



File No. FFU(FS-I)/IGF-IHF/Pub./2015

INDIA TRADE PROMOTION ORGANISATION

Dated: 1st April, 2015

Subject: Revised Consolidated Bid for (A) Publicity & Allied services, (B) Promotion and PR activities for 36th India Garment Fair 2015 and 26th India Home Furnishing Fair 2015, Osaka, Japan, July 22-24, 2015

INTRODUCTION

India Trade Promotion Organization (ITPO) is the nodal agency of the Government of India (GOI) for promoting trade. To meet its objectives, ITPO organizes trade fairs, exhibitions and conventions in India and abroad including specialized trade fairs, India shows, buyer seller meets, market surveys, etc.

ITPO will organize 36th India Garment Fair (IGF) and 26th India Home Furnishing Fair (IHF) as twin events at Mydome Osaka, (Japan) from July 22-24, 2015.

ITPO is inviting bids from the interested companies/organisations for undertaking (i) Publicity & Allied Services and (ii) Promotion & PR activities for the above twin shows.

1. OBJECTIVES

- 1.1 The objective of this exercise/publicity tender/bid is to create more awareness amongst the buyers of apparels, garments and home furnishings etc. spread all over Japan with a view to evince their interest so that they visit the fair to source their requirements. Accordingly, one of the parameters on which performance will be evaluated is the total number of buyers registered. ITPO needs minimum number of 3500 buyers to visit this event.
- 1.2 The other objective is to get buyers from all regions of Japan and not only from Osaka/Nagoya regions.
- 1.3 Getting adequate media coverage at all stages of the event, i.e. pre, during and post. Besides getting coverage in the daily newspapers, specialized magazines and other print media, ITPO also desires adequate exposure in the electronic media and online social media.
- 1.4 Meeting the requirement of adequate manpower for various functions/tasks.
- 1.5 To have a complete bilingual data base of the i) buyers contacted/telemarketed, ii) actual buyers visited/registered, iii) press and media contacted/invited, iv) details of press and media, who actually visited the various press conferences, and v) The complete list with the name of publication, date of publication, page of publication, e-mail address of publication in which the twin events are advertised/covered. Further, it is important that the said bilingual data base, which will be provided in hard and soft copies, shall not be used by the agency for any reasons whatsoever. The said data base as produced shall be the property of ITPO.

- 1.6 To have completely bilingual directory/directories of the two events.
- 1.7 To have a completely bilingual website of the twin events with hyperlinks to other relevant websites including ITPO-New Delhi, Embassy of India, Tokyo and Consulate General of India, Osaka.
- 1.8 To increase the number of supporting organizations and enhance the scope of support.

2. SCOPE OF WORK

Part A : Publicity & Allied Services

2.1 The Agency will prepare advertisement materials/design in Japanese language from the basic design as prepared by ITPO. The basic design is in English language and as shall be provided is in colour. The agency shall be provided the PDF/working file of the basic design in pen drive/CD. The design for 2015 edition is attached at enclosure I. The copy of design (b&w) of July 2015 editions along with the design as published are attached at enclosure 2 and 3 respectively.

The agency will arrange advertisements, as per specified size in colour in the following Newspapers/Magazines/Trade Journals.

| Sl.No. | Particular | Black & white/Colour (size) | No. of Insertion |
|--------|-------------------------|-----------------------------|------------------|
| 1. | Sen-I News | H140 mm x W 250 mm | 2 |
| 2. | Senken Shimbun | H 175 mm xW 250 mm | 2 |
| 3. | Shinso-Living-Times | H 168 mm x W 185 mm | 2 |
| 4. | Home Living | H 100 mm x W 240 mm | 2 |
| 5. | Interiors Business News | H 97 mm xW 113 mm | 2 |
| 6. | Asian Textile Business | H 130 mm xW 185 mm | 2 |

i) Some newspapers/magazines offer 1+1 services and complimentary online advts. as package advts. The agency shall try to avail of the same wherever possible and the payment towards complimentary advts. are not to be charged. Agency may suggest scheduled date of advertisements in the above newspapers/magazines for approval of ITPO before releasing. Even the final artwork/matter will need the approval of ITPO.

ii) The agency shall procure sufficient copies of the publication(s) of the date(s) in which the advertisement(s) will appear for distributing to the members of press and other government officials during – i) Press Conference, ii) Inauguration on 22nd July, 2015 and also iii) for keeping in VIP Room for VIP visitors during the tenancy of the fair (July 22-24, 2015). However, while submitting the final bills, two more copies each of the publications shall have to be attached as evidence at the time of presentation of the final bill to ITPO, New Delhi.

2.2 a) Prepare design (from the basic design as will be provided) and arrange online advertisement (static banner, 1st click) in the following website/portals in the home page for a period of 60 days during June - July 2015.

- i. Sen-I News
- ii. Sen Ken Shimbun
- iii. Home Living

Hard copies of the screen shots of the banner(s) shall be required to be submitted. Links have to be e-mailed on regular basis to ITPO.

b) A home/link page of this event may be hosted on the website of the agency. On the click of the advertisement banner, the query should reach the website/e-mail inbox of the agency. The same should be attended to within 3-4 days, after consulting with ITPO, if required. This should continue till 30th July, 2015. All the data-base of such queries shall be maintained confidential and passed on to the ITPO after conclusion of the event both in hard and soft version. Copies of the e-mails received and referred have to be sent to ITPO

2.3 Direct mailing :

- i. E-mail announcement to the database (To be procured as well as provided by ITPO) E-Mail(reminder) to buyers
- ii. ITPO needs evidence preferably both in hard & soft versions of the direct mailing and reminders sent through Emails. Please suggest how the same shall be provided. If not possible please state so.

2.4 Adaption of the design & printing of following materials from the basic design in colour to be provided by ITPO

- i) Flyers(Multi-colour)/Direct mailer
- ii) Envelope
- iii) Admission Card
- iv) Registration Form (English/Japanese)
- v) Invitation card (Japanese) for Opening Ceremony
- vi) Envelop for Opening Ceremony
- vii) Poster size : W 514 mm x H 728 mm
- viii) Invitation(English/Japanese) for most important buyers
- ix) Envelop for most important buyers
- x) Badges(English/Badges) for Exhibitors/Importers/
Wholesalers/Buyers/Service Providers
- xi) PVC Pouch with Nylon Strip(Lanyard)
- xii) Fair Catalogue

(As per quantities specified/mentioned in the enclosure/ annexure II- A (Page. 24)

2.5 Arrange services of photographer (still photography) and Video coverage to cover opening ceremony/VIPs visit/display booths & Theme and other occasion during the entire duration of the event. 100 photographs to be submitted along with soft copy (CDs/DVDs) in high resolution as well as low resolution and Albums. The video coverage of each event should be in full HD format (without editing) – to be given in blue ray disk/DVD as well as in pen drive. One each 4-5 minutes edited version of video CD for each event, i.e. inauguration, press conference, VIP visit etc.

