RFP No.B&C202001001

Appointment of an Agency for India Brand Equity Foundation (IBEF & ITPO) for executing a Campaign to promote "Indian Shopping festivals at Ahmedabad"

Request for Proposal [RFP]

Date: 6th Jan 2020

India Brand Equity Foundation,
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001

SECTION 1: INSTRUCTIONS TO AGENCY

a. Introduction

i) The India Brand Equity Foundation (IBEF) is a Trust established by Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry to promote Brand India.

ii) IBEF intends to promote India Shopping Festivals across prominent markets within India and abroad by means of a dedicated campaign. The objective of the campaign is to gather maximum participation in these festivals. The campaign needs to engage with domestic and global target audiences.The key objective of the campaign:

- ✓ Promote India Shopping Festivals across prominent markets to drive in participation,
- ✓ To establish India Shopping Festival as a yearly property happening every year in India,
- ✓ To drive in footfalls in the venue.

iii) IBEF proposes to appoint an Agency for creating the designs, planning and executing themedia/publicity of the event by using appropriate media mix.The Agency needs to identify the possible positioning routes, identify and targetstrategic platforms for positioning Indian Shopping Festival at the global and domestic levels. The agency will present the creative strategyalong with the 360-degree media plan including print, outdoors, digital, electronic etc.

iv) The Agency shall follow the complete procedure for submission of RFP, any error in adherence of following the stipulated guidelines shall result in rejection of bid.

v) The Agency would be empanelled with IBEF for this particular project. The Agency will be executing this activity, which will be monitored and supervised by IBEF on behalf of ITPO.

vi) The agency will also be empanelled with IBEF only for designing creatives for the duration of two yearsfrom the date of issue of engagement letter with provision for extension of 1 year, based on a review, for a maximum of three times and with the provision that either party (IBEF) may terminate the contract by giving each other a month notice without specifying any specific reason.

vii) Interested agencies will be invited to submit their proposals for the assignment drafted in appropriate formats based on the guidelines as subsequently elaborated in this document: Eligibility Proposal, Technical Proposal and Financial Proposal.

viii) The cost of preparing the proposal is not reimbursable, and IBEF is not bound to accept any of the proposals submitted with regards to this RFP.

ix) The Agency is required to provide professional, objective and impartial service and at all times hold IBEF/ ITPO'sinterests' paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

x) The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of IBEF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the agency may lead to disqualification of the agency or termination of the contract.

xi) The agency must observe the highest standards of ethics during the selection process and execution of work as per the engagement letter. ITPO/IBEF may reject a proposal at any stage if it is found that the firm

recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.

xii) A single agency may or may not have expertise in all the domains and therefore it may associate it with international partners, may appoint sub agencies or may work with its sister concerns/channel partners to execute parts of campaigns but IBEF will not be involved with any such subcontracting or outsourcing of work and will not indulge in any third party dealing on behalf of agency. IBEF or ITPO will only issue engagement letter in the name of the winning agency and this agency will be liable for successfully executing the entire project and at a later stage no other claims regarding any other party shall be entertained by IBEF/ ITPO.

b. Minimum Eligibility Criteria (Refer Section Format for Supporting requirement/Annexure /Standard formats)

i) The Agency must have been in operation for a minimum of two years as on the date ofthe issue of this RFP in executing media campaigns in the domain of print, TV, radio, online, outdoor, etc. and must have Annual Revenue (Turnover) of INR 2 Crore and above in the previous financial year.

ii) The Agency should be able to provide a qualified, dedicated servicing and creative team, for undertaking the work and campaign. The Agency team would work closely with IBEF & ITPO.

iii) The agency should have never been black-listed ever by any department of the Government of India till the date of issue of this RFP.

iv) Relevant certificates/documents in support of fulfilment of eligibility criteria must be submitted, otherwise, financial bids will not be considered.

v) The agency should have an office in Delhi (Head Office or regional office)

vi) The agency will have to work on DAVP rates wherever applicable. The empanelment with DAVP is not mandatory.

c. Scope of Work

i) Providing the detailed strategy (creative and media) for branding Indian Shopping Festivals in the domestic and International markets.

ii) Formulating and implementing the strategy for attracting audience for the Ahmedabad show scheduled from 31st Jan till 10th Feb 2020. The agency is expected to submit a detailed creative and media strategy for the Campaign along with actual inventory plan that could be implemented on immediate basis if the agency is finalised. The media availability should be targeted from 15th Jan 2020 or before for the Print/Radio/TVC's, on-ground promotions and outdoors should be targeted latest from 20th Jan till 10th Feb 2020. The agencies must provide creative cum media strategy that can be executed in the given time constraint.

iii) The agency will also have to design creatives for the campaign. The payments will be done in accordance with the financial proposal. For any additional substantive work, not pertaining to items of work included in the Scope of Work, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability of the same to be decided by a Committee constituted for the purpose by IBEF & ITPO.

iv) Other related and miscellaneous work including:

(1) Supervising the execution of entire campaign.

