

## **NCDFI eMarket Rules for Multistage Auction (Dairy Products)**

### **1. Introduction**

The Business Rules framed here under shall be known as NCDFI eMarket Rules for eAuction (Multistage Auction ) being conducted by National Cooperative Dairy Federation of India Limited (referred herewith as NCDFI) for trading Dairy Products.

These Business Rules shall be in addition to Contract Note issued by NCDFI for conduct of eAuctions as amended by NCDFI from time to time which shall be applicable to respective participants (bidders and sellers).

### **2. Applicability**

These eMarket Rules in conjunction with Contract Note shall be applicable to all the constituents/participants (i.e registered bidders and sellers) who participate or intends to participate in the NCDFI eMarket. The participants who have participated in the NCDFI eMarket auctions i.e. seller by initiating auction and bidder by bidding will adhere to the eMarket Rules and Contract Note provisions.

### **3. Participation/Membership Rules**

#### **3.1 NCDFI Approved Seller**

NCDFI will approve seller product wise. So only NCDFI approved seller will be allowed to initiate auction or sell in the eMarket for the product approved by NCDFI. The approved seller has to be a manufacturing concern.

#### **3.2 Registered Bidder**

All the participants will have to register themselves with NCDFI for participating in the auctions conducted on NCDFI eMarket. The participation in the auction is restricted on a phased basis. Only NCDFI dairy cooperative members can bid in Phase I of the auction. Participation in the Phase II auction will be open for all registered members at NCDFI eMarket.

#### **3.3 Federation Bidder**

All the Federation members of NCDFI can participate on the NCDFI eMarket (by specifically applying to NCDFI and completing all necessary formalities as required by NCDFI). NCDFI approved

Federations and their constituent Unions can participate in the Auction. NCDFI approved Federations can place bid on behalf of constituent Unions.

### 3.4 **Federation Constituents or Union Independently**

The Federation Constituents or Unions can register themselves separately to participate independently. Such Federation Constituents or Unions can participate in the NCDFI eMarket independently from their respective Unions by the separate credentials provided to them.

### 3.5 **Private Bidders**

All Private Bidders other than Federation Constituents or Unions can participate in the NCDFI eMarket by specifically applying to NCDFI and completing all necessary formalities as required by NCDFI. The private bidders are not allowed to participate in Phase I of the auction. They can participate in bidding in the Phase II auction.

## 4. **NCDFI eMarket Methodology and Rules for Multi Stage Auction**

The 'Multi Stage Auction' will be conducted in two different phases. In Phase I, products will be offered by the manufacturers and only NCDFI dairy cooperative members are allowed to bid where the price will be fixed by the initiators/seller and the bidder(s) need to quote the required quantity subject to the minimum quantity mentioned by the seller. The first phase will be of 30 minutes. The allocation of the quantity will be done on a real-time basis and the remaining quantity if any, will be displayed during the auction time. There will be no extension in Phase I.

In Phase II, the remaining quantities if any will be offered for sale. All the registered members of NCDFI eMarket are allowed to participate in the eAuction. The Phase II will follow Ascending Price Auction Methodology where price increases round by round if demand equals to or exceeds supply. Auction terminates or clearing price is declared when the demand quantity is equal to or less than supply (offered) quantity.

### 4.1 **Auction Process – Phase-I**

4.1.1 The main round of Phase-I will be of 30 minutes

4.1.2 The allocation of quantity will be done on a first come first served basis

4.1.3 The member will not be allowed to modify or/and cancel their bid once it is submitted.

4.1.4 If the member wants to increase their quantity for the same Auction for which they have already submitted their bid, they have to make a fresh bid for the additional quantity they want to procure. In such case, NCDFI will issue separate Bid Evaluation Results.

4.1.5 There will be no extension in Phase-I

4.1.6 The leftover quantity in Phase-I, if any, will be carried forward in Phase-II

## 4.2 **Auction Process for Phase-II**

4.2.1 The offered quantity is the remaining quantity, if any of Phase I auction.

4.2.2 Auction is conducted in multiple rounds and with each round, the round price automatically goes up by one or more ticks based on a demand / supply ratio.

4.2.3 Bidders have to start participation from round 1 and have to bid in every round if they want to stay in the auction (Bidders may use auto-bid).

4.2.4 Bidders have to check the round price in each round and are only allowed to reduce or maintain quantity in the subsequent rounds.

4.2.5 Auction ends if and when a clearing price and clearing quantity is found that satisfies the auction rule of quantity demanded (bided) being equal or less than offered quantity. Auction is considered successful if cleared quantity is above zero and clearing price is at or above the base or starting price. Else it is considered unsuccessful.

## 4.3 **Auction Parameters**

### 4.3.1 **Quality**

For a given product relevant quality parameter and their values will have to be defined in the product specification provided by the seller before the scheduled auction. The sellers have to correctly specify or populate such quality parameters while initiating the auction in the NCDFI eMarket.

