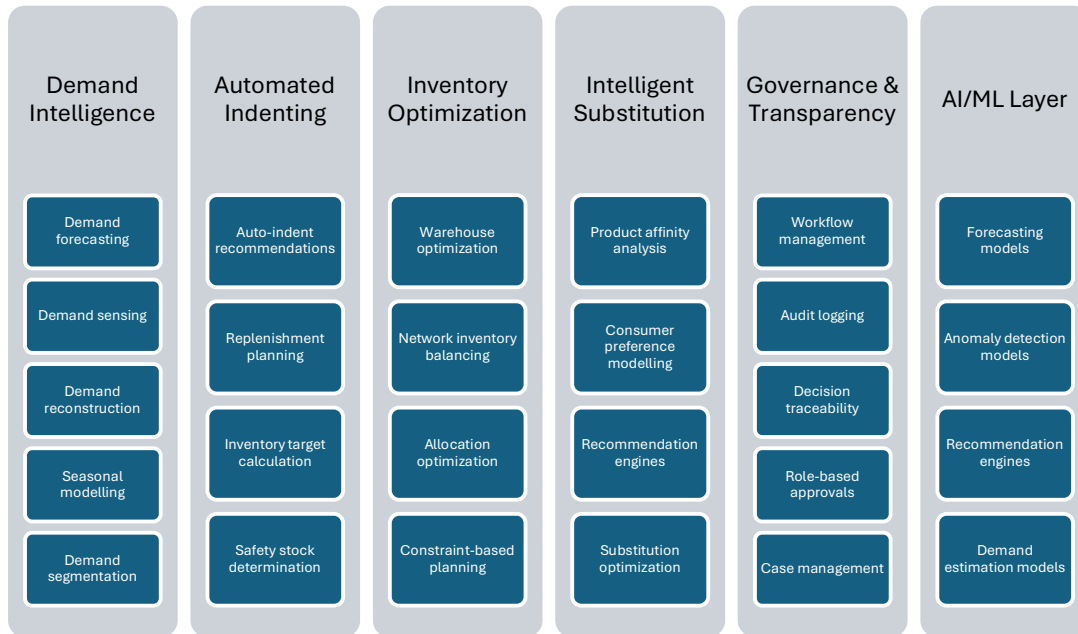
- Manipulation detection
- Anomaly identification
- Exception management
- Predictive alerts

Decision Support

- Control tower dashboards
- Operational KPIs
- District-level monitoring
- State-level visibility

5. Indicative Scope Areas

The respondents may propose solutions covering the following areas:



6. Eligibility Criteria

Interested firms should meet the following indicative eligibility criteria.

A. Technical Eligibility

Experience Criteria

The bidder/organization should have successfully completed, within the last five years, at least one project demonstrating experience in supply chain management, demand planning, inventory optimization, forecasting, AI/ML-driven planning solutions, or other comparable initiatives involving data-driven operational planning and inventory management.

Sector Experience (Preferred)

The bidder/organization should have demonstrable experience in one or more sectors involving large-scale distribution, retail operations, consumer-facing supply chains, inventory-intensive businesses, or government/public sector supply chain and distribution networks.

7. EOI Response Format

Section A – Organization Details • Company Name • Registered Office & Year of Incorporation • Ownership Structure • Contact Person
Section B – Organization Profile • Business Overview with Geographic Presence • Relevant Practices • Employee Strength
Section C – Relevant Experience • Industry & Project Scope • Technologies Used • Duration & Business Outcomes
Section D – Proposed Solution Business Approach • Problem understanding & Proposed methodology Functional Architecture • Major modules & Process flow Technical Architecture with Application components • Integration approach • Security architecture
Section E – AI/ML Capabilities • Forecasting techniques • Demand sensing capability • Anomaly detection methods • Recommendation engines • Optimization approaches
Section F – Governance Framework • Audit mechanisms • Approval controls • Exception management • Traceability framework
Section G – Implementation Approach Project Methodology • Design & Discovery • Development & Deployment Estimated Timelines
Section H – Commercial Model (Indicative) • License-based pricing • SaaS pricing • Transaction-based pricing • Implementation services • Managed services

- Along with the Annexures, the respondent shall submit a presentation (PPT) covering all the requirements and information sought under Sections (a) to (h).

- All submissions, including the Annexures and the PowerPoint Presentation (PPT), shall be submitted electronically to *gm-csmcl@cg.gov.in* with a copy marked to *itcsmcl@gmail.com*

8. Tentative Timelines

The tentative schedule for the EOI process is provided below. CSMCL reserves the right to modify these timelines without assigning any reason.

