

Request for Proposal  
**Brand India Engineering Factbook**

**I. An introduction**

India Brand Equity Foundation (IBEF) is a Trust established by the Ministry of Commerce with the Confederation of Indian Industry (CII) as its associate. IBEF's primary objective is to promote and create international awareness of the *Made in India* label in markets overseas and to facilitate the dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across government and industry.

**II. Objective**

The Indian engineering industry represents a robust sector with a growing international market share and reach. Over the years, India has been performing well with regard to its engineering exports. In order to strengthen this trend of increasing exports to the target markets, a strategic approach is required to showcase its strengths and capabilities. This necessitates a campaign which would promote Brand India Engineering in terms of creating a brand image of Indian Engineering products & services, demonstrating Indian engineering capabilities across the board, positioning India as an advance supplier of capital goods, plant and machinery and high end engineering services.

**III. Project Proposal**

Towards this end, IBEF invites proposals for a Brand India Engineering factbook which would contain 50 important and significant facts regarding the key engineering segments. The facts should be internationally recognised and cover important areas such as total value, growth rate, projected potential, achievements, collaborations that highlight the strengths of the engineering sector. The key segments to be considered are:

- Iron & Steel products (Parts made of specialty steels)
- Industrial Machinery comprising of
  - IC Engines & parts
  - Pumps (all types)
  - Industrial Machinery for dairy, agriculture, food processing, textiles, paper, chemicals, etc
  - Machinery for ATMs, Injecting Molding machinery, valves, etc
- Electric Machinery & Equipments
- Auto & Auto Components
  - Motor Vehicle/cars
  - Two and Three Wheelers
  - Auto Components/Parts
- Aircrafts, Spacecrafts & parts
- Ships, Boats and Floating Structures
- Miscellaneous
  - Medical and Scientific Instruments

- Hand Tools, Cutting Tools and Implements made of Metals
- Cranes, Lifts & Winches
- Other Construction Machinery including agricultural equipment & machinery

Also, there are emergent trends which highlight the strength and potential of Indian Engineering which should also be considered while collating the facts. Some of them including the following:

- Research & Development taking place in the field of Engineering by countries' premier institutes like IIT's, IISC and other prestigious institutes
- Innovation taking place in Engineering sector
- Engineering Process Outsourcing (EPO) & Engineering Consultancy
- High potential sector like Defence, Aerospace, Renewable Energy, Oil & Gas, Infrastructure, Power etc.

**IV. Submission Date**

Interested companies should submit their proposal by and no later than May 19, 2012 to:

Ms Shoumi Dasgupta  
 Project Coordinator  
 India Brand Equity Foundation  
 Apparel House, 5<sup>th</sup> Floor  
 # 519 -22, Sector 44  
 Gurgaon -122003  
 Email: shoumi.dasgupta@ibef.org

The proposal should be submitted in triplicate sets, each set comprising:

- **A technical proposal**
- **A financial proposal in a separate sealed**

Incomplete submissions will be disqualified.

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*This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may*

*not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.*

*IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.*

*The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.*

*Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.*

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