2.6 I) Provide manpower/girl guides/ local staff/interpreters as per needs. They should have adequate fluency to read, write and speak in both Japanese and English. (knowledge of Hindi preferred). The required manpower shall be for the following purposes. The rate for each purpose may be quoted. The number required is indicated here below. However, this may change nearer the event and the exact requirement will be provided only 4-5 days before the inauguration of the event.

- a) Bilingual Interpreters: **16 Nos.**
- b) Senior Interpreter for supervising as well as for office work: **2 Nos.**

- c) Service girl/hostess to serve tea/coffee etc. to visiting VIPs for VIP Room: **2 No.**
- d) Service Boys/Girls to manage tea/refreshment corners and to serve tea/coffee at the registration desk/other temporary offices: **4 Nos.**
- e) Computer literate bilingual girl for the two registration desks: **4 Nos.**
- f) Data entry operators: **2 Nos.**

II) The agency shall provide ITPO the complete details of all the manpower provided/deployed/engaged for various activities/services under this bid document. The complete details include name, male/female, age, address, e-mail id, mobile/telephone number. If possible, a photocopy of their personal identification is to be provided for records. In case the manpower is arranged through any other agency (outsourcing), then the complete details of the agency has to be provided, which will be responsible for the manpower engaged/deployed. (Please see clause 4.9 of the terms & conditions).

III) During the event, all the manpower engaged for the event shall mark their attendance and the agency shall be responsible for giving the attendance records with signatures. The same (attendance record/statement) shall be got countersigned by the designated ITPO official everyday both in the morning and in the evening. Each interpreter shall maintain a log sheet of the work performed (giving the booth number of the company which availed of the services of the interpreter and the duration of the service). The fair officer/ITPO team shall have the liberty to assign any interpreter at any floor or at the registration desk/VIP room/on the official telephone etc.

iv) To manage registration desks, collection of Registration forms, giving badges to the Buyers, collection of feedback forms from Buyers, Data entry, Submission of mailing reports etc.

- 2.7 Creative development/preparation of designs of all publishing /printing material.
- 2.8 Liaison with Consulate General of India, Embassy of India, Tokyo, Japan and various organizations of the Japanese Government. Arrange messages from supporting organisations including translation of cover pages in Japanese and forward to ITPO, New Delhi for inclusion in the bilingual directory(ies) of the events, one of each event, i.e. IGF and IHF.
- 2.9 Liaison with VIPs, dignitaries, construction agency for opening ceremony including Messages, ribbon cutting and refreshments/tea. The agency has to invite VIPs, dignitaries for the inauguration ceremony on behalf of ITPO with the approval of CGI, Osaka and ITPO. Preparation of bilingual minute-to-minute programme for the opening ceremony and distribution of the same to all the visitors/invitees.
- 2.10 Assist accommodation in hotels/apartments for ITPO officials/exhibitors.
- 2.11 Assist in coordination with various authorities in Japan for smooth conduct of business in events and other activities planned, e.g. press conferences, etc.
- 2.12 The ITPO proposes to publish bilingual fair directory (English/Japanese) for the two events. The inputs will be provided in English which needs translated and the services of the following shall be required to be provided:

The services (translation) for the following are to be provided:

- a) Incorporation of Japanese language in the cover page as per design of ITPO
- b) Two Fact-Sheets (Single page each)
- c) Locational map of MYDOME, OSAKA

- d) Write up of ITPO/Home furnishing industry/Garment industry (2-3 pages each)
- e) Alphabetical list and details of exhibitors in Japanese language along with brief products profile of each exhibitor in the directory.
- f) The profile of the each participant (around 125-130).
- g) Sending of all the above films well in time to ITPO, New Delhi for printing. (Some scanned and photocopies are attached for reference purpose only)

ITPO may consider publishing two separate directories of IGF & IHF or combined in one.

2.13 **Telemarketing:**

Telemarketing to 7000 buyers (three times to each buyer) for a period of 50 days by engaging telemarketers. This is to ensure a higher footfall of buyers from different regions of Japan.

Optional: Besides the above, the following two activities also need to be quoted in the bid. ITPO may or may not avail of the services of the appointed agencies for the same.

- 2.14 **Gifts:** It is proposed to give gifts 2 to 3 times (approximately 40-45 nos.) of the amount range of Japanese Yen 2000-3000 each. This is an optional item and separate order will be placed by ITPO in case of requirements. The agency has to provide gifts on the occasion of Press Conferences and/or Opening Ceremony as per direction of ITPO. The gifts have to be procured & supplied duly packed in carry bags with handle. The agency may quote price up to 5 gifts of different types with photographs of each gift and in a paper/cloth/jute bag. (This gift hamper will be in addition to the press kits, which has to be provided by agency appointed as a part of this contract.

Part B : Promotion & PR activities and Services (Press conference/ Media Coverage)

Scope of work

- 2.15 Procure/generate/create Database of approx. 200 Japanese eminent media persons/journalists (Electronic and Print) (preferably Tokyo and Osaka based) for press conference and media coverage for the above twin events (Data in Hard copy as well as in VCD/DVD/Pen Drive-multi version shall have to be provided to ITPO). The data so collected shall be the property of ITPO for its exclusive use. The same should not be provided to anyone else.
- 2.16 Create, manage and maintain the bilingual (English and Japanese) website for both the events (10 pages each), which shall have hyperlinks with websites of Embassy of India, Tokyo, CGI (Osaka), ITPO's main website, etc. The website has to be maintained all along during the currency of the contract. The queries raised on the website will be replied in English/Japanese as per the case within 4-5 days after consultation with ITPO, if required. Translated copies of all e-mails/queries received and replied have to be forwarded to ITPO.
- 2.17 Promote and publicize the event through the mechanism of social media (online) at all the stages, i.e. pre event, during the event, post event, with a view to create awareness and invite buyers from all regions of Japan.
- 2.18 To manage/procure/ensure the support from the various agencies in Japan (Govt. departments, NGOs, industry and trade associations, etc.) The letter of support

from all these organizations shall be a part of the report, which will be submitted by the agency at the conclusion of the twin events. The publicity posters as shall be printed shall be displayed in the offices of the agency and all supporting organisations, at least one month in advance. If all these supporting organisations could publish the details of these twin events in their circular letters/newsletters. Some of the organizations, which have supported the twin events in the past are listed in the enclosure 4. The letters from some of the supporting organizations are also published in the bilingual directory, which is published. A sample copy of the letter published in the 2014 editions is placed at enclosure 5.