(2) Monitoring the campaign for optimising overall results, changing routes, switching media mix if appropriate results are not achievement

(3) Media Planning to deliver appropriate results.

(4) Providing strategic inputs for the campaign of IBEF & ITPO in international and domestic markets. Providing the feedback on the IBEF & ITPO campaign on monthly basis.

(5) Preparing and maintaining an inventory of television commercials, films, images and creatives for IBEF & ITPO.

(6) Procuring necessary licenses to organise the live events from necessary authorities and managing on-ground preparations.

(7) IMPORTANT:

- The full copyright of all creative and publicity material used or produced would rest with IBEF/ ITPO, for a period of 3 years from the date of the campaign. This would include full copyright of images used in the creative and publicity material for the period of 3 years. The copyright will not be applicable for the films or other material which will be created from already existing films or shoots by remixing.
- The logo(s), punch line (s), taglines(s), create for the campaign will be the property of IBEF/ ITPO in perpetuity.
- All creative and publicity material designed/produced will be of international quality.
- The Agency will ensure submission of required creatives/publicity material and any other work undertaken within the time frame that would be conveyed by IBEF/ ITPO for each work assigned.

d. Final Clarification Meeting

i) A clarification meeting will be held **on 9th Jan 2020**in the Conference Room atIBEF & ITPO (India Brand Equity Foundation), 20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001 India at **11:30 AM** for clarifications required on any aspect pertaining to the RFP document. The participating agencies may understand the process of filling up RFP. The agencies/Participants are requested to email their concerns/questions in advance on the email id of the contact person latest by **9th Jan 2020, 11.00 AM**. The maximum number of participants from a single agency should not be more than two people. The agencies/participants who are interested in attending the pre-bid meeting shall have to confirm their attendance in advance by writing an email to the contact person for this RFP along with the following details: 1) Name of person, 2) Name of Agency, 3) Vehicle Details- (Reg Number), 4) Mobile No. A change (if any) in the pre-bid meeting schedule will be notified on the IBEF & ITPO website: www.IBEF & ITPO.org on the tender page.

ii) Based on discussions held during the final clarification meeting, amendments/clarifications in the RFP document will be hosted on the website of IBEF & ITPO — www.IBEF & ITPO.org on the tender page by **18.00 am, 9th Jan 2020.**Attending the meeting is not mandatory for participating agencies. Please note, only the clarifications/amendments published on the website shall be valid for all purposes.

e. Preparation of Proposals

i) Agencies are required to submit the following proposals:

- Eligibility Proposal
- Technical Proposal (Page Limit mentioned against elements should not exceed)
- Financial Proposal (Format Enclosed)

ii) Agencies are expected to provide the proposals as specified in the RFP document. Material deficiencies in providing the information requested may result in rejection of a proposal.

iii) The Eligibility Proposal shall contain the following documents to be submitted in the standard formats along given in Section 2 & 3 of this RFP document. Supporting documents/certificates towards fulfilling eligibility criteria must be submitted, otherwise, technical bid and Financial Bids will not be opened.

(1) Date of incorporation of agency: Document(s) in support of the numberof years of experience as Agency - (Annexure 1 – ROC-Incorporation certificate, registered partnership deed, MOA or AOA of the company, Copy of registration of Trust Deed)

(2) Photocopy of PAN Card and latest income tax return (Annexure 2)

(3) Address of Agency in Delhi: Proof of Address electricity bill of phone bill of agency or any other proof to substantiate presence of office in the mentioned address. (Annexure 3)

(4) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the Agency would be binding on the Agency. (Annexure 4)

(5) Annual Revenue (Turnover) 2018-19- Financial documents of previous year.(Annexure 5)

(6) A declaration that the creative agency has never been blacklisted ever by any department of Government ofIndia till the date of issue of this RF (Annexure 6)

iv) The Technical Proposal shall contain the following documents, to be submitted in the standard formats given in Section 2 & 3 of this RF document. The Technical proposal shall not include any financial information.

