

"ARIANA AFGHAN AIRLINES" with its registered office at Char Rahi Shahid, Shahr-e-Naw, Kabul, Afghanistan

ToR and Evaluation Criteria for Hiring Cargo Sales Agent (CSA) in Stations

(Cargo)

Annex - A

Background

Ariana Afghan Airlines (AAA) is a State-Owned-Company operating in accordance with Afghan laws, Afghanistan Civil Aviation regulations, ICAO standards and recommendations, and IATA rules.

Ariana Afghan Airlines Co. Ltd is the oldest airline of Afghanistan and serves as the country's national carrier, established on 27th January 1955. AAA is rich in history and proudly offers their passengers a well-maintained air fleet, convenient routes, attractive prices, and the best of traditional Afghan hospitality.

In 1957 an agreement was negotiated between the Royal Afghan Government and the United States International Co-Operation Administration (ICA) to create a partnership with a leading American airline company. Ariana was reincorporated as a limited Liability Company with 51% of the shares owned by various entities of the Afghan Government, and the remaining 49% acquired by Pan American World Airways. This partnership had two objectives - to operate the airline profitably and to train Afghan employees to eventually fulfil all operational and Management roles. This meant years of training and development, and to a major extent, both objectives were accomplished. Initially staffed with foreign pilots and mechanics when the airline first began, AAA's major personnel is now comprised of local Afghan trained professionals.

The company used to be one of the popular carriers in the region as well as in the world with flights to most of the countries in the world. However, past decades' war has adversely impacted Ariana Afghan Airlines and hindered company's competitive position in the air travel market. Nonetheless, Afghanistan is now making a new star after decade of disastrous years of conflict with the support of country leadership and international community.

Currently, with base at Hamid Karzai International Airport (HKIA)-Kabul, AAA operates domestically and provides international linkages to countries such as China, India, Russia, Saudi Arabia, United Arab Emirates, Iran, Pakistan and Türkiye.

As of today, AAA is fully owned by the Afghan government. The company is governed by Board of Management, Board of Supervisors, Board of Directors and Board of Shareholders. The main shareholders of the company are Ministry of Finance, Ministry of Economy, Afghan National Bank and Pashtany Bank.



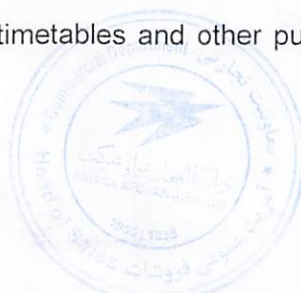
Purpose of Assignment

AAA is looking to hire a reputable and experienced CSA for Republic of India Specially in Delhi, the CSA will act as sales agent for cargo consignment. It is required that CSA shall have enough sources to run the related works in timely manner with expected quality, which may result in higher customer satisfaction.

All costs related to running the CSA's business are the responsibility of the CSA including insurance, rent, general office expenses and any travel within the country or region needed to promote and sell the services. The CSA shall be good assistant to Ariana's station manager/team and providing help and facility in daily works and making professional connections to public and private sectors for delivery of better and timely services to end users.

Specific Responsibilities of CSA will be but not limited to following:

- Play main and active part in general sales of service (cargo) to customers and conduct adequate plan to increase revenues.
- Create and maintain sustainable market and target appropriate customer's segment for long-time business.
- Having well established offices and facilities for working team and sales agents throughout commercial areas.
- Assist Ariana representative in preparing joint promotion and marketing strategies.
- Facilitate official meetings and talk for Ariana team and delegation to aviation or other relevant entities for all relevant matters.
- Update Ariana representative or core team on market changes and business opportunities when applicable.
- Obtain and hold required working certificates/visas and licenses. For Ariana Afghan Airlines team.
- Having strong connection, qualified and expert personnel plus equipped office in the airport for daily management of works/ as a sales point.
- Accept and assist assigned members/delegation/audit from Ariana side for planned works or purposes.
- The CSA shall assign a Public Relation Officer (PRO) to coordinate the work, related to the AAA with the local government departments.
- Assist AAA employee to obtain necessary authorization or work permits.
- Perform other related tasks as advised by AAA representative.
- Providing and operating enquiry, reservations and dedicated booking offices readily identifiable as the offices of the principal.
- The sale of transportation on the regular air services of the principal,
- Solicitation and promotion of sales on the regular air services of the principal,
- Undertaking of special publicity and promotional campaigns when so requested by the principal, the costs of which shall be subject to the prior approval of the principal and shall be rechargeable to the principal.
- Prominently display, as far as practical, of the principal's advertising, publicity and display material in the windows and interiors of the CSA's offices in the Territory.
- Bringing promptly to the notice of the CSA's booking and reservations staff and to Sales Agents in the Territory instructions, special advises and sales points sent to CSA by the Principal.
- Distribution to such Sales Agents of timetables and other publicity matter provided by the principal.