- 2.19 (a) Organize 2 press conferences in Osaka and Tokyo (some time in later part of April or May) including booking of the venue, preparation of Press Kit in Japanese and English, power point presentation of the Event, Writing Pad & Pen, arrangement of MC, lunch/dinner for 35-40 persons. The Agency will ensure coverage in 10-15 media (Print & Electronic). The media may be a mix of publications/newspapers/periodicals/dailies (general & specialized).
- (b) Provide all the above mentioned support for the 'curtain-raiser', third press conference to be organized one or two days before the inauguration of the event on 22nd July, 2015.(Optional). 2 sets of evidences/press clippings (Hard and Soft version) in the form of copy of publications / periodical / screens and / or audio / video tapes / CDs / DVDs etc. to be submitted with the bills for all conferences.
- 2.20 Arrange services of photographer (still photography) as well as video coverage to cover all press conference(s). 30 photographs to be submitted along with soft copy (CD/DVD) in high resolution as well as low resolution and Albums.
- 2.21 Liaison with supporting organizations like JETRO, Osaka Authorities, Venue Management, Trade Associations, Chambers of Commerce, Importers Associations etc. Arrange messages of support from them and arrange to send the same along with the photograph of the concerned official in Japanese and English to ITPO, New Delhi for catalogue printing. A sample of the message as was publish in last year's directory is placed at enclosure 7. Meetings of above organization may also be fixed with ITPO officers as and when required.
- 2.22 Inviting and organizing visits of senior officials of supporting organizations and other dignitaries to the fairs. Issuing of press releases of their visits along with photo/video coverage and follow up with the media to ensure some coverage.
- 2.23 **Buyers feedback Surveys**
To be conducted during all the 3 days of the event, i.e. on 22nd, 23rd and 24th of July, 2015. The designing of the feedback form, getting it filled from buyers and a brief analysis and recommendations have to be enclosed in the final report. All the feedback form as shall be collected will be the property of ITPO.
- 2.24 Continued PR and Press activities for up to 3-4 months for the event to ensure adequate interest of the Japanese Press & media (Print & Electronics) to ensure appropriate coverage of the twin events. The likely coverage which can be generated during each of the three phases i.e. pre fair, during the fair and post fair may be indicated.

3. Eligibility Criteria

Agencies having the following criteria shall be eligible for making the bids on turnkey basis.

3.1 Must be a registered business entity/service provider in Japan (directly or indirectly) or should have a Japanese associate. The Japanese company/counterpart/associate must have an office in Osaka/Kobe region besides other cities of Japan. Documentary evidence to that effect will be required. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable in India/Japan may be quoted along with similar/applicable numbers/details of Japanese associate in the format of technical bid. (Annexure I)

3.2 Minimum annual turnover Japanese Yen 50 million/Indian Rupees 30 million for the last 3 years from the business of publicity related work/PR & promotion activities/road shows/market surveys/business development/manpower management in national/international events. Proof of annual turnover from the said business activities with certificate from auditor or any other empowered authority must be attached. In case it is joint offer, the turnover of Indian company & Japanese associate will be considered separately.

3.3 A self attested copy of the certificate/proof of the various documents to establish the above must be attached. Japanese companies even if they do not have associate in India can directly participate in the bid. There is no condition to have an associate in India for Japanese companies.

3.4 A minimum of 2 years experience in publicity, event management, promotion and PR work etc in trade fairs/ International events organized outside India and for Japanese companies they should have experience preferably of an international event of an international client. List of major events undertaken and clients with whom they have worked in the past must be attached and be included in the envelope of technical bid.

3.5 Earnest Money Deposit (EMD) of Japanese Yen 350,000/- or Rs. 200,000 in the form of a demand draft drawn in favour of India Trade Promotion Organization payable at New Delhi is essential and without EMD, the bid offer will be summarily rejected and the technical/financial bids will not be opened.

4 TERMS & CONDITIONS

4.1 The approved bidder will work under the directions and guidance of the ITPO. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for ITPO are in accordance with the law of land i.e. Japan.

4.2 Rates should be quoted in Japanese Yen only inclusive of all taxes, etc. Rates for services not included in the format may also be indicated, if required.

4.3 Interested eligible agency may submit their bids as per Annex-I & II with supporting documents including earnest money (EMD) of Japanese Yen 350,000/- or Rs 200,000/- in the form of a demand draft drawn in favour of India Trade Promotion Organization payable at New Delhi. The EMD will be refunded to the un-successful bidder(s) after the selection of the vendor/agency. The EMD will be refunded to the successful bidder only after completion of the project satisfactorily. Misrepresentation of facts/withdrawals of bids will lead to forfeiture of EMD. (Please see 5.1 under the head Submission of Bids)

- 4.4 The visitor database in the softcopy as well as in the hard copy will be submitted to ITPO on a daily-basis and a comprehensive report soon after the completion of the Event. All database are to be treated as confidential and these are to be handed over to ITPO only. An undertaking needs to be provided that the information will not be given to any other party / agency.
- 4.5 The agency shall submit the database procured immediately after completion of the events. Upon termination of the agreement, the agency shall transfer, assign and make available to ITPO all property and materials in their possession, generated/procured in connection with these events.
- 4.6 While sending the invites/mailers all and while issuing the press releases the agency has to ensure that ITPO logo, address, ITPO's website etc. is mentioned along with the website of the event as shall be hosted, to make it clear that ITPO is the organizer of twin events. In the local contact, address, the offices of the CGI, Osaka-Kobe region may be mentioned along with the Govt. of India logo, if required. The agency shall refrain from publicizing their name and address at the cost of this project/event. However, wherever required, they may mention their name as official PR agency/facilitator of the event
- 4.7 The agency will submit the bills along with documentary proof in original for the job relating to newspaper/magazines advertisements, printing, online promotion, etc. for releasing the payment.
- 4.8 All materials relating to design for printing, advertisement, online promotion, has to be approved by ITPO team before use, wherever possible.
- 4.9 Agency will ensure that the manpower engaged for Event/jobs should be in line with the local laws. Further, submission of the bid implies that the Agency indemnifies ITPO against any claim whatsoever.
- 4.10 The Agency is required to numbering and sign each page of the bid document as well as other enclosures by the authorized signatory. Authorization letter is to be enclosed.
- 4.11 ITPO reserves the right to appoint different agencies for different services envisaged in the offer/bid.
- 4.12 ITPO requires that bidders under this contract to observe the highest standards of ethics during the period of agreement and should be free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of bid documents at ITPO, New Delhi.
- 4.13 ITPO will reject a proposal for award of work if it is determined that the Applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 4.14 ITPO will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if at any time, it determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 4.15 Agency will indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered

4.16 ITPO reserves the right to :

To engage services of any other organization including Air India, Tourism offices of Govt. of India or any one else to sponsor or partly sponsor the road shows, market surveys or other activities for promoting the events.