(1) Letter of Technical Proposal Submission. (One Page)

(2) Profile and track record of the agency, including strength and credentials of the agency network (details of the global network, number of employees, details of the specialist partners/affiliates/associates, in-house facilities). – (One pages)

(3) The Shortlisted companies will make presentationfor presenting the branding strategy for Ahmedabad on 14th Jan 2020 at 11.00 Hours at IBEF Office (Maximum Duration- 30 minutes). The financial bids will be opened on the same day and the engagement letter (binding on both parties) will be awarded on 14th Jan 2020. The presentation will be done post-opening technical proposal propounding the detailed strategy, brand vision for the campaignfor the period starting 20 Jan 2020 till 10th Feb 2020. This should include the detailed creative and media strategy in terms of reasoning behind choosing relevant media options, innovation suggested for generating maximum footfalls and publicity for the overall campaign. The events dates must be considered before creating and presenting the strategy as the evaluators will give weightage to elements which are feasible in real time in the duration of Jan 2010 the events dates are from 31st Jan – 10th Feb 2020. The promotions will start on immediate basis and thus the agencies will not get time to reshuffle elements at the time of execution.

(4) The agency must observe due care in preparing a workable and feasible media plan for promotion of the festival. There is no defined budget for the proposal plan. The media plans should focus on footfall drivers across prominent domestic markets or international markets. The financial proposal should include the detailed cost of the proposed media plan. Proper care must be taken to fill and attach the correct format while submitting the technical and financial proposal. The agency must submit the media plans for Ahmedabad along with a clear media mix. Few media elements are listed below but it is not mandatory for agencies to use all of them, agencies have liberty to shortlist and prioritise media plan based on feasibility.

(a) Print Media plan to be executed in the budget appropriated by the agency in the financial proposal

(b) Radio plan to be executed in the budget appropriated by the agency in the financial proposal

(c) Outdoor/City/Airport branding plan to be executed in the budget appropriated by the agency in the financial proposal

(d) City Branding plan to be executed in the leading Malls/ Cinema Halls, etc by the agency in the financial proposal

(e) TV plan to be executed in the budget appropriated by the agency in the financial proposal

(f) Live events in the city or event venue plan to be executed in the budget appropriated by the agency in the financial proposal

(g) Digital Promotion plan to be executed in the budget appropriated by the agency in the financial proposal

(h) Social Media Promotion plan to be executed in the budget appropriated by the agency in the financial proposal

(i) Additional Elements plans to be executed in the budget appropriated by the agency in the financial proposal

(j) Press Conferences/Media address plans to be executed in the budget appropriated by the agency in the financial proposal

v) In preparing the Financial Proposal, agencies are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal shall contain the following documents to be submitted in the standard formats given in Section 3 of this RFP Document; comprising interalia of:

(a) Letter of Financial Proposal Submission

(b) Taxes/VAT as applicable in India should be included in the financial proposals as prescribed.

(c) The cost quoted will be firm and fixed for the duration of performance of the contract at no point in time will any deviation from the quoted rate be entertained by IBEF & ITPO.

(d) The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

(e) The total cost of project quoted by the agency for the period shall be further extended for other years at the hike of 10% in costs per annum basis, provided the scope of work remains constant. In case the scope of work is modified the IBEF & ITPO committee may increase or decrease the cost proportionately, post-mutual discussion with the agency.

f. Submission of Proposals

i) The original proposals (Eligibility, Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

ii) An authorized representative of the firm should authenticate all pages of the all the Proposals.

iii) The Eligibility Proposal should be placed in a sealed envelope and super scribed “Eligibility Proposal” for Appointment of Agency for India Shopping Festival. The Technical Proposal should be placed in a sealed envelope and super scribed “Technical Proposal”for Appointment of Agency for India Shopping Festival. Further, the Financial Proposal shall be placed in a sealed envelope and super scribed “Financial Proposal for Appointment of Agency for India Shopping Festival.

iv) If the eligibility, technical or financial Bids are not submitted in a separate sealed envelope duly super scribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.

v) All the three sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed “Eligibility, Technical & Financial Proposal for Appointment of Agency for India Shopping Festival” with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone no’s, mobile numbers, e-mail ID etc. of the agency submitting the Proposal.

vi) The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

(a) Ms. Parul Singh
Associate Director- Branding & Communication
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001, India.

vii) The Proposal should be submitted on or before 1500 hrs. on 13th Jan 2020.

viii) No proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned unopened.

ix) The Contact Person appointed for this RFP:

(a) Ms Parul Singh

Associate Director- Branding & Communication
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001
Email- parul.singh@IBEF & ITPO.org
www.IBEF & ITPO.org

g. Opening of Proposals and Selection Process

i) The eligibility proposals received will be opened in the presence of authorized representatives of the Agency who have submitted proposals on a date /time to be specified by IBEF & ITPO on the IBEF & ITPO website www.IBEF & ITPO.org.

