

**INDIA TRADE PROMOTION ORGANISATION**  
(A Government of India Enterprise)  
Pragati Bhawan, Pragati Maidan,  
New Delhi-110 001.

**Appointment of Knowledge cum Media Partner for Auto Ancillary Show, Pune.**  
**October 25 - 28, 2013.**

India Trade Promotion Organisation (ITPO), a Public Sector Enterprise under the Department of Commerce and Industry, Govt. of India, is engaged in trade promotion activities through Trade Fairs / Exhibitions, Buyer-Seller Meets, etc.

ITPO is now organizing the 2nd Auto Ancillary Show in Pune in October, 2013.

ITPO intends to involve a Publisher/ Media house/Advertising Agency/Consultant as Knowledge-cum-Media Partner for the Auto Ancillary Show to provide Auto Industry related inputs and guidance to strategize and plan the Show. The prerequisites expected of the prospective Partner (Publishers/Media House) are set out in the attached documents with detailed Scope of work expected from the Partner, Terms and conditions, Prequalification Bid Form and Financial Bid Form for your ready reference. Please study the documents carefully before bidding.

Bidders are requested to submit their bid in the specified format in two separate envelopes - first containing the Pre-qualification Bid Form and second Financial Bid Form, as per deadlines specified.

Bidders may also be required to give a Presentation in this regard at Pragati Bhawan, Pragati Maidan, New Delhi.

(DK Nangia)  
Dy. General Manager

No. 25 – ITPO (2) E I/2012 – 13/KMP 2013  
**INDIA TRADE PROMOTION ORGANISATION**

**AUTO ANCILLARY SHOW, PUNE**  
**Oct. 25-28, 2013**

**PROCEDURE / TERMS & CONDITIONS FOR PRE-QUALIFICATION BID/FINANCIAL BID**

- 1) To qualify in the Pre-Qualification Bid, the Publishers/ Media house etc. must fulfill the conditions laid down.
- 2) Financial bid of any bidder not fulfilling the parameters / conditions laid down, would not be opened.
- 3) Documents to be attached along with Pre-qualification Bid:
  - a. Self-attested copy of Certificate of Incorporation for a Public Limited Company;
  - b. Self-attested copy of Partnership Deed, in case it is a Partnership Firm;
  - c. For a Proprietorship Firm, details of Registration;
  - d. Self-attested Copies of PAN Number, TAN Number and Service Tax Number;
  - e. Self certified copy of certificate of registration with requisite authority.
  - f. CA certificate of annual turnover of Rs. 5 crores min. during each of the last three years.
  - g. CA certificate of minimum 5 years experience for event / Seminar related activities along with a list of Events year wise.
  - h. DD for Rs. 5000.00 as EMD, drawn in favour of India Trade Promotion Organisation, payable at New Delhi.
- 4) The Sealed Bid should be submitted in single stage {along with DD for Rs. 5000.00 as EMD, drawn in favour of India Trade Promotion Organisation, payable at New Delhi}, i.e. two envelope system, as per the details given below:
  - a. **Envelope – I:** Should only contain the Pre-qualification Bid with enclosures of supporting documents as stated in terms & conditions of Pre-qualification and also acceptance of Terms & Conditions + Undertaking + DD / pay order.
  - b. **Envelope – II:** Should contain the Financial Bid only.
  - c. Both the above envelopes should be sealed and kept in the third envelope super-scribed with name of work, address of the bidder and addressed to Shri D.K. Nangia, Dy. General Manager, Room 112, Administration Building, India Trade Promotion Organisation, Pragati Maidan, New Delhi-110 001, and should reach to the addressee by 3.00 p.m. on 13 Sept. 2013.