Make minor changes in the Publicity plan/Scope of work. (Envisaged in Part A and Part B)

Extend the deadline for the submission of applications/bid documents at its discretion.

Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on ITPO.

Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the ITPO it is necessary or expedient in the public interest. The decision of the ITPO shall be final and binding in this regard. ITPO shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.

Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the ITPO, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the ITPO shall be final and binding in this regard.

The Agency is requested to quote for both parts, i.e. (i) Part 'A' & (ii) Part 'B' and also for the optional part of 'Gifts', as per Scope of Work. However, ITPO shall have right to appoint different agencies for different services envisaged in the scope of work.

4.17 For interpretation of any clause of this document, the decision of ITPO would be final and binding on the bidder.

Selected images/material of the last event are annexed for reference purpose only.

4.18 At the conclusion of the contract/part of the contract for the 2015 editions, i.e. end of August 2015, the agency shall submit the bill along with all the documentary evidence, photographs, albums, press clippings, advertisements etc., including the sample copy of everything printed. Besides the bill, a certificate on the company's letterhead duly signed by the authorized signatory as per the specimen language enclosed at Annexure XX.

4.19 The agency shall maintain a functional site office at the venue for 4 days, i.e. 22nd to 24th July, 2015 for which appropriate space will be provided by ITPO/venue authority. The agency shall have adequate supply of office material, stationery, laptop with wi-fi support/internet connection. The office should be adequately manned and have sufficient other resources so as to ensure telemarketing, reply to the telephonic enquiries, organize and follow up for the visits of senior government officials and other dignitaries, issue of press releases, so that media contacts may be maintained by telephones/e-mails or through personal visit to conference venues, supporting organizations, media houses etc.

5 SUBMISSION OF BIDS

5.1 Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

Envelope – I: Containing Earnest Money Deposit (EMD) amount **Japanese Yen 350,000.00 or Indian Rupees 200,000.00** in the form of a demand draft in favour of **India Trade Promotion Organisation** payable at New Delhi. The envelope I (annexure I) will be opened first. **Without EMD, the Technical & Financial bids will not be opened and summarily rejected.**

Envelope-II: Technical Bid (Annexure-II) duly filled in with supporting documents. The envelope should be sealed and marked as “Technical Bid for Publicity & Allied Services and Public Relation activities & Services for 36th India Garment Fair/26th India Home Furnishing Fair, Osaka (Japan)”.

Envelope – III : Financial Bid containing **Annexure – III, IIIA & IIIB (Financial Bid)** duly filled in has to be kept in Envelope III. The envelope III should be sealed and marked as “**Financial Bid for Publicity & Allied Services and Public Relation activities & Services for 36th India Garment Fair/26th India Home Furnishing Fair, Osaka (Japan)**”.

Envelope- IV: All the three Envelopes I,II & III should be kept inside the Envelope – IV and again sealed . **The name of the bidder should be clearly written with full address, Tel. nos., E-mail on the Envelopes (I, II,III& IV) (Only those envelopes will be open, which will have all the information as being asked here above).**

This Master Envelope (Envelope – IV) should be marked as “Tender Document for **Publicity & Allied Services and Promotion & Public Relation (PR) activities for 36th India Garment Fair/26thIndia Home Furnishing Fair, Osaka (Japan)**” and Shall be kept in sealed cover and dropped in tender box at the following address by due date and time as mentioned here below:

Mr. J Guna Sekaran
General Manager
India Trade Promotion Organisation
Pragati Bhawan, Room No. – 112, First Floor
Pragati Maidan, New Delhi – 110001 (India)

The Bids will be opened in Committee Room at 1st Floor, Pragati Bhawan, ITPO,Pragati Maidan, New Delhi

Last date of submission of Bids : 13/04/2015 (3.30 PM)
Date of opening of Technical Bids : 13/04/2015 (4.00 PM)
Date of opening of Financial Bids : 17/04/2015 (3.00PM)

- 5.2 In case the bidder require any clarifications or further information may contact ITPO, Mr. J Guna Sekaran, General Manager Tel. 91-11-23371829, Fax. 91-11-23371829, e-mail sekaran@itpo-online.com or Mr. Dinesh Mathur, Executive, Tel. 91-11-23371330, during office hours.
- 5.3 a) The evaluation of bids will be made in three stages – (i) Earnest Money Deposit (EMD), (ii) Technical and (iii) Financial. Those companies whose EMD will be found in order their Technical bids shall be opened on the same day in the presence of the bidders or their authorized representatives.
- b) Financial bids of only those firms will be considered for opening who have fulfilled the technical requirement / evaluation. After opening of financial bids, financial evaluation will be made & financial ranking statement will be prepared and the selection of the vendor/agency will be done on the basis of L1 (lowest) criteria. For each part, i.e. Part A and Part B individually for 2015 and 2016 editions separately and/or collectively.
- c) ITPO reserves the right to give above two parts, i.e. Part A and Part B, to different agencies for any of the editions or for both the editions depending upon the options and permutations/combinations available in the best interest of ITPO.
- d) The details of the financial bid as will be provided in Annexures III-A & III-B are being asked in the case of any shortfall(s) in deliverance or deliberated upon, so that adequate deductions can be made for those particular shortfalls while making the final payment. All the bidders must provide this information of unit rate etc., specifically for each item in the scope of work.
- 5.4 Bids received after the deadline of submission of application will not be considered or opened under any circumstances.
- 5.5 No conditional bids shall be considered. This is very important
- 5.6 The draft of Earnest Money Deposit (EMD) has to be physical and encashable at sight instrument. No guarantees or other bank authority letter shall be accepted.
- 5.6 Bids received through email shall not be considered
- 5.7 No modification or substitution of the submitted application/bid shall be allowed. An applicant/bidder may withdraw his application after submission, provided that written notice of the withdrawal is received by ITPO before the due date. In case an applicant/bidder wants to resubmit his application/bid, he shall submit a fresh application/bid following all the applicable terms & conditions by the stipulated date.
- 5.8. Any document received after the closing date and time shall not be accepted.
- 5.9. Bidders are requested to refrain from any communication after submission of bid till the opening of the financial bid excepting at the time of opening of the technical bid by the ITPO committee.
- 5.10 The comparative statement of technical bids will be made indicating qualifying criteria mentioned in the bid document declaring the company qualifying or not qualifying.

6 Force-Majeure

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CMD, ITPO as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

7. Arbitration

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi.