ii) The Technical Proposals will, in the first instance, be examined in IBEF by committee for ISF 2020 to ascertain fulfilment of all criteria of submission. The agency that fulfils the eligibility criteria and has submitted all required documents in their Technical Proposal would be invited to make presentations on their Technical Proposal on 14th Jan 2020, 1100 Hours onwards. Therefore, it is mandatory for agencies to share the contact details i.e. email ids and mobile numbers of the contact person in the cover of the technical proposal.(The date will be published on the website). The presentation should be made by team members identified to work with IBEF & ITPO.

iii) The Technical Proposals, on which presentations will be made, will carry weightage of 80% to be termed as Technical Score of agency St and be evaluated by a Committee, on the basis of the following criteria:

(1) Letter of Technical Proposal Submission. (One Page) – Nil Marks

(2) Profile and track record of the agency, including strength and credentials of the agency network (details of the global network, number of employees, details of the specialist

partners/affiliates/associates, in-house facilities). – (One pages) ……. 5 Marks

(3) A presentation* will be made by shortlisted companies (post-opening technical proposal) propounding the detailed creative and media strategy, brand vision for the campaign for the period starting Jan till Feb 2020. This should include the detailed creative and media strategy in terms of reasoning behind choosing relevant media options, innovation suggested for generating maximum footfalls and publicity for the overall campaign. The event dates for Ahmedabadare 31st Jan – 10th Feb 2020 ……55 Marks

(4) The agency must observe due care in preparing a workable and feasible media plan inclusive of taxes for Ahmedabad. The proposed plan should not exceed or should not be under quoted, otherwise the proposals shall be rejected ab initio. The financial proposal should include the detailed spend of this media plan in various elements proposed as part of strategy. The formats attached in Annexure 7 must be filled for submitting media plan in technical proposal……40 Marks

(a) Print Media plan to be executed in the budget appropriated by the agency in the financial proposal

(b) Radio plan to be executed in the budget appropriated by the agency in the financial proposal

(c) Outdoor/City/Airport branding plan to be executed in the budget appropriated by the agency in the financial proposal

(d) TV plan to be executed in the budget appropriated by the agency in the financial proposal

(e) Live events in the city or event venue plan to be executed in the budget appropriated by the agency in the financial proposal

(f) Digital Promotion plan to be executed in the budget appropriated by the agency in the financial proposal

(g) Social Media Promotion plan to be executed in the budget appropriated by the agency in the financial proposal

(h) Additional Elements plans to be executed in the budget appropriated by the agency in the financial proposal

(i) Press Conferences/Media address plans to be executed in the budget appropriated by the agency in the financial proposal

*Weightage will be given to appropriate media mix, use of innovation, frequency offered and wide publicity of the events, practical feasibility of proposed plans.

iv) The technical score of the agency St = Sum of marks obtained in point number Section 1 g iii)

v) Agencies scoring 80% marks or more in the Technical Evaluation i.e. (80 or more out of 100) will be shortlisted for the opening of financial bids.

vi) Financial bids of shortlisted agencies will be opened in the presence of authorized representatives of the agencies on a date/time to be specified by IBEF. The financial proposals will carry weightage of 20% and be evaluated by a Committee, on the basis of the amount quoted by the agencies in Section 3, Total Cost of Project in INR Z1 (Sum total of the cost of proposal of Ahmedabad). The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The Financial scores of other proposals will be determined using the formula:Sf = 100 x Fm/F;in which Sf is the financial score of the agency under consideration, Fm is the score of lowest financial proposal, and F is the Financial proposal under consideration.

vii) Selection of the agency will be based on the aggregate of the Technical and Financial Evaluation S. The aggregate score will be adjudged as follows:S = St x Tw (.8) + Sf x Fw(.2), where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 0.80;0.20

respectively. The agency obtaining highest S (aggregate technical and financial score) will be the winning agency for the entire project.

viii) From the time the RPF is issued till the time contract is awarded if any agency wishes to contact IBEF & ITPO on any matter related to its proposal, it should do so only in writing. Any effort by an agency to influence IBEF & ITPO in the proposal evaluation or contract award decisions may result in rejection of the proposal of the agency.

h. **Terms of Payment to the Selected Agency (All the payments will be released by ITPO based on satisfactory performance by agency)**

i) First Instalment: An advance of 10% of the cost of project at the time of awarding the contract to the agency, subject to submission of 110% advance bank guarantee. The letter of engagement will be issued post completion of technical and financial proposal submitted by the agency.