### 4.3.2 **Delivery**

For each auction a delivery mode, contract period date and location has to be specified while initiating the auction. Contract period date determines the lifting or delivery period based on pre-defined delivery time window for each delivery mode.

### 4.3.3 **Base Price (BP)**

Base Price is ex-factory price of the product. This is the final price at which seller is willing to sell the commodity in Phase I auction.

This is the minimum ex-factory price at which seller is willing to sell in the Phase II auction. All the prices mentioned on the portal are on

ex-godown/factory basis and exclusive of applicable taxes, transportation, insurance, etc. unless specified otherwise.

#### 4.3.4 **Maximum Offered Quantity (MOQ)**

This is the maximum quantity seller is willing to sell in the auction.

#### 4.3.5 **Minimum Match Quantity (MMQ)**

This is the minimum quantity that seller willing to sell in the auction. Seller will not sell if bid quantity is less than this.

#### 4.3.6 **Quantity Rule**

MOQ  $\geq$  MMQ always. If MMQ is zero, it is assumed to be =MOQ

#### 4.3.7 **Bidding Rounds**

The Phase I auction will be of 30 minutes based on first come first serve bidding with no extension.

In the Phase II the maximum number of bidding rounds are pre-defined as 10. Bidding rounds will not exceed this number under any circumstances. First bidding round is pre-configured as 15 minutes while all subsequent rounds are pre-configured as 5 minutes and time period between rounds is 5 minutes. This is applicable across all auctions.

#### 4.3.8 **Price Increments in Phase II**

A minimum price increment (1 price tick) and Demand/Supply Ratio Tick Size Matrix are defined in the product wise contract. Between two rounds, price may go up by 1 to 5 price ticks. If the demand-supply ratio is more than X5 then 5 ticks is the price increment, if ratio is between X4 and X5 then 4 ticks is the price increment and so on till ratio is less than X2, when increment is one tick. X2, X3, X4 and X5 values are pre-configured and are applicable for all auctions.

#### 4.3.9 **Lot Size in Phase II**

The valid lot size(s) are defined for each product in the contract. The auction quantity has to be in multiples of lot sizes. The bidder will select lot size at the time of bidding. The bid quantity and matched quantity of the bidder would be in multiples of lot size selected. There can be unsold quantity if the bidder's lot size is not in multiples of the MOQ. For example, MOQ is 30 and bidder has selected the lot size of 7 and bids for quantity 28. In the last round, if balance quantity left is 25 then the bidder will be allotted quantity 21. If no other bidder has entered bid with lot size of 1 then the balance quantity 4 will be unsold.

#### 4.3.10 **Clearing Price**

This is the price at which all trades are matched. There is a single clearing price for trades in an auction. This is discovered at the end of the auction.

#### 4.3.11 **Clearing Quantity**

Clearing quantity is the traded quantity for matched trades. This is discovered at the end of auctions.

### 4.4 **Clearing Price and Quantity**

The clearing price and quantity is determined dynamically based on demand in each round. There are various scenarios possible when applying rules to determine clearing price and clearing quantity.

#### 4.4.1 **Failed Auction**

If the demand i.e. total bid quantity in round 1 is less than MMQ, then both clearing price and clearing quantity is zero and auction has failed.

#### 4.4.2 **Demand between MMQ and MOQ**

If the demand is less than MOQ but greater than MMQ, then clearing price and quantity is the demand quantity in the round.

#### 4.4.3 **Demand over MOQ for Phase II**

If the demand exceeds or equals MOQ in a given round (Round N) and in the subsequent round (Round N+1), demand falls below MOQ, then clearing is based on maximisation of value, such that-

Case 1 –  $MOQ * \text{Round N price} \geq MOQ * \text{Round N+1 price}$ , then clearing quantity is MOQ and clearing price is Round N price

Case 2 -  $MOQ * \text{Round N price} < MOQ * \text{Round N+1 price}$ , then clearing quantity is MOQ and clearing price is Round N+1 price

### 4.5 **Allocation Rules for Phase II**

4.5.1 If at the clearing price, demand exceeds MOQ, not all bidders will get the quantity that they bid for. Auction ends when the demand falls below MOQ. If this happens in the N+1<sup>th</sup> round, the allocation is done in the following order:

Bidders who bid in the N+1<sup>th</sup> round get full allocation of the quantity that they bid in N<sup>th</sup> round. This is because in the N+1<sup>th</sup> round, demand is below MOQ.

Then the balance quantity, if any, will be allocated to bidder who has the highest quantity in N<sup>th</sup> round to the extent of their N<sup>th</sup> round quantity and so on.

4.5.2 The above allocation will be in multiple of bidder's lot size as selected during bidding subject to minimum quantity mentioned by the seller.