Both the parties (i.e. ITPO and the agency) shall make all effort to resolve any dispute by way of reconciliation. In the event of any doubt, dispute or difference arising under the agreement/award/bid (except as to matters, the decision to which is specifically provided under this agreement/bid) remains unresolved, the same shall be referred to sole arbitration of the CMD, ITPO and the decision given shall be binding on both the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall also apply on both the parties.

The venue of the arbitration proceeding shall be the office of ITPO or such other place as the CMD, ITPO may decide.

Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the CMD, ITPO.

8. Terms of Payment:

- Total payment would be released on completion of the event and satisfactory report of the officer/ITPO team deputed for the event subject to submission of soft and hard copies of evidences of all deliverables and report etc. as envisaged and elaborated in the previous pages. The complete bill alongwith all documents should be submitted by Agency within 30 days of completing the event.

Performance assessment (quantifiable and measurable deliverables).

- The performance of the agency shall be evaluated on the various deliverables mentioned herein based on the evidences provided (both hard and soft versions) and screen shots/web links in case of website/TV/computer blogs etc.
- Besides giving evidences as mentioned here above in case of measurable deliverables, attendance sheet of tele-marketers appointed for doing tele-marketing; their particulars, the daily sheet of the calls made, needs to be provided.
- The objective of this exercise/publicity tender is to create more awareness amongst the buyers of apparels, garments, home furnishings etc. spread all over Japan with a view to evince their interest so that they visit the fair to source their requirements. Accordingly, one of the parameters on which performance will be evaluated is the total number of buyers registered. A number of 2642 buyers registered in 2014 editions. Further the geographical regions from where these buyers will come are another measure of performance. The objective is to get buyers from all regions. The agency has to provide a complete list (bilingual) of the buyers not only indicating the geographical region but also the category, i.e. wholesalers, manufacturers, retailers, stockists etc. ITPO intends to increase number of buyers in view of higher number of exhibitors and larger exhibition area.
- The additional buyers and from the new regions, is therefore, one of the main criteria for performance evaluation.
- Second criteria of performance evaluation will be that the features/articles/coverage/news/photographs in the print and electronic media.
- The higher coverage whether in terms of quality and quantity is the evaluation criteria. New publications/newspapers in which the coverage will appear, will be a point of appreciation.
- The quality and quantity of the visitors data at the press conferences shall be another measure of performance.
- The quality of contents of the final comprehensive report which has to be submitted at the conclusion of the contract of the 2015 editions at the time of submission of bills. The report must contain the suggestions to improve the quality of the event in the 2015 edition (which would be 36th edition). Ways and means to improve the buyers reach and motivation to the buyers to visit the event should form an important part of the report.

- The quality and quantity of the buyers list generated by the agency and provided as a part of the project. Similarly, the quality and quantity of the list of the press, PR and media officials, which shall be generated and provided.
- Further the geographical regions from where these buyers come, is another measure of performance The agency has to provide a complete list (bilingual) of the buyers not only indicating the geographical region but also the category, i.e. wholesalers, manufacturers, retailers, stockists etc.

PERFORMANCE ASSURANCE

If performance of the agency is not found up to the mark or is less in any of the deliverances/the measurable outputs/agreed deliverables or otherwise less than envisaged as per the scope of work mentioned herein, then ITPO may deduct up to 5% of the total bid value as performance assurance at the time of making final payment. The deduction will be over and above the unit rate deduction for those particular shortfalls as per the unit rate given by the agency in Annexure III-A and III-B.

List of documents/reference attached as enclosures for information and guidance:

- The basic concept design approved by ITPO for 2015 editions (Encl 1)
- Specimen of the supporting letters from one of the supporting organization (Encl 3)
- List of supporters in Japan (in previous editions) (Encl 4)
- The cover page of fair catalogue of 2014 editions (Encl 5)
- Some inside pages of the Fair Catalogue (Encl 6)
- Photograph of the registration desk (2014 edition) (Encl 7)
- Photographs of the inauguration ceremony of 2014 editions (Encl 8)
- Photographs of the press conference of 2014 editions (Encl 9)
- Printed message of the supporting organization in the fair catalogue of 2014 (Encl 10)

Enclosure for Envelope I (on company's letterhead)

INDIA TRADE PROMOTION ORGANISATION
36th India Garment Fair and 26th India Home Furnishing Fair, Osaka, Japan
(July 22-24, 2015)

Bids for (A) Publicity & Allied Services and
(B) Promotion & PR Activities

| Sl. No. | Title | Details | | |
|--------------------|--|---|---------|-------------------|
| Eligibility | | | | |
| 1. | Registration No. (TAN/Direct Tax/Income Tax/Trade/VAT/GST, etc. as may be applicable) (Please attach proof) | | | |
| 2. | Annual Turnover (last three financial years) (Please attach Proof with certificate from Auditor or any other empowered Authority (Govt. or autonomous /statutory) | Year I | Year II | Year III (Latest) |
| 3. | Details of Past Experience (Please attach list of Projects/Clients) | | | |
| 4. | Details of Earnest Money Deposit (EMD) | Amount : Demand Draft No. : Date : Bank Name : | | |

DATE :

SIGNATURE OF AUTHORISED REPRESENTATIVE

Place :

NAME

COMPANY SEAL

(Please attach Authorisation letter for signatory)

Enclosure for Envelope II (on company's letterhead)

INDIA TRADE PROMOTION ORGANISATION
36th India Garment Fair and 26th India Home Furnishing Fair, Osaka, Japan
(July 22-24, 2015)

Technical Bids for (A) Publicity & Allied Services and
(B) Promotion & PR Activities

| Eligibility | | | | |
|--------------------|---|---|---------|----------------------|
| Sl. No. | Title | Details | | |
| 1. | Registration No. (TAN/Direct Tax/Income Tax/Trade/VAT/GST, etc. as may be applicable) (Please attach proof) | | | |
| 2. | Annual Turnover (last three financial years) (Please attach Proof with certificate from Auditor or any other empowered Authority (Govt. or autonomous /statutory) | Year I | Year II | Year III (Latest) |
| 3. | Details of Past Experience (Please attach list of Projects/Clients) | | | |
| 4. | Details of Earnest Money Deposit (EMD) | Amount : Demand Draft No. : Date : Bank Name : | | |

| Company Profile | | |
|------------------------|--|--|
| 5. | Name of the Company | |
| 6. | Address | |
| 7. | Telephone | |
| 8. | Fax | |
| 9. | E-mail | |
| 10. | Name of CEO & Title | |
| 11. | Name of the nodal contact person with designation, e-mail id and telephone No. | |
| 12. | Bankers details with A/c No. | |
| 13. | Year of Establishment | |
| 14. | No. of employees | |
| 15. | List of enclosures attached | |
| 16. | Any other additional information, which you like to give | |

| | | |
|-----|--|--|
| 17. | (A) Name & designation of contact person in Japan: Place: E-mail: Mobile: (B) Name & designation of contact person in India: Place: Email: Mobile | |
|-----|--|--|

It is certified that all the above information is correct and valid on the date of submission of tender. We have numbered all the pages in this envelope. The total number of pages including those of enclosures are.....