ii) Second Instalment: A payment of 10% of the cost of project will be based on submission of Design documents.

iii) All balance paymentof the cost of project will be released by ITPO on basis of actual work executed and subject to satisfactory performance of work.

iv) The Agency will submit the invoices along with complete details of the work undertaken, supporting documents for which the bills are submitted. A reconciliation sheet pertaining to the bills will be submitted at the end of the festival.

v) For facilitating Electronic transfer for funds the selected agency will be required to indicate the name of the Bank and Branch, account

number (i.e. bank names, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected agency.

vi) All payments to the Agency for the assigned jobs carried out/executed at any place/city in India and/or outside India, shall be made by ITPO from and at Delhi unless otherwise agreed.

vii) The invoices of the Agency must be supported by the following:

- ITPO's release order signed by authorized signatory
- Cost estimates clearly mentioning discounts/publication rate cards
- Pre-receipt in duplicate
- Original bills of publications/media
- Vouchers copies in duplicate (complete set)
- Publications showing ad released

viii) ITPO agrees to pay all statutory levies by the Government i.e. GST levied by the State or Central Government from time to time.

i. Other Important Information

i) The ownership of all print/outdoor/on-line creative, TV commercials, radio jingles/spots and publicity material produced/designed through the Creative Agency will at all-time rest with IBEF & ITPO, and the agency/copywriter/ photographer/producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for three years use of the images/photographs used in the creative and publicity material.

ii) Raw Stock / unmixed versions/ unused footage & photographs of the TV commercials and creatives will be the property of IBEF/ ITPO and the same are required to be handed over to IBEF.

iii) The Agency will be responsible for copyright issues concerning usage of images, footages, text material, etc. obtained through

various sources. IBEF/ ITPO will not be a party to any disputes arising out of copyright violation by the agency, provided IBEF/ ITPO does not violate any terms of the third-party agreement.

iv) The Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP Document. ITPO will assist the Agency in this regard, wherever possible.

v) The Agency will at no time resort to plagiarism. IBEF/ ITPO will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

vi) The RFP is valid from the date of release till the last date of submission.

vii) A letter of engagement will be awarded to the successful agency by ITPO for the project of India Shopping Festival.

viii) IBEF is however not bound to accept any tender or to assign any reason for non-acceptance. IBEF reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.

ix) IBEF reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.

x) IBEF reserves the right to place an order for the full or part quantities under any items of work under the scope of work and for a shorter duration.

xi) Agency submitting proposals will not be permitted to alter or modify their bids at anytime post submission to IBEF.

xii) IBEF reserves its right not to accept bids from Agency resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated.

xiii) Termination of Contract

The empanelment would be subject to periodical review and could be terminated anytime during the empanelment period with one month's notice. Such actions may be warranted by, inter alia,

a. Failure or unwillingness of the Agency to execute the assigned job to the satisfaction of IBEF/ ITPO.
b. Information provided by the agency to IBEF/ ITPO is incorrect.
c. The agency engages in unethical practices or is found deficient/wanting in legal or statutory compliance or any act that may have a negative bearing on ITPO's reputation.
d. For any other reason deemed justified.
e. An agency whose services are prematurely terminated by IBEF/ ITPO shall not be eligible to qualify for any future empanelment. Names of such agencies shall be put on display on ITPO's official website.

xiv) Force Majeure: Neither party will be liable in respect of failure to fulfil its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not includeany event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, or (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event,

and shall similarly give written notice of the restoration of normal conditions as soon as possible.

xv) **Arbitration :** In case of any dispute, both the parties shall make all efforts to resolve the same by way of conciliation process. In the event of any doubt, dispute or difference arising under the contract (except as to matters, the decision to which is specifically provided under this contract) remains unresolved; the same shall be referred to the CMD, ITPO, for appointment of Sole Arbitrator. The provisions of Indian "Arbitration & Conciliation Act, 1996 (as amended from time to time) shall apply on both the parties.