- Establishing and maintaining relations with the low press within the territory for the purpose of distributing press releases and information about the principal the contents of which shall be approved by the principal in advance ended
- Advertising, marketing, promoting and publishing the services of the principal in every reasonable way within the Territory.
- Representing the Principal when required on exhibitions, fairs, press conferences, etc.
- Establishing and maintaining contact with appropriate government and administrative agencies in the territory relating to air transportation in order to handle any necessary filings, approvals, and discussion with such agencies.
- All other activities that may reasonably be considered essential or useful for the purposes of implementation of this agreement
- The CSA should have related experience in the field at least Two years.
- The principal has the authority to observe activities of CSA, it at any time it is not profitable. CSA and principal will discuss mutually and ensure successful operation in the territory
- The CSA must obey and follow al rules and regulations of the Principal in the Territory.
- The CSA is liable to pay its own taxes and tariffs of the Territory.
- The principal shall allow sales up to 50,000 (Fifty Thousand USD) of security deposit amount, and using of Ariana Net system will be on credit basis.
- The CSA must cooperate in relation of the Principal with Civil Aviation Ministry of republic of India and other related authorities for getting slot time, flight permission, landing permission and other necessary issues with the principal.
- Preparation of documents required by governmental authorities, IATA industry organizations or by the Principal CSA in accordance with the existing standards as well as compliance with all existing provisions of applicable law, and performing all other services which can be reasonably required by the principal pursuant to the agreement
- The CSA shall provide weekly reports of present and future market developments, including the activities of the principal's competitors as well as any other sales or commercial information that might reasonably be required by the principal
- Preparation of all documents required by local or international regulations or as may reasonably be required by the principal such as a declaration for fiscal purposes.
- The CSA shall comply with all provisions of the IATA Traffic Resolutions in the sales of business.
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The CSA undertakes:

1. The employment of sufficient trustworthy and competent staff to undertake the responsibilities Under this agreement.
- 2 The provision and maintenance of suitable areas at the offices to be used for the transaction the Services provided for in this agreement. The office will be suitably located, clearly identified Premises satisfactory to the principal, and telephone number(s) for the CSA and the Principal will Be published referring the locations that are available
3. The distribution of timetables, tariffs, promotional and other advertising materials to corporate and Travel agents and the general public with the territories with the prior permission of Principal.
4. The CSA shall provide a furnished office for Principle's representative in business area of the Delhi city with all utilities to be used for daily activities of principle only.
5. CSA shall increase number of sales distributors (Travel agencies) in Republic of India territory.
6. CSA Shall ensure minimum 50% of Cargo load Based on Aircrafts capacity from DEL to KBL.



The following activities will be carried out on a regular basis at the CSA's cost

1. Field sales and telephone sales campaigns.
2. Direct mailings including fax and Email Newsletters.
3. Market research (competitor analysis) / customer surveys, if requested.
4. Present database usage of Ariana Afghan Airlines database set-up & update.
6. Direct sales to travel agencies to improve the awareness of the product.
7. Promotion through specialized corporate travel agencies and company implants.

The CSA shall present an annual marketing plan for the Territory with periodical sub-divisions specifying all the actions and respective costs such as marketing plan shall be documented and mutually signed between the Principal and the CSA. A weekly and monthly report with all marketing and sales activities. As well as any actions of importance taken by CSA, will be submitted and distributed to the respective levels of the principal by email.

The principal reserves the right to appoint employees to work with CSA in the Territory at its own cost and the CSA undertakes the following

1. The CSA shall arrange for the work visa / permit for the representatives of the principal.
2. The CSA shall assign a Public Relation Officer (PRO) to coordinate the work related to the principal with the local government departments.

Duration and Payment Scheme

The duration of agreement with selected CSA shall be 1 year. The duration of agreement may be extended in mutual agreement upon satisfactory performance of CSA, or AAA will have right to make other appropriate decision at the time.

The payment final terms and conditions shall be specified in the contract terms however, the scheme of services plus a fixed fee will be applicable.

Prepared By: Sayed Zekrullah Siddique

Approved By: -

Signature: _____

[Signature]
1447/11/5



Signature: _____

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