- 5) The Pre-qualification Bid will be opened on the same day by the Bid Committee at 4.00 pm and bidders may depute their representatives along with the Authority Letter. The Financial Bid of only successful bidders of the Pre-qualification Bid will be opened.
- 6) The bidders are advised to bring all the above documents, in original, to produce before the Tender Committee, in case solicited by the Committee.
- 7) ITPO reserves the rights to outsource more than one Knowledge-cum-Media Partner and award part / whole of the job to other empanelled Agency. However, there shall not be any overlapping of work if more than one successful bidder is appointed.
- 8) In case any successful bidder, at any stage, fails to provide the solicited/ committed services or does not meet the deadline barring force - majeure conditions, the appointed KMP shall deem to be de-engaged and no communication / explanation would be sought / entertained in this regard, in view of very fact that the Event-related activities are time-bound.
- 9) Incomplete Bid Form received without the supporting documents would be summarily rejected.
- 10) All the pages of the Bids need to be duly filled in and signed by the Authorized Signatory and the declaration that the Signatory is authorized to sign the bids is to be separately submitted.
- 11) ITPO reserves the right to reject any / all the bids without assigning any reason. Any change in the Format is strictly forbidden and if noticed, the bid is liable to be rejected.
- 12) Any disputes or differences between ITPO and the proposed Knowledge-cum-Media Partner arising out of or in connection with the empanelment shall be referred to the Chairman & Managing Director, ITPO or her nominee to act as a sole Arbitrator in accordance with the Arbitration and Conciliation Act, 1996. The award of the Arbitrator shall be final and binding on the parties.
- 13) The Courts in Delhi / New Delhi shall have exclusive jurisdiction to try all disputes between the parties arising out of appointment of Knowledge-cum-Media Partner.

**INDIA TRADE PROMOTION ORGANISATION**  
**PRAGATI MAIDAN, NEW DELHI - 110 001**

**TERMS & CONDITIONS FOR KNOWLEDGE-CUM-MEDIA PARTNER (KMP)**

- A. **Introduction:** ITPO is organizing the 2nd Auto Ancillary Show in Pune from October 25-28, 2013. ITPO is looking to appoint a **Knowledge-cum-Media Partner** to provide Auto Industry related inputs and guidance to strategize the Show.
- B. **Period of Engagement:** Initially for the current event in Oct. 2013, and extendable for one more year subject to satisfactory performance.
- C. **Objectives:** The KMP is required to provide all inputs about leading Auto Ancillary companies in India, their key executives, contact details, major buyers (from India and across-the-globe) of products of Auto Industry. KMP to also assist ITPO in formulation of strategy and time-to-time evaluation thereof for the success of the Show. This also involves holding Presentation Meetings(s)/Seminar(s) before the Show, Seminars during the Show, arrangement for the Speakers, release of Advertisements, etc.
- D. **SCOPE OF WORK:**
- I. **Pre-requisites for Bidders:** To qualify in the Pre-Qualification Bid, the Publishers/ Media house etc. must fulfill the following conditions:
- 1) The Publisher / Media House / Advertising Agency/Consultant should be registered with the requisite authority.
  - 2) It should have a minimum turnover of Rupees five crores during each of the last three years.
  - 3) Have a minimum of five years' experience for Event / seminar related activities.
  - 4) Bidder should be publishing / having tie up with at least two monthly publications on the Auto Industry / Auto Component Industry. At least one of the publications should be targeted towards the Auto Industry Professionals.
  - 5) The readership of at least one of the Publications should be at least 100,000.
  - 6) Should have media tie-up with at least one of the Business TV Channels viz., NDTV Profit, ET Now, UTV Bloomberg, CNBC TV 18, CNBC Awaaz, Zee Business etc.

***NB: The financial bid of any bidder not fulfilling the above parameters / conditions, would not be opened.***

## **II. Deliverables / Role of a Knowledge-cum-Media Partner (KMP):**

A Knowledge-cum-Media Partner is required to carry out the following actions at no cost to ITPO:

- a. Release a total of two full page colour advertisements of the Show in their magazines – on complimentary basis.
- b. Ensure coverage on one business TV channel as indicated, and one Regional language channel, for a total period of at least ten minutes.
- c. Ensure at least four pages of editorial coverage in their magazines – on complimentary basis.
- d. Provide inputs to ITPO for themes of the Show and Seminars.
- e. Organising half-day Seminar at least in one city before the Show.
- f. Organising two Seminars (half day basis) during the currency of the Show.
- g. Mobilising top Automobile Industry experts as Speakers, for the Seminars, as mutually agreed with ITPO. Speakers should be above the level of GMs.
- h. Managing the Seminar in the form of securing audience, panelists, moderators and speakers, sponsorships.
- i. Manage and organise all travel, hospitality, logistic arrangements, etc. for the panelists, speakers and moderators.
- j. Obtaining sponsorships.
- k. Delegate fee, if any proposed, to be finalized in consultation with ITPO.
- l. Promote the Show and Seminars through own or associated Automobile related publications /websites / direct e-mail and other own publications, etc.
- m. The KMP to extend help in bringing in key companies to participate as exhibitors and visitors to the Show.
- n. The KMP will promote the Show on its own websites and other related web portals.
- o. KMP to assist in listing of the Show on international auto related websites of importance.
- p. Operation, manning & managing of Welcome desk and Reception of speakers/delegates to be organized by KMP.

