



དངལ་ཕྱན་འབྲུག་གཞུང་ བོན་གྱི་ཚོང་ལས་དང་ལྷ་གཞིལ་སྐྱོན་ལག་
ཚོང་འབྲེལ་ལས་ཁུངས་ ཐིམ་ཕུག་
DEPARTMENT OF TRADE
Ministry of Industry, Commerce and Employment
Royal Government of Bhutan
Thimphu

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MoICE/DT/ITPFD-02/2023/9203

3rd April 2023

NOTIFICATION

This is to inform that the product-based distribution system for three hardware products, namely Electrical Wires, Cables, and Pipes, which was introduced on 1 January 2023, will remain temporarily suspended with immediate effect owing to practical difficulties faced in sourcing and supplying the materials on time. Instead, a company-based distribution system, similar to Fast Moving Consumer Goods (FMCG) will be adopted.

As per a **company-based** distribution system (i.e two (2) or more wholesalers appointed by a principal company), only those wholesalers appointed by principal companies to deal in above three products will be allowed to import and supply in the domestic market. While other entities or general consumers are not permitted to import these products, they can import similar products of different brands or the same product line sourced from principal companies other than those mentioned in the annexed list.

Currently, there are 15 such principal companies and they have appointed 46 wholesalers to supply and distribute these products in the domestic market. Please refer to the annexed list for further details.

Please note that the number of principal companies and wholesalers is not limited to the above list. Interested parties/individuals can apply for wholesale and dealership licenses as per the existing rules in vogue. The department will review the effectiveness of the above system from time to time based on market dynamics in the hardware sector.

Director General
Department of Trade



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SINo	Principal Company	Wholesaler	License Number	Contact No.	Location	Products
1	Ashirvad Pipes Pvt Ltd	Star Enterprise	W2003312	17111709	Chhukha	CPVC, PVC/SWR/UPVC, PPR and HDPE Pipes
		Yoebar Enterprise	W1007138	17242682	Thimphu	CPVC, PVC/SWR/UPVC, PPR and HDPE Pipes
2	SHK Polymers Industries, Ahmedabad, India	CP Hardware & Sanitary Store	W1007184	17114291	Paro	PPR Pipes and HDPE Pipes
		P3 Traders Bhutan	W1007199	17119373	Thimphu	PPR Pipes & HDPE Pipes and fittings
3	Utkarsh Tubes & Pipes Limited	Bhutan Steel and polymer Tunes	W2003218	17758529	Chhukha	GI Pipes
		Kin Sam Private Limited	W2003521	77100814	Chhukha	GI Pipes
		Sersang Agency Hardware	W2003522	17160227	Chhukha	GI Pipes, CPVC Pipes, UPVC Pipes and HDPE Pipes
4	SBM Pipes Industries Pvt. Ltd. Siliguri, India	Xiangchup Supplier	W1007057	17115565	Thimphu	HDPE Pipes, PVC Pipes
		Zaso iron & steel, Zaso iron & steel	W1007212	77264949	Thimphu	HDPE Pipes and PVC Pipes
		Siya Distributor	W1007216	17351940	Thimphu	HDPE Pipes
		Chimi Jamyang Distributor	W3003366	17150333	Sarpang	GI Pipes, CPVC Pipes, UPVC Pipes and HDPE Pipes
5	SAVOIR FAIRE MANUFACTURIN G Co. Pvt. Ltd	T.D ENTERPRISE	W1006979	77777530	Thimphu	PPR pipes and fitting
		Yoebar Enterprise	W1007137	17242682	Thimphu	PPR Pipes
6	The Supreme Industries Limited	Y D ENTERPRISE	W1007221	17164343	Thimphu	SWR Pipes and Fittings
		S.K DISTRIBUTOR	W1006956	17607939	Thimphu	HDPE Pipes and fittings
7	Oriplast limited	Nima Enterprise	W1007220	77289257	Thimphu	HDPE Pipes and PVC Pipes and fittings
		Kinley Enterprise	W2003571	17604683	Chhukha	HDPE Pipes, PVC Pipes, UPVC Pipes, CPVC Pipe and fittings, Agriculture Pipe, Borewell Pipes, MDPE Pipes
		Sonam Tenzin Traders	W1006816	17600291	Thimphu	HDPE pipes, CPVC pipes, UPVC pipes, OPVC Pipes, and fittings
		Tak dongchen Supplier	W1007202	17902626	Thimphu	HDPE pipes, CPVC pipes, UPVC pipes, OPVC Pipes and fittings
		Kay Gu Rinchen Delek supplier	W1007215	17271041	Thimphu	HDPE pipes & fittings
		KRISHNA ENTERPRISE	W1007258	17251247	Punakha	HDPE pipes, CPVC pipes, UPVC pipes, OPVC Pipes and fittings
8	RR KABEL (India)	Bhutan Building Solutions	W1006824	17114896	Thimphu	Electrical Wires and Cables
		Chimi Jamyang Distributor	W3003366	17150333	Sarpang	Electrical Wires and Cables



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9	Hilite's India Private Limited, India	L.T. Hardware & Electrical	W2003389	17601083	Chhukha	Electrical Wires and Cables
		DORO-SAM ENTERPRISE	W2003518	17715944	Chhukha	Electrical Wire, Cables, lighting and fittings
10	KEI Industries Limited	Perfect Builders Store Limited	W2003569	77668616	Chhukha	Electrical Wires and Cables
		JD Distributor	W1007260	17528887	Thimphu	Electrical Wires and Cables
		Samling Electrics	W1007047	17113599;17115478	Thimphu	Electrical Wires and Cables
11	Kusum Cables & Wires Pvt. Ltd.	DNC Tshongkhong	W2003558	17652163	Chhukha	Electrical Wires and Cables
		KG Trading	W1006866	17600556	Thimphu	Electrical Wires and Cables
12	Havells India Ltd, New Delhi	S.K. Distributor	W1007251	17607939	Thimphu	Electrical Wires and Cables
		Pyelbar Lokchey Private Limited	W1007008	17585822	Thimphu	Electrical Wires and Cables
		TD ENTERPRISE	W1007174	77777530	Thimphu	Electrical Wires and Cables
		Kallen Enterprise	W1007176	17172977	Thimphu	Electrical Wires and Cables
13	Gananayak Cable Industries	Vasudha Traders	W1007249	17732279	Thimphu	Electrical wires and Cables
		Siya Distributor	W1007130	17351940	Thimphu	Electrical wires and Cables
		Yoebar Enterprise	W1007234	17242682	Thimphu	Electrical wires and Cables
14	Jaquar and Company Private Limited	Home Emporium	W1007233	17654464	Thimphu	Electrical wires and Cables
		Samling Electrics	W1007047	17113599;17115478	Thimphu	Electrical Wires and Cables
15	Baba Cable Industries	Ugyen Tshongkhong	W1007222	17642351	Paro	Electrical Wires and Cables
		Krishna Enterprise	W1007254	17251247	Punakha	Electrical Wires and Cables
		Kallen Enterprise	W1006993	17172977	Thimphu	Electrical Wires and Cables
		Bhutan Trade Impex,	W2003524	17161239	Chhukha	Electrical Wires and Cables
		Sonam Enterprise	W1007214	17671922	Paro	Electrical Cables and Wires
		Himalaya Enterprise	W3003338	77333944	Sarpang	Electrical Wires and Cables
		Yoebar Enterprise	W1007234	17242682	Thimphu	Electrical Wires and Cables