

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 10 - 13, 2014.

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

ITPO is now organizing the 3rd Auto Ancillary Show in Pune from October 10-13, 2014.

ITPO intends to involve a Publisher/ Media house/ Consultant as **Knowledge-cum-Media Partner{KMP}** for the Auto Ancillary Show to provide Auto Industry related inputs and guidance to strategize and plan the Show. The prerequisites expected of the KMP are set out in the attached documents including detailed Scope of work, Terms and Conditions, Pre-qualification Bid Form and Financial Bid Form. 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. 108-ITPO(158)/AAS/2014/
INDIA TRADE PROMOTION ORGANISATION

3rd AUTO ANCILLARY SHOW, PUNE
October 10-13, 2014

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 copies of supporting documents as stated in terms & conditions of Pre-qualification and also acceptance of Terms & Conditions + Undertaking + DD / pay order (towards EMD).
 - 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 211, Administration Building, India Trade Promotion Organisation, Pragati Maidan, New Delhi-110 001, and should reach to the addressee by 3.00 p.m. on 24th July, 2014.

- 5) The Pre-qualification Bid will be opened on the same day by the Bid Opening Committee at 4.00 pm and bidders may depute their representatives along with the Authority Letter. {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 the 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 3rd Auto Ancillary Show in Pune from October 10-13, 2014. 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 October, 2014, and extendable for one more year subject to satisfactory performance.
- C. **Objectives:** The KMP is required to provide 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 may also involve holding Meetings before the Show, Seminars during the Show, arrangement for the Speakers, release of Advertisements, etc. are part of work responsibility.
- 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 / 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 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 three full page colour advertisements of the Show / Seminar in the magazines – **on complimentary basis (Ref. D-I, 4)**.
- b. Ensure coverage on at least one business TV channel {**Ref D-I, 6**} for at least fifteen minutes.
- c. Ensure at least four pages of editorial coverage in their magazines – **on complimentary basis**.
- d. Provide inputs to ITPO for promoting theme of the Show and the Seminars.
- e. Organising at least two Seminars (half day basis) during the currency of the Show.
- f. Mobilising top Automobile Industry experts as Speakers, for the Seminars, as mutually agreed with ITPO. Speakers should be of the level of at least Vice President/GM.
- g. Managing the Seminar in the form of securing audience, panelists, moderators, speakers, and sponsorships.
- h. Manage and organise all travel, hospitality, logistic arrangements, etc. for the panelists, speakers and moderators based in India, at its own cost.
- i. Obtaining sponsorships.
- j. Delegate fee to be finalized in consultation with ITPO. One third (1/3rd) of delegate fee will be shared with KMP - Minimum of 100 delegate seats will be made available for booking. Delegate fee will be received by ITPO only.
- k. Promote the Show and Seminars through own or associated Automobile related publications /websites / EDMs & tele-marketing.
- l. The KMP to help in bringing in key companies to participate as exhibitors and visitors to the Show – by use of EDMs, advertising, editorials, , personal contact etc..
- m. The KMP will promote the Show on its own websites and advise ITPO about other related web portals, which will be useful for AAS.
- n. KMP to assist in listing of the Show on international auto related websites of importance.

- o. To carry out 4 blasts of EDMs for exhibitor/visitor promotion for AAS, 2014 to the auto industry from its own resources.
- p. Operation, manning & managing of Welcome desk and Reception of speakers & delegates at venue to be organized by KMP.

III. Deliverables from ITPO

- a. ITPO will provide the venue for Seminars at ACDRI Auditorium, Pune along with necessary AV hardware, on as is where is basis. Any additions required, is to be done by KMP at its own cost. 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 agreed.
- d. ITPO will give rights to the KMP 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 KMP in two parts as per following:
 - First part (50% of KMP's share offered in the tender), to be released within one week of the receipt of the money by ITPO.
 - The second part, within two weeks after the closure of the Show after satisfactorily meeting all conditions laid down.
 - Share of delegate fee will also be paid within two weeks of closure of the Show, after meeting all conditions laid down.
- h. The names of the Knowledge cum Media Partner will be displayed on all print advertising material, website, hoardings, on site branding and other communication material.
- i. ITPO will provide access to exhibitor and visitor database.
- j. One booth of nine (9) Sq. mtrs. (shell scheme basis) at AAS, 2014.
- k. Branding/standee at Registration Desk and permission to distribute any special supplement & KMP's auto related publication.
- l. One page 4 colour advt. in exhibition directory.
- m. ITPO will look after the transportation & hospitality of overseas speakers, if any.

E. GENERAL DUTIES & RESPONSIBILITIES OF KMP:

- a. The KMP must ensure that the personnel engaged by it should not be less than the age of 18 years.
- b. The KMP 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 KMP shall take instructions from ITPO for the effective execution of the outsourced job and faithfully comply with the same.
- d. The KMP 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. ITPO, under no circumstances, will be deemed or be treated as the employer in respect of any person engaged / employed by the KMP 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 KMP should have in-depth knowledge of auto – industry, their decision-makers and also the worldwide trends/understanding 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/PERFORMANCE GUARANTEE:

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 / Service Tax, as applicable from time to time, shall be deducted / charged 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 KMP and award part / whole of job to other empanelled Knowledge-cum-Media Partner.
- b. ITPO reserves its right to review the performance of the KMP 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 KMP shall culminate into termination of the appointment.
- e. In case ITPO is required to meet any liability in respect of KMP 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, 2014, Pune.

1. Name of the Applicant :
(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 etc.)
 - (Please attach Certificate of Incorporation in case it is Company / Details of Registration of Proprietorship /Partnership Firm / 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

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.....

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UNDERTAKING / VERIFICATION

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

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:.....

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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, 2014, Pune.

- I. Name of the Applicant :
(As given in Registration documents)

- II. Postal Address:
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.....

- III. Percentage of sponsorship money to be:
shared with ITPO

- IV. No. of Full page advertisements proposed
to be released by bidder in publications listed (min.3)

- V. No. of pages of editorial proposed to be carried
in publications listed(min. 4 pages)

- VI. Name of business TV & Regional channel(s)
.....
Total coverage offered (min 15 min.)

- VII. Number of Seminars during the show
(Min 2 - half day basis)

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

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

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

(Cutting/ over writing is not permitted)