### **III. Deliverables from ITPO**

- a. ITPO will provide the venue for Seminars along with necessary AV hardware. Registration desk (furniture only) will also be provided by ITPO.
- b. F&B arrangements during seminar will be done by ITPO.
- c. ITPO will bring in relevant senior dignitaries from the State or Central Government for the seminars, as mutually acceptable.
- d. ITPO will give rights to the Publisher for raising the sponsorship money for organizing the Seminars.
- e. Sponsorship money will be paid into ITPO's account only.
- f. Percentage of sponsorship money to be shared with ITPO will be included by the bidder in its offer.
- g. ITPO will pay the agreed amount to the Publisher in two parts.
  - First part (i.e. relating to the pre-fair seminar on satisfying the mutually agreed conditions), to be released within two weeks of the holding of the pre fair Seminar.
  - The second part, within two weeks after the closure of the Show after satisfactorily meeting all conditions laid down.
- h. The names of the Knowledge cum Media Partner will be displayed on all print material, website, hoarding and other communication material.

### **E. GENERAL DUTIES & RESPONSIBILITIES OF KMP:**

- a. The Knowledge-cum-Media Partner must ensure that the personnel engaged by it should not be less than the age of 18 years.
- b. The Knowledge-cum-Media Partner will be fully responsible for the credentials / bonafide of deployed staff and also of their acts and omissions and indemnify ITPO against any claim whatsoever.
- c. The Knowledge-cum-Media Partner shall take instructions from ITPO for the effective execution of the outsourced job and faithfully comply with the same.
- d. The Knowledge-cum-Media Partner shall abide by all Labour Laws as applicable in Maharashtra State and shall pay Provident Fund, ESI and other benefits to the engaged personnel, as required under Labour Laws.
- e. The ITPO, under no circumstances, will be deemed or be treated as the employer in respect of any person engaged / employed by the Knowledge-cum-Media Partner

for any purpose whatsoever nor would ITPO be liable for any claim(s) whatsoever of any such person(s) and shall indemnify ITPO against any claim.

- f. The Publishers / Media house/ Advertisement Agency/Consultant should have in-depth knowledge of auto – industry, their decision-makers and also the worldwide trends/grasp of Technological developments in the Industry.
- g. Association with Auto Industry related event / seminar in past would be desirable.

**F. INSURANCE:**

Knowledge-cum-Media Partner shall take out suitable insurance cover for the personnel deployed by it to cover any incident / accident.

**G. SECURITY DEPOSIT:**

The successful bidder shall submit interest free performance guarantee amount of Rs. 1,00,000 (Rupees one lakh only) by way of Demand Draft / Pay Order drawn in favour of "**India Trade Promotion Organisation**", payable at **New Delhi** within seven days on receipt of Notice in this regard from ITPO.

The guarantee amount shall be refunded to the empanelled Knowledge-cum-Media Partner on request in writing, after satisfactory completion of the empanelment period.

**H. SUBMISSION OF CLAIMS:**

- a. The Knowledge-cum-Media Partner should submit bills, in duplicate, along with the supporting documents.
- b. TDS, as applicable from time to time, shall be deducted on gross amount of the bill as per rules and ITPO is duly bound to provide TDS Certificate.

**I. REVIEW AND ANNULMENT OF EMPANELMENT:**

- a. ITPO reserves right to empanel more than one Knowledge-cum-Media Partner and award part / whole of job to other empanelled Knowledge-cum-Media Partner.
- b. ITPO reserves its right to review the performance of the Knowledge-cum-Media Partner from time to time and point out the short-comings. The empanelled Knowledge-cum-Media Partner shall be under the obligation to act / remove the notified short-comings. Non-performance would lead to cancellation of assignment.
- c. ITPO also reserves its rights of cancelling of the assignment in full or part thereof with due Notice and explanation thereof and no correspondence will be entertained thereafter.

- d. Any breach of the Terms & Conditions by Knowledge-cum-Media partner shall culminate into termination of the appointment.
- e. In case ITPO is required to meet any liability in respect of Knowledge-cum-Media Partner by virtue of their working at the premises of the ITPO or elsewhere, it would be open and lawful for the ITPO to deduct the amount(s) of any such liability from and out of dues payable to the Knowledge-cum-Media Partner.

**J. AUTHORISED SIGNATORY:**

All the documents as mentioned above should be signed by the Authorised Signatory of the Agency.