DATE :

SIGNATURE OF AUTHORISED REPRESENTATIVE

Place :

NAME

COMPANY SEAL

(Please attach Authorisation letter, if required)

Enclosure for Envelope III (on company's letterhead)

**INDIA TRADE PROMOTION ORGANISATION
36th India Garment Fair and 26th India Home Furnishing Fair, Osaka, Japan
(July 22-24, 2015)**

**FINANCIAL BIDS for (A) Publicity & Allied Services and
(B) Promotion & PR Activities**

| Name address of the Agency | Amount in Japanese Yen Including All taxes <u>Total Bids Amount</u> |
|---|--|
| Part A : Publicity & Allied Services | <p>(i) Bid for 2015 and 2016 editions (.....Yen) (in words.....Yen)</p> <hr/> <p>(ii) Bid for 2015 editions only (.....Yen) (In words.....Yen)</p> <hr/> <p>iii) Bid for 2016 editions only (.....Yen) (In words.....Yen)</p> |

| Name address of the Agency | Amount in Japanese Yen Including All taxes <u>Total Bids Amount</u> |
|---|---|
| Part B : Promotion and Public relation activities (Press conference/ Media Coverage) | <p>(i) Bid for 2015 and 2016 editions (.....Yen) (in words..... Yen)</p> <hr/> <p>(ii) Bid for 2015 editions only (.....Yen) (In words..... Yen)</p> <hr/> <p>iii) Bid for 2016 editions only (.....Yen) (In words..... Yen)</p> |

Grand Total

| | |
|---|---|
| 2015 editions only (Part A + Part B) | (.....Yen) (In words.....Yen) |
| 2016 editions only (Part A + Part B) | (.....Yen) (In words.....Yen) |
| 2015 and 2016 editions (Part A + Part B) | (.....Yen) (In words.....Yen) |

Optional items of Part A

Gifts (Refer point 2.14)

| <u>Description of the Gift Item(s)</u> | <u>Amount</u> |
|---|----------------------|
| <u>i)</u> | (Yen.....) |
| <u>ii)</u> | (Yen.....) |
| <u>III)</u> | (Yen.....) |
| <u>iv)</u> | (Yen.....) |
| <u>v)</u> | (Yen.....) |

We indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered on account of execution of the contract before, during and after the event.

Date:

Signature of Authorized representative

Name

Company Seal

ITPO reserves the right to give above two parts to different agencies for any of the editions or both the editions depending upon the auctions and permutations/combinations available to the best interest of ITPO.

INDIA TRADE PROMOTION ORGANIZATION

36th India Garment Fair and 26th India Home Furnishing Fair

Osaka, Japan, (July 22-24, 2015)

Part A : PUBLICITY & ALLIED SERVICES

Per Unit Details/Break-up of Financial Bid (for considering final payment depending on the usage of each item). Refer clause 5.3 (d)

| 1. | Newspaper/Magazines (colour advertisements) | Size | No. of insertion | Dates | Unit Rates (JPY) |
|--------------|---|---------------------|-----------------------------|--------------|-----------------------------|
| i. | Sen-I News | H140 mm x W 250 mm | 2 | | |
| ii. | Senken Shimbun | H 175mm x w 250 mm | 2 | | |
| iii. | Shin so-Living-Times | H 168 mm x W 185 mm | 2 | | |
| iv. | Home Living | H 100 mm x W 240 mm | 2 | | |
| v. | Interiors Business News | H 97 mm x W 113 mm | 2 | | |
| vi. | Asian Textile Business | H 130 mm x W 185 mm | 2 | | |
| Note: | Online Advertisement for all the magazines / newspapers may be taken as package, wherever applicable. | | | | |
| | Total | | | | |

Some newspapers/magazines offer 1+1 services and complimentary online advts. as package advts. The agency shall try to avail of the same wherever possible and the payment towards complimentary advts. are not to be charged. The rates of the respective publishers, preferably e-mails of the price may be attached.

| 2. | Printing of Fair Directory / Catalogue (bilingual) | Unit Rates (JPY) |
|-----------|---|-------------------------|
| | <p><u>Translation and Page setting (Japanese to English or vice versa) for bilingual fair catalogues:</u></p> <p>i) Cover design (to be made by ITPO)</p> <p>ii) Fact-Sheets</p> <p>iii) Locational map of MYDOME, OSAKA</p> <p>iv) Write-up of ITPO/Home Furnishing/ Garment Industry</p> <p>v) Alphabetical list of Exhibitor and details profile</p> <p>vi) Message of CMD, ITPO</p> <p>vii) Message of Embassy of India/CGI, Japan</p> <p>viii) Messages of other organizations</p> <p>ix) Translation of company profiles and other pages in Japanese</p> <p>x) Company profiles of all the exhibitors</p> <p>Translation of the above documents, page setting in the relevant software format (PDF, illustrator etc.) and forwarding to ITPO, New Delhi within stipulated time for final checking with a view to make corrections in English. The corrections if any, needs to be carried out in English / Japanese version.</p> | |
| | | Total |
| | OPTIONAL (Not to be included in total) | Quantity |
| | Printing of Fair Catalogue Size: 5"x8.5", Pages - 196 pages incl. cover (Text: 24 pages Colour and the rest in Black & White), Cover - 300 gsm art | 2000 |

| | | | |
|-----------|---|-----------------|------------------|
| | card and text -100 gsm art paper, | | |
| 3. | Printing (Translation, Page setting and Printing after approval of ITPO) | Quantity (Nos.) | Unit Rates (JPY) |
| i. | Flyers(Multi-colour)/Direct Mailer | 7000 | |
| ii. | Envelope | 7000 | |
| iii. | Admission Card | 7000 | |
| iv. | Registration Form | 3500 | |
| v. | Invitation for Opening Ceremony | 200 | |
| vi. | Envelop for Opening Ceremony | 200 | |
| vii. | VIP Poster | 100 | |
| viii. | Invitation for most important buyers | 500 | |
| ix. | Envelop for most important buyers | 500 | |
| | | Total | |

| | | | |
|-----------|---|----------|------------------|
| 4. | Direct Mail | Quantity | Unit Rates (JPY) |
| i. | Procurement of additional Data base of potential buyer for the product profile of Garment & Home Furnishing | 3000 | |
| ii. | Postal and operational charges including label Printing, labeling, inserting classifying Postal Number, Postal Charges (Database 5,000+ opening Ceremony Invitation 200+ Important Buyers 500) | 7000 | |
| iii. | E-mail announcement to all the database | 7000 | |
| iv. | E-mail(reminder) | 7000 | |