The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English.

xvi) The venue of the arbitration proceedings shall be the Office of ITPO, i.e. PragatiMaidan, New Delhi.

xvii) Jurisdiction : All disputes arising out of and in relation to the contract between the parties herein shall be governed by Indian Law, subject to the jurisdiction of the courts of Delhi only.

xviii) Declaration : A written/undertaking/declaration on the letter heads of the Agency to the effect that the "Agency" has not been blacklisted/debarred/suspended/banned from business dealing by any Ministry/Department of the Central/State Government/PSUs etc. is also required.

xix) **Performance :**The agency shall make all efforts to get maximum discount from the respective media for IBEF/ ITPO and deduct the same in writing; same shall be given added advantage in case of review.

xx) **Indemnity :**The applicants shall indemnify IBEF/ITPO against any misuse of ITPO's Name and Logo. For any misuse of IBEF/ITPO's name and logo, the applicants themselves will be held responsible. IBEF/ITPO will take necessary legal and other actions for such cases. IBEF/ITPO will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicants. Further, the

applicants shall also indemnify IBEF/ITPO against any claim(s) relating to infringement of intellectual property rights committed by the applicants.

xxi) **<u>Other Terms</u>**

a. Empanelment is only a technical qualification and does not confer any right to the agency concerned to be assigned work. ITPO/IBEF reserves the right to award work to any of the empanelled agencies.

b. ITPO/IBEF reserves the right to alter any of the terms and conditions stipulated for the empanelment of the agency.

c. Without prior written consent of IBEF/ ITPO, the agency shall not sublet or assign complete or part of any job assigned to the agency by IBEF/ ITPO and even when such consent is given, it shall not absolve agency of its obligation under the scope of aforesaid services.

d. IBEF/ ITPO shall not be responsible in any way whatsoever for any violation of any rules and regulations of statutory/government bodies by the advertising agency.

SECTION 2: TECHNICAL PROPOSAL

1) TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date]
From:
[Name of the Firm]
To:

India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg,
New Delhi 110001, India
Subject: Appointment of Creative Agency for IBEF & ITPO

Sir / Madam,

We, the undersigned, offer to undertake the assignment of Creative Agency for IBEF & ITPO, in accordance with your RFP No…… dated [--------]. We hereby submit our Technical Proposal for the same.

We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,
Signature:
Name & Designation of the Authorized Signatory:
Name of Firm:
Address:

a) FORMAT FOR SUBMISSION OF ELIGIBILITY PROPOSAL

A. General Information

1. Name of Agency
2. Full Address

3. Contact Details (Mobile. No./Fax/E-mail)
4. Name of Contact Person

B. Necessary information with specified Annexure

b) FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL

The proposal must be submitted section wise along with their section specific supporting document/Annexures as per specifications

A. General Information

1. Name of Agency
2. Full Address
3. Contact Details(Mobile. No./Fax/E-mail)
4. Name of Contact Person

B Specified Information with necessary annexures and supporting.

SECTION 3: FINANCIAL PROPOSAL

1) FINANCIAL PROPOSAL SUBMISSION LETTER

[Location, Date]
From:
[Name of the Firm]
To:
India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001
India
Subject: Appointment of Creative& Media Agency for ISF 2020.

Sir/Madam,

We, the undersigned, offer to undertake the assignment of as an Agency for IBEF & ITPO, in accordance with your RFP No…….. dated [--------] and our Technical Proposal. Our attached Financial Bid is for the sum of ……(TOTAL COSTIN INR Z1 described in Section 3 Annexure A),Total Amount, in words and figures]. This amount is all inclusive of taxes, which will be claimed as applicable and as per actuals.

Our Financial Bid shall be binding upon us, up to completion of the period of the contract as specified in the Tender Document.

We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,
Signature:
Name & Title of the Authorized Signatory:
Name of Firm:
Address:

2) Financial Bid for Appointment of Creative Agency by IBEF & ITPO

Total fee (Total Cost INR Z1 as described in Section 3):Rs.--------

S.No	Description of elements	Cost (INR (In Lacs))
Refer section 1.3.4	Refer section 1.3.4	
1	One time cost for elements described in 1.3.4 lump sum cost	
	Total Cost of S.No 1	
2	Refer section 1.5.3 (xiii points 1-7) - Attach details of A….I as specified in Annexure A	Cost INR
A	Print Media Plan	
B	Radio Plan	
C	Outdoor/City/Airport branding	
D	TV Plan	
E	Live events during the show	
F	Digital Promotions	
G	Social Media Promotions	
H	Additional Elements	
I	Press Conference/Media Address	
	Total Cost of S.No 2 INR Sum of (A till I wherever applicable), the total spend for media for Ahmedabad Project. The agencies are free to select all or any combination of promotional elements as per their discretion as described in their technical proposal.	
	Total Cost of S.No 2 = (Sum of A…..I)	
3	Agency Cost (Lump sum cost inclusive of travel, service charge, commission etc., any additional cost)	
	Total Cost of S.No 3	