**K. INDEMNITY:**

The empanelled Knowledge-cum-Media partner unconditionally agrees to indemnify India Trade Promotion Organisation from all claims / liabilities arising out of out-sourcing of event related acts & omissions.

**L. ARBITRATION:**

Any disputes of differences between the ITPO and the empanelled Knowledge-cum-Media partner arising out of or in connection with the empanelment and related to deployment of Knowledge-cum-Media Partner shall be referred to the Chairman & Managing Director, ITPO or her nominee to act as a sole Arbitrator in accordance with the Arbitration and Conciliation Act, 1996. The award of the Arbitrator shall be final and binding on the parties.

**M. JURISDICTION:**

The Courts in Delhi / New Delhi shall have the exclusive jurisdiction to try all disputes between the parties arising out of empanelled Knowledge-cum-Media Partner.



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**PRE-QUALIFICATION BID FORM**

Engagement of Knowledge-Cum-Media-Partner for Auto-Ancillary Show, 2013, Pune.

1. Name of the Knowledge-cum-Media Partner : .....  
(As given in Registration documents).....
2. Postal Address:
  
3. Telephone (with STD Code): .....
4. Fax (with STD Code): .....
5. E-mail: .....
6. Service Tax Number: (attach self certified copy of certificate).....
7. Permanent Account No. (attach self certified copy of certificate).....
8. TAN Number: (attach self certified copy of certificate).....
9. Tie-up with Publications:
  - Names of Publications .....  
(at least one targeted .....  
towards auto industry professionals)
  - Whether own or else .....  
.....
  - Readership & Periodicity .....  
(at least one with .....  
readership of 1 lakh)
10. TV Channels:
  - Name of business TV channel(s) .....  
(ref. D 6, page 4) .....

- Nature of tie-up, please specify .....

12. Legal status of the Company / Proprietorship/ .....

Partnership Firm / Regd. Society:

(Please attach Certificate of Incorporation in case it is Company / Certificate of Proprietorship Firm / Partnership / Certificate of Registration of co-operative Society etc.)

13. Please attach self certified copy of certificate.....  
of registration with requisite authority.

14. Please attach CA certificate of annual turnover.....  
of Rs. 5 crores minimum during  
each of the last three years.

15. Please attach CA certificate of minimum .....  
5 years experience for event /seminar related  
Activities along with a list of Events year wise.

16. Please list details of DD with amount .....

**Declaration**

I have read the attached terms & conditions of Pre-qualification Bid and financial bid and also that of empanelment of Knowledge-cum-Media Partner with India Trade Promotion Organisation, New Delhi and in comfortable position to provide ITPO event related support Seminars. I .....(Designation) .....am authorized signatory and competent to sign and in affirmation thereof I put my signature.

Signature.....

Name.....

Designation.....

Place:.....

Date:.....

Full Address .....

.....  
.....  
.....

**UNDERTAKING / VERIFICATION**

I,.....S/o Shri .....  
R/o.....  
.....

I hereby confirm that I am authorized signatory and all the information furnished above are true and correct to best of knowledge and belief and not hidden / retained any information which could be a constraint in empanelment and submit the bid / tender after thoroughly reading with the terms and conditions and unequivocally agreed to comply with them at all the time during the course of empanelment with ITPO.

Signature.....

Name.....

Designation.....

Place:.....

Full Address.....

Date:.....

.....  
.....

**No cutting/ over writing is permitted  
(In case bidder desire to give any additional information,  
kindly attach separate sheets)**

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**FINANCIAL BID FORM**

**Engagement of Knowledge-Cum-Media-Partner with India Trade Promotion Organisation, for Auto-Ancillary Show, October, 2013, Pune.**

- I. Name of the Knowledge-cum-Media Partner : .....  
(As given in Registration documents)
- II. Postal Address: .....  
.....  
.....
- III. Proposed Quantum of Sponsorships (Minimum) : Rs. ....
- IV. Percentage of sponsorship money to be: Rs. ....  
shared with ITPO
- V. No. of Full page advertisements proposed .....  
to be released by bidder in publications listed (min.2)
- VI. No. of pages of editorial proposed to be carried .....  
in publications listed(min. 4 pages)
- VII. Name of business TV & Regional channel(s) .....  
.....  
Total coverage offered (min 10 min.) .....
- VII. Number of Seminars - pre fair .....  
(min. one at an auto ancillary centre)
- IX. Number of Seminars during the show .....  
(Min 2 - half day basis)

Signature.....  
Name.....  
Designation.....

Place:.....  
Date:.....

Full Address.....  
.....  
.....

**(Cutting/ over writing is not permitted)**