



Experience India CD Booklet

Issued on: December 12, 2012

IBEF

India Brand Equity Foundation is a Trust established by the Department of Commerce, Ministry of Commerce and Industry, Government of India. 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 stake holders across government and industry.

Scope of Project

IBEF owns a business kit - *Experience India* - which comprises a booklet and a CD. The CD booklet, which carries business information reports and facts on India is regularly distributed within India and abroad. IBEF invites proposals from companies, which can undertake production and replication of CD booklet on a regular and timely basis for empanelment with IBEF for a six months period. The contract would be renewable on a six months basis. Companies engaged in production of CD booklets could contact IBEF for empanelment for this project for a six-month period (renewable). The company should possess the relevant expertise and wherewithal to undertake the project and should be quality-led.

A copy of the CD booklet could be collected from IBEF for reference.

Submission of proposal

Interested companies should submit a technical proposal providing the credentials of the company, the cost and time schedules for replication of 500 and 1000 CD booklets. Existing list of present clients may be shared.

Two sample CD booklets produced by the company should be provided.

The financial proposal should be submitted separately in a sealed envelope.

Last date for submission

December 21, 2012

Contact

Deepthy Ambooken
India Brand Equity Foundation
5th Floor, # 519-522
Sector 44, Gurgaon 120003
Haryana, INDIA
Deepthy.ambooken@ibef.org

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.