Actual Data base(2000) of 2015 will be provided by ITPO only after first mailing and getting the report of the response of mailing.

| | | |
|-----------|--|------------------|
| 5. | Photography Arrange services of photographer for still photography as well as video coverage to cover all press conference(s) / inauguration ceremony and fairs | Unit Rates (JPY) |
| i) | - Inaguration Ceremony (30-35 photographs) | |
| i) | - VIPs visits (10-15 photographs) | |
| ii) | - All Display booths and theme Area etc. (120 photos) | |
| | - Other occasion, if required: (30-40 Photographs) | |
| iv) | - Photographer to be available during the fair period | |
| | - Print Size: 8"x10" = 50 Nos.(as selected) | |
| v) | - Print Size 5"x7" = all photographs. | |
| vi) | - Album: 1 No. for inauguration photos only | |
| vii) | - Soft copy in CDs/DVDs in High Resolution (1) and low resolution (1). | |

| | | |
|-----------|---|------------------|
| 6. | Telemarketing | Unit Rates (JPY) |
| | Telemarketing to 7000 buyers (three times to each buyer) for a period of 45 days by engaging telemarketer(s). Weekly Report may be submitted to ITPO. | |

| | |
|--|---|
| Part A : <u>PUBLICITY & ALLIED SERVICES</u> | Total amountYen (In words) |
|--|---|

Optional (Pl. don't include in Total)

| | Manpower requirement at Business Registration (All manpower has to be bilingual) (Clause 2.6): | Unit Rates (In Japanese Yen) |
|------|--|---------------------------------|
| (i) | Manning the Registration counters with 4 local staffs+1 co-ordinator (from July 22-24, 2015) | |
| (ii) | Deployment of 16 Interpreters+1 coordinator (from July 22-24, 2015) | |
| iii) | Additional Interpreter (On need base, If required)Yen per day orYen for 3 days | |
| iv) | Service girl/hostess to serve tea/coffee etc. to visiting VIPs for VIP Room – 1 No. | |
| v) | Service Boys/Girls to manage tea/refreshment corners and to serve tea/coffee at the registration desk/other temporary offices at the two floors – 4 Nos. | |
| (vi) | 4 computers along with Data entry staff for feeding information of visitors as per the registration details and submits the daily report as well as consolidated report (Excel format) and in a softcopy to ITPO after the conclusion of the event on 28/07/2015 as per scope of work. | |

| | Road Shows: | <u>Unit Rates (JPY)</u> |
|------|--|-------------------------|
| i) | Road show at Osaka, | |
| ii) | Road show at Kobe | |
| iii) | Road show at Yokohama / Nagoya / other regions | |
| iv) | Publicity on FM Radio (for the duration of 7 days with 10 to 15 slots on each day incl. complimentary) | |
| v) | Publicity at Airport Hoarding (Tokyo / Osaka) | |

*Complementary services (if any), which Agency will provide to ITPO may be specified.

Date:

Signature of Authorized representative

Name:

Company Seal

INDIA TRADE PROMOTION ORGANISATION
36th India Garment Fair and 26th India Home Furnishing Fair, Osaka, Japan
(July 22-24, 2015)

FINANCIAL BIDS

Part B : Promotion and Public relation activities
(Press conference/ Media Coverage)

| Sl.No. | Particular | Unit rate (JPY) | |
|--------|--|--|--|
| 1. | Procure Database of 100 Japanese eminent Media persons(Electronic and Print) (Preferably Tokyo and Osaka based), Inviting them for 2 press conferences and Media coverage during the above twin events (Data to be provided in Hard copy as well as soft version in CD/DVD/pen drive) | | |
| 2. | Create, manage and maintain the bilingual (English and Japanese) website for both the events (10 pages each), which shall have hyperlinked with websites of Embassy of India, Tokyo, CGI (Osaka), ITPO's main website, etc. The website has to be maintained all along during the currency of the contract which should include details of Exhibitors & registered Business Visitors. The queries raised on the website will be replied in English/Japanese as per the case within 4-5 days after consultation with ITPO, if required. | | |
| 3. | Two Press Conferences in Japan (1st in Tokyo and 2nd in Osaka) during April / May | <u>Tokyo</u> Unit rate (JPY) | <u>Osaka</u> Unit rate (JPY) |
| i) | Venue cost in a 4 star Hotel (Please indicate the venue, if possible) | | |
| ii) | Printing and forwarding Invitation to eminent Press/Journalist (Bilingual Japanese/English) | | |
| iii) | Preparation of press kit bilingual (Japanese/English) as per data/information provided by ITPO | | |
| iv) | All arrangement for making Power Point presentation on the above events: Bilingual (Japanese/ English) i) All audio-visual equipment (Screen, projector, mic (cordless) etc. ii) Back-drop(s) (Bilingual(Japanese/English)) iii) Signages at the venue of press conference iv) Preparation of text in Japanese including graphics of the power point presentation on the basis of inputs provided by ITPO and presentation of the same in Japanese | | |
| v) | Arrangement of one professional bilingual MC | | |

| | | | |
|--------------|---|--|--|
| vi) | Arrangement of one professional Interpreter | | |
| vii) | Lunch/Dinner for up to 40 persons | | |
| viii) | Refreshment(Tea/coffee/ snacks) for up to 40 persons | | |
| ix) | Issue of Press Release (bilingual) with photographs immediately thereafter, both through electronic mails and hard copies to select media all over Japan, neighboring countries and India to ensure appropriate and adequate media coverage of the twin events in 3 Phases i.e. pre, during and post event. The agency will arrange publishing of coverage in 15-20 media (Print + Electronics) both general and specialized media (daily/periodical). Evidence (both in hard and soft copy) will be produced to ITPO). | | |

| 4. | <u>Liaison</u> | Unit Rates (JPY) |
|-----------|---|------------------|
| i) | Opening ceremony (Liaison with VIPs/C&D Agency/ Messages/Ribbon Cutting and refreshment, etc.) | |
| ii) | Liaisoning & Organizing Messages from supporting Organizations i.e. JETRO, Importer Associations, Chambers of Commerce, Japanese Local Government, Embassy of India/CGI, Japan. | |
| iii) | Getting support, Liaison & Organizing Meetings of ITPO officers with representatives of Organizations i.e. JETRO, Japanese Importer/buyers textiles Associations, Chambers of Commerce, Japanese Local Government, Embassy of India/CGI, Japan as per requirement.. | |

| | | |
|-----------|---|--|
| 5. | <u>Buyers Feedback</u> To be conducted during all the 3 days of the event, i.e. on 24 th , 26 th and 26 th of July, 2015 at both the floors. The designing of the feedback form, getting it filled from buyers and a brief analysis and recommendations have to be enclosed in the final report. (Clause 2.23) | |
|-----------|---|--|