S.No	Description of elements	Cost (INR (In Lacs))
4	Creative Designs for the whole project this will include the following: logo and creative strategy, print ads, TVC's, Radio Spots, leaflets etc., the designing cost should correspond with the proposed media plan and should cover all the media elements. E.g. if the agency has proposed social media campaign comprising of 200 creatives for the contest, the agency should cover cost of these creatives in the overall creative designing cost. The agencies have also been requested to provide their rate card for designing creatives these rate cards will be referred for designing elements which are not covered by the agencies as part of their media/publicity strategy.	
	Total Cost of S.No 4	
	Total Cost INR Z1= S.No1 + S.No2 + S.No3 + S.No 4	
	Total Cost INR Z1 will be considered for evaluation of project. In case the budget is enhanced by increasing of budget or reduced the frequency of repetition of elements as described in S.No 2 will be adjusted proportionately . IBEF/ITPO has a discretion to drop any particular sub element of proposed media strategy in S.No 2 (A...I), the cost against this element shall be apportioned against other elements up to the permissible budget limit, however post submission of financial bid, the bidding agency will have no option to reduce any particular element in S.No 2 (A....I) and will be bound to execute the elements in the specified cost. Elements wherever DAVP rates are applicable , the same will be applicable.	

Authorized Signature Name: ----------

Designation: ---------

Name of Firm: -------

3) To be submitted on a separate sheet of Paper- (Annexure- A)

Formats for submitting Financial Cost for ISF 2020 (Ahmedabad)

Formats to be filled for Ahmedabadbased on choice of Media, additional columns or rows may be added to include additional information but the original format should not be distorted otherwise the proposal shall be summarily discarded. The sum total of each element quoted in this formatmust match their respective sum total in the financial proposal of the event.E.g. if agency picks up only three elements like A Print, B Radio and C Outdoor for Ahmedabad then the individual total amount displayed in the columns of A Print, B Radio and C Outdoor should match with the summation of amount given in the S.No 2 of financial proposal of Ahmedabad and therefore there should be no mismatch is the rate cart and total amount quoted for that element in the financial proposal.

B	**Radio Plan**				
S.No	Radio Channel	Time Band	Frequency of Spot	Rate	Cost (INR)
1	AXC	7.00 am -9.00am	5	100	500
		TOTAL COST (Sum of all Cost)			
	*10 sec spot				
	*please quote DAVP rates wherever applicable				

C	**Outdoor Display**					
S.No	Name and description of site (with photo links)		Size in sqft. (L X W)	Total Area in Sqft	Display duration (Days)	Rate (all inclusive)	Cost (INR)
A	**Print Publication (All ads will be Colour unless the publication is B/W)**						
S.No	Name	Size		Units/Frequency		Rate	Cost (INR)
1	T-Chows Delhi R-Airline	FPC/HPC/QPC	10 x 40	400	5	100	500
			TOTAL COST (Sum of all Cost)				
			TOTAL COST (Sum of all Cost)				
	*Rate should include cost of printing, mounting and display						
	*wherever DAVP rates are applicable the same should be kept						
	*ANY MIX OF FPC/HPC/QPC may be submitted provided within the overall quoted budget						
	*please quote DAVP rates wherever applicable						

D	TV Plan				
S.No	News Channel	Time Band	Frequency of Spot	Rate	Cost (INR)
1	I TV	7.00 am -9.00am	5	100	500
2	…	..	..	..	..
		TOTAL COST (Sum of all Cost)			
	*10 sec spot				
	*wherever DAVP rates are applicable the same should be kept				

E	Live Events during the show				
S.No	Nature of Activity/Work/Entertainment	Artist Involved	Work Reference Link	Genre	Cost (INR)
1					
	TOTAL COST (Sum of all Cost)				

F	Digital Promotions			
S.No	Nature of Promotion (Digital Banners)	Size	Location	Cost (INR)
1	Digital banner (Size……..) on home page			
2	…..	…	…	…
	TOTAL COST (Sum of all Cost)			

G	Social Media Promotions	Post per Day	Cost (INR Inclusive of content creation)

1	Promotion on Facebook		
2	Promotion on YouTube		
3	Promotion on twitter		
4	Any other source		
	TOTAL COST (Sum of all Cost)		

H	**Any other element not covered under any head**					
S.No	Name and detailed description of element	Unit	Total Units	Display duration (Days)	Rate (all inclusive)	Cost (INR)
		If applicable	If applicable	If applicable	If applicable	
		TOTAL COST (Sum of all Cost)				
	*Rate should include cost of printing, mounting and display					
	*wherever DAVP rates are applicable the same should be kept					

The total break-up costs quoted stated above covers costs/expenses of the agency for undertaking work as detailed in the Scope of work of the RFP number - RFP No. B&C202001001

Authorized Signature Name:……..

Designation:……..