Activity	Tentative Timeline
Issue of Expression of Interest (EOI)	01 st October 2026
Last Date for Submission of EOI Responses	23 rd October 2026
Presentation / Demonstration	Date, time, and venue of the presentation shall be communicated separately to the shortlisted bidders at a later stage.

Note: The above schedule is indicative and may be revised by CSMCL at any stage of the EOI process.

9. General Terms & Conditions

1. This Expression of Interest (EOI) is issued solely for the purpose of market assessment, technology discovery and stakeholder consultation.
2. Submission of a response to this EOI shall not be construed as a commitment by CSMCL to issue a Request for Proposal (RFP), initiate procurement proceedings or award any contract.
3. Participation in this EOI process is voluntary. All costs incurred by the respondents in preparation and submission of responses shall be borne by the respective respondents.
4. CSMCL reserves the right to accept or reject any or all responses, seek additional information, conduct presentations or discussions, modify the scope of this EOI or cancel the EOI process at any stage without assigning any reason.
5. The information received through this EOI may be utilized by CSMCL for market assessment, preparation of project requirements, formulation of procurement strategy and development of future tender documents, wherever considered appropriate.

6. All information submitted by the respondents shall be treated in accordance with applicable Government rules and organizational policies. Respondents shall clearly identify any information considered confidential or proprietary.
7. CSMCL reserves the right to verify the information furnished by the respondents and may seek supporting documents, references or demonstrations wherever considered necessary.
8. The respondent shall ensure that all information furnished in response to this EOI is true, complete and accurate to the best of its knowledge.
9. Any dispute arising out of this EOI shall be subject to the jurisdiction of the competent courts at **Raipur, Chhattisgarh.**
10. CSMCL reserves the right to amend, modify or withdraw this EOI at any time without incurring any liability towards any respondent.

ANNEXURES

Annexure-I Company Profile

Particulars	Details
Name of Organization	
Registered Office Address	
Corporate Office Address	
Website	
Year of Incorporation	
Constitution of Organization (Company/LLP/Partnership etc.)	
CIN/Registration Number	
PAN	
GSTIN	
Name of Authorized Representative	
Designation	
Mobile Number	
Email ID	
Number of Employees	
Presence in India (Locations)	
Core Areas of Business	
Compliance to Eligibility Criteria (Yes/No)	

Brief Profile of the Organization

(Maximum 500 Words)

Annexure-II
Relevant Experience

The respondent may provide details of similar projects executed during the last **Five (05) Years**.

Sl. No	Name of Client	Project Name	Project Description	Technology/ Solution	Contract Value (Optional)	Duration	Status (Completed/ Ongoing)
1							
2							
3							
4							
5							

Client References (Optional)

Client	Contact Person	Designation	Email	Phone

Annexure-III
Proposed Solution Summary

The respondent may briefly describe the proposed solution.

Particular	Response
Name of Proposed Solution / Platform	
Solution Type (COTS / SaaS / Custom / Hybrid)	
Deployment Model (Cloud / On-Premises / Hybrid)	
Tools Involved	
Ownership of Tools (Own/licence/Purchase, etc.)	
Key Functional Capabilities	
AI / ML Technologies Used	
Integration Approach	
Data Analytics Capabilities	
Reporting & Dashboard Features	
Security Features	
Scalability	
Support & Maintenance Approach	
Training & Capacity Building	

Brief Solution Description

(Maximum 1000 Words)

Respondents may also provide recommendations on emerging technologies, implementation strategies and global best practices that could enhance the effectiveness of the proposed initiative.

Annexure-IV

Declaration

(To be submitted on the Letterhead of the Respondent)

Date: _____

To,

The Managing Director

Chhattisgarh State Marketing Corporation Limited (CSMCL)

Government of Chhattisgarh

Raipur, Chhattisgarh

Subject: Submission of Expression of Interest (EOI)

Sir/Madam,

We, the undersigned, hereby submit our response to the **Expression of Interest (EOI) for AI/ML-Enabled Supply Chain Intelligence, Demand Integrity, Inventory Optimization and Governance Platform for CSMCL**.

We hereby declare that:

1. We have carefully examined and understood the contents of the EOI document.
2. The information furnished in our response is true, complete and correct to the best of our knowledge.
3. We understand that this EOI is issued solely for market assessment and technology discovery and does not constitute an invitation for commercial bidding or award of any contract.
4. We agree to provide any additional information or clarification, if requested by CSMCL.
5. We understand that CSMCL reserves the right to accept or reject any response, modify or withdraw the EOI, or initiate a separate procurement process without assigning any reason.

We hereby authorize **Mr./Ms.** _____, Designation _____, to represent our organization for all matters relating to this EOI.

**Name of Authorized
Signatory**

Designation

Organization

Signature

Date

Official Seal