## 5. **Bidding Rules**

### 5.1 **Continued Participation for Phase II**

Each bidder has to participate in the N<sup>th</sup> Round to be eligible to participate in the N+1<sup>th</sup> round. However, non-participation in the N+1<sup>th</sup> does not imply that bidder's commitment in N<sup>th</sup> Round is cancelled. This is because based on value maximization rule, the clearing price and quantity may be determined as per N<sup>th</sup> Round.

### 5.2 **Bid Quantity Rule for Phase II**

Bidders may maintain the same quantity in the subsequent rounds or may reduce the quantity. However, bidders are not allowed to increase the quantity in the subsequent rounds. Bid quantity has to be in multiple of lot size selected.

### 5.3 **Auto-Bid for Phase II**

Bidders will be given a facility to put in auto-bids. An auto-bid defines a maximum price and a quantity. Once defined the bids are inserted automatically on behalf of the bidder in each round till the auto-bid maximum price is reached. This is done at the start of each round. If auction continues after auto-bid maximum price, bids may be put in manually by bidder for subsequent rounds.

### 5.4 **Bid Modification for Phase II**

Bidders may modify their bids any number of times during round subject to bid quantity rules. Only the latest bid in each round will be considered if acceptable as per the rule.

### 5.5 **Non-Repudiation**

Any bid placed using the bidders username and the password shall be deemed to be an unconditional binding of the bidder to whom such username and the password has been allotted, inter-alia, for the purpose of the eAuction and the bidder shall be solely and fully responsible for all the activities that occur under such username and password. The user is therefore advised to check the username and the password before the eAuction and is advised not to reveal it to anyone so as to prevent misuse of the same. It is further suggested that bidders are requested to change the password frequently to protect from misuse.

## 5.6 **EMD / Margin and Advance Transaction Charges**

Both Bidders and Sellers need to deposit Margin/EMD which will also include advance transaction charges/TDS defined Rs/kg or Rs/MT. The Margin/EMD is refundable and does not carry any interest payment.

The above mentioned amount of advance transaction charges and EMD will be checked at the time of offer/bidding as margin from the sellers'/bidders' cash or non-cash margins and if adequate margin is not available, offers/bids would be rejected.

## 6. **Pre-Auction Rules**

### 6.1 **Seller Pre Auction Rules**

#### 6.1.1 **Auction Schedule Publication**

The seller shall provide list of auction to be conducted by entering minimum and maximum offered quantity within the NCDFI prescribed days (i.e. 1 day) prior to auction date.

#### 6.1.2 **Product Specification**

The seller shall provide product specification. All milk products traded on NCDFI eMarket shall be in conformance with the applicable rules and regulations requirements of the: Food Safety and Standards Act, 2006 and the Regulations there under, and Legal Metrology (Packaged Product) Rules, 2011.

#### 6.1.3 **Supply Details**

The seller shall enter supply details containing details of location, date of manufacture, taxes and delivery period etc. before the NCDFI prescribed days (i.e. 1 day prior to auction date).

#### 6.1.4 **Base Price**

The seller shall specify and enter (provide) the base price one day prior to scheduled auction and these prices shall be disclosed to all bidders and sellers from 1700 hours onwards.

#### 6.1.5 **Seller Margin Requirement**

The seller is required to bring sufficient margin (For Dairy Products) before providing auction quantity details on NCDFI eMarket. In case of insufficient margin, the schedule auction details will not be displayed.

### 6.2 **Bidders Pre Auction Rules**

#### 6.2.1 **Registration with NCDFI eMarket and Trading Credentials for eMarket**

All bidders shall register with NCDFI eMarket and procure their valid trading credentials from NCDFI eMarket.

#### 6.2.2 **Margin Requirement**

EMD is defined as Rs/MT as mentioned in the Fee Schedule/Auction Notice. The above mentioned amount of EMD will be checked at the time of bidding as margin from the Bidders' cash or non-cash margins and if adequate margin is not available, bids would be rejected.



## 7. **Post Trade Auction Fulfilment Rules**

### 7.1 **Bidder Fulfilment**

7.1.1 The winning bidders' EMD will be blocked till funds settlement is done by the bidder.

7.1.2 The winning bidder will settle the fund obligation within the payment terms as defined in Bid Evaluation Result released by NCDFI .

7.1.3 The winning bidder after settling the funds obligation will intimate NCDFI through NCDFI eMarket regarding the payment details.

The EMD of the bidder/buyer as well as seller will be released on receipt of the E-Way bill(s) from the seller. However, settlement for the partial quantity will not be entertained in any circumstances.

### 7.2 **Seller Fulfilment**

7.2.1 The seller will deliver the product to the winning bidder within the delivery terms as specified in the product Bid Evaluation Result.

7.2.2 The seller will timely confirm the bidder's payment and their fund obligation.

7.2.3 EMD of the seller will be released on submission of the E-Way bill(s) after deducting the applicable transaction charges of NCDFI eMarket.

7.3 In case no intimation is received from bidder and seller within a period of one month after stipulated delivery period, it will be presumed that the contract obligations were fulfilled and accordingly margins of seller and bidder would be released.

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