Two sets of evidences/press clippings (Hard and Soft version) in the form of copy of publications/periodicals/screenshots and/ or Audio/video tapes/ CDs/DVDs etc. to be submitted for each coverage received in electronic or print media.

| | |
|--|--|
| Part B : Public relation activities and services (Press conference/ Media Coverage) | Amount in Japanese YenYen (In words.....)) |
|--|--|

| Optional (Pl. don't include in Total) | Unit Rates (JPY) |
|---|-------------------------|
| All the arrangements as listed at Sl. No.3(i to ix) for the 3 rd press conference i.e. curtain raiser press conference 2-3 days before the event at Osaka if needed. | |
| Networking dinner serving the same menu as for Press Conference for 200 persons along with MC. | |

Date:

Signature of Authorized representative

Name:

Company Seal

Please Note: In case of shortfalls either because of reduce scope of work by ITPO or for other genuine reasons the deduction will be made as per the above unit rates.

e.g. (i) If, one press conference in Tokyo is not organized by ITPO, then the amount quoted for one press conference will be deducted. Please note that ITPO will give minimum 15 days notice of such cancellation.

(ii) However, in case of manpower, if not deputed, full deduction on the basis of unit rates quoted will be made.

PROFORMA FOR PERFORMANCE BANK GUARANTEE

(To be given only if the agency wants to avail of advance of 25% amount of the bid. This can be given subsequently after the award of work/contract)

To

The Officer on Special Duty
India Trade Promotion Organisation,
Pragati Bhawan,
Pragati Maidan,
New Delhi - 110001

In consideration of the President of India acting through the India Trade Promotion Organisation (hereinafter referred to as 'the ITPO') having agreed to grant a licence to M/s.....of(hereinafter called the "LICENSEE") for carrying out the work of (i) **Publicity & Allied services and (ii) Promotion and PR activities for 35th India Garment Fair and 26th India Home Furnishing Fair, 2015, Osaka(Japan)** on the terms and conditions contained in the said Bid Document, which interalia provides for production of a Bank Guarantee to the extent of ` (..... in words) for the service by way of security for the due observance and performance of the terms and conditions of the said licence we.....(indicate the name and address and other particulars of the bank) (hereinafter referred to as 'the Bank') at the request of the LICENSEE hereby irrevocably and unconditionally guarantee to the ITPO that the Licensee shall render all necessary and efficient services which may be require to be rendered by the LICENSEE in connection with and /or for performance of the said LICENSEE and further guarantees that the service which shall be provided by the LICENSEE under the said Bid Document, shall be actually performed in accordance with terms and conditions of the Bid Document to the satisfaction of the ITPO.

2. We, the bank hereby undertake to pay to the ITPO an amount not exceeding Rupees./Yen(Rupees/Yen.....only) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said LICENSEE of any of the terms and conditions contained in the said licence.

3. We, the bank hereby, in pursuance of the terms of the said license, absolutely, irrevocably and unconditionally guarantee as primary obligee and not merely as surety the payment of an amount of Rupees/yen. (Rupees/yen.....only) to the Authority to secure due and faithful performance by the LICENSEE of all his/their obligations under the said Licence.

4. We, the bank hereby also undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the ITPO stating that the amount claimed is due by way of loss or damage caused or would be caused to or suffered by the ITPO by reason of breach by the said LICENSEE of any of the terms or conditions contained in the said Bid Document or by reason of the LICENCEE's failure to perform any of its obligations under the said Licence.

5. We, the bank, do hereby agree that the decision of the ITPO as to whether the licensee has failed to or neglected to perform or discharge his duties and obligations as aforesaid and/or whether the service is free from deficiencies and defects and is in accordance with or not of the terms & conditions of the said Licence and as to the amount payable to the Authority by the Bank hereunder shall be final and binding on the Bank.

6. WE, THE BANK, DO HEREBY DECLARE AND AGREE that :

(a) the Guarantee herein contained shall remain in full force and effect for a period of three years from the date hereof and that it shall continue to be enforceable till all the dues of the Authority/ITPO and by virtue of the said Licence have been fully paid and its claims satisfied or discharged or till ITPO satisfies that the terms and conditions of the said licence have been fully and properly carried out by the said LICENSEE and accordingly discharged this guarantee.

(b) the ITPO shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the term and conditions of the said Licence or to extend time of performance of any obligations by the said LICENSEE from time to time or to postpone for any time or from time to time any of the powers exercisable by the ITPO against the said LICENSEE and to forbear or to enforce any of the terms and conditions relating to the said Licence and we shall not be relieved from our liability by reason of any variation or extension being granted to the said LICENSEE or forbearance act or omission on the part of the ITPO or any indulgence by the ITPO to the said LICENSEE or to give such matter or thing whatsoever which under the law relating to sureties would but for this provision, have effect of so relieving us.

(c) any claim which we have against the LICENSEE shall be subject and subordinate to the prior payment and performance in full of all the obligations of us hereunder we will not without prior written consent of the ITPO exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of us hereunder remains owing and outstanding.

(d) This guarantee shall be irrevocable and the obligations of us herein shall not be conditional of any prior notice by us or by the LICENSEE.

7. We the BANK undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.

Date.....day..... for _____
(name of the bank)

Witness :

1..... 2.....

(On company's letterhead)

Dated.....

The Fair In charge,
IGF/IHF 2015 editions,
India Trade Promotion Organisation,
New Delhi-110001

Sub: **Certificate of Authenticity/Genuineness**

(To be given along with the final report/bill while submitting hard evidences of deliverables)

Dear Sir,

We are pleased to enclose herewith our bill/invoice No. dated.... For an amount of Yen..... as per the job order received vide letter/e-mail dated..... from ITPO on the acceptance of our offer vide tender bid dated.....

This is to certify that all the enclosures being given herewith as documentary evidence in the hard copy version/soft version are correct to the best of our knowledge/belief. We have provided the English translation wherever necessary so as to facilitate appreciation of the work undertaken. All the information provided in the CD/Pen drive is also correct and reflects the legitimate work performed by us.

The manpower engaged for carrying out the work under this contract/arrangement has been paid their necessary remunerations as per our arrangement with them. Their particulars, names, addresses, telephone numbers etc. along with their attendance record and details of the work performed, are also enclosed. We indemnify ITPO for any claim whatsoever from any of the person engaged by us for executing the contract/work order.

Thanking you,

Yours sincerely,

Date:

Place:

Signatory

Authorised

(Company seal)