



**India Trade Promotion Organisation
(A Government of India Enterprise)
Pragati Maidan, New Delhi-110001**

**INVITATION OF EXPRESSION OF INTEREST
EOI REF NO: ITPO/ITSD/FINTECH/2023**

India Trade Promotion Organisation (ITPO), Pragati Maidan, New Delhi, a Government of India Enterprise intends to give the benefits and convenience of digital payments to the visitors of trade shows organized at Pragati Maidan and invites Expression of Interest (EOI) from the experienced FinTech Companies/Banks to promote digital payments during the exhibitions at Pragati Maidan.

Interested agencies may send Expression of Interest (EOI) through email at computerdiv@itpo.gov.in on or before Monday, 20th February 2023 by 1800 hours. After the due time no applications shall be entertained.

EOI document containing the details of Eligibility Criteria and Scope of Work can be downloaded from ITPO's corporate website www.indiatradefair.com.

**Manager
I.T. Services Division
India Trade Promotion Organisation
Pragati Maidan, New Delhi – 110 001**

INTRODUCTION & OBJECTIVES

India Trade Promotion Organisation(ITPO), the premier trade promotion enterprise of the Ministry of Commerce & Industry, Government of India is committed to showcase excellence achieved by the country in diverse fields especially trade and commerce. Its mission is to promote, facilitate, encourage and coordinate various activities and programmes to enhance India's share of exports. ITPO provides a wide spectrum of services to trade and industry and acts as a catalyst for growth of India's trade and commerce.

Pragati Maidan, headquarter of the ITPO is considered as a symbol of the "Modern Fair Culture" in South-Asia region. ITPO manages India's world class exhibition complex which is constantly upgraded to keep it in a high standard of readiness.

The organization has completed its ambitious plan of redevelopment of Pragati Maidan, evolving a state-of-the-art International Exhibition-cum-Convention Centre (IECC). Fulfilling the aspirations of the global MICE fraternity, it will cater G2G, G2B & B2B activities and promises to attract participants and business delegates from all across the world with its sheer magnificence, business conduciveness, architectural excellence and being a majestic landmark destination to be experienced in its entire splendor. Apart from the flagship events of India Trade Promotion Organisation like IITF, Aahar, New Delhi World Book Fair, Leather Fair, Security Expo, the new exhibition halls are used by 3rd party organizers to organize their shows at Pragati Maidan. It gives an engagement of more than 250 days of occupancy at Pragati Maidan,

ITPO intends to collaborate with a FinTech companies/Banks to promote digital payments during the exhibitions organized at Pragati Maidan. It will give the benefits and convenience of digital payments to the captive audience of trade shows attendees.

ELIGIBILITY CRITERIA

Sl. No	Criteria
I.	Incorporated as a private limited company (as defined in the Companies Act, 2013) or a limited company/bank.
II.	The company/bank must neither be a foreign company nor subsidiary of any foreign company.
III.	The company/bank should not be formed by splitting up or reconstructing any existing business/company.
IV.	The FinTech company/bank should have relevant similar experience of digital transaction business at least during the last five years ending the last date of submission of bids.
V.	The average annual turnover of the company/bank should be over Rs. 100 crores in the last five financial years ending 31 st March 2022 from the digital transaction business.
VI.	The company / bank should not have been debarred / black-listed by any Central Govt., State Govt. Public Sector Undertakings of the Central Government and State Government or RBI or any other regulatory authority or Financial Institutions in India as on date of EOI submission.
VII.	The service provider should ensure that there are no legal proceedings / inquiries / investigations have been commenced / pending / threatened against service provider by any statutory or regulatory or investigative agencies or any other for which performance under the contract will get adversely affected / may get affected.

SCOPE OF WORK

The broad scope of work for inviting Expression of Interest (EOI) for empanelment of FinTech Company/bank is mentioned below:

Sl. No.	Item Description	Broad Scope
I.	MIS & Data Analytics	Analysis of transactional/ customer data, identification of patterns, on the go dashboard, data modelling, customer profiling etc.
II.	Digital Marketing, Customer Acquisition, Customer Services/ Convenience	Digital marketing of ITPO services, Enhanced customer experience, implementation of Self Help Counter etc. Multi-Purpose Prepaid Cash Card, Multi-brand gift card, to improve the business processes.
III.	Innovations in Payment, Financial Inclusion, Customer Reachability.	Digital payments solutions through latest technology and practices. Innovative services for Financial Inclusion, extension of ITPO services to stakeholders.