Name of Firm:

Rate Card for Creative Designing for additional stuff which are not part of presented media strategy of the agency for ISF 2020, Ahmedabad

S.No	**Rate of Creative Designing**	**Cost (INR) per piece**
1	Designing Logo & tagline	
2	Designing print ads	

3	Designing outdoor hoardings	
4	Designing digital banners	
5	Designing bus shelters (standard size)	
6	Designing radio spot	
7	Designing TVC	
8	Designing creative for social media	
9	Designing backdrops	
10	Designing leaflets A4/A5 one page	
11	Designing brochures (10 pages)	
12	Designing carry bags	
13	Designing pen-drives	
14	Designing press kit comprising of press folder, pen-drives, pen and notepad	
15	Misc. designs like T-Shirt, Book Cover, unique gift boxes etc.	
*Also these rates may be considered for designing creatives of other events of IBEF		

Annexure 6–Format for Declaration of ineligibility for corrupt or fraudulent practices

[Location, Date]

From:

[Name of the Firm]

To:

India Brand Equity Foundation

20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi 110001, India

Subject: - Declaration of ineligibility for corrupt or fraudulent practices.

Sir,

This has reference to the IBEF & ITPO RFP No. B&C202001001. In this context, I am the authorized representative of the company, declare that presently Company/ firm is having an unblemished record and is not declared ineligible for corrupt & fraudulent practices,

blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central Government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, our security may be forfeited in full and the tender, if any to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder:

Authorized Signatory _____

Name:

Seal:

Date & Place:

A	**Print Publication (All ads will be Colour unless the publication is B/W)**				
S.No	Name	Size	Units/Frequency		
1	R Airline	FPC/HPC/QPC	5		
	*ANY MIX OF FPC/HPC/QPC may be submitted provided within the overall quoted budget				

Annexure 7

Formats may be used for submitting technical bid the corresponding rates and costs may be filled for these media elements. It is not mandatory to use these formats and enclose them in technical proposal but the agency will have to give clear plan for each element that should include the start date, the chosen media/publication/size/quantity/frequency except cost of the element that will be submitted in the financial proposal. The submitted plans should be self-explanatory and ready for execution.

B	**Radio Plan**				
S.No	Radio Channel	Time Band	Frequency of Spot		
1	AXC	7.00 am -9.00am	5		
	*10 sec spot				

C	**Outdoor Display**					
S.No	Name and description of site (with pictures)	Size in sqft. (L X W)	Total Area in Sqft	Display duration (Days)		
1	T Chows Delhi	10 x 40	400			
		.				

D	**TV Plan**				
S.No	News Channel	Time Band	Frequency of Spot		
1	I TV	7.00 am -9.00am	5		
2	…	..	..		
	*10 sec spot				

E	**Live Events/BTL Activation during the show**				
S.No	Nature of Activity/Work/Entertainment	Artist Involved	Work Reference Link	Genre	
1					

F	**Digital Promotions**			

S.No	Nature of Promotion (Digital Banners)	Size	Location	
1	Digital banner (Size……..) on home page			
2	…..	…	…	…

G	**Social Media Promotions**	Post per Day
1	Promotion on Facebook (detailed plan)	
2	Promotion on YouTube (detailed plan)	
3	Promotion on twitter (detailed plan)	
4	Any other source (detailed plan)	

H	**Any other element not covered under any head**					
S.No	Name and detailed description of element	Unit	Total Units	Display duration (Days)		
		If applicable	If applicable	If applicable		

I	**Press Conference/Media Address**		
	S.No	Name and detailed description of element	
	1	City and Venue (Delhi, Hotel Taj)	
	2	Ahmedabad (Hotel ……)	
	*The quoted rate in financial proposal should include cost of venue, basic refreshments, backdrop, inviting media and ensuring attendance of minimum 15 journalist per session. No additional cost shall be provided unless specified in writing.		

IMPORTANT TIMELINES FOR ISF 2020

Timelines for ISF 2020		
Date	**Meeting Details**	**Time**
6th Jan 2020- 9th Jan 2020	Emailing queries if any for clarification	1130 Hours
9th Jan 2020	Clarification meeting regarding filling up the RFP	1130 Hours
9th Jan 2020	Clarification by IBEF to be displayed on IBEF website	1800 Hours
13th Jan 2020	Submission of RFP	1500 Hours
13th Jan 2020	Eligibility Proposal Opening	1600 Hours
14th Jan 2020	Technical Proposal Opening and Technical Presentation followed by evaluation	1100 Hours onwards
14th Jan 2020	Opening of financial bids & issuance of engagement letter or contract	1600 Hours