

**Request for Quotation (RFQ) for Middle East Airport  
Media Buying for IBEF Projects**

**Request for Quotation [RFQ]  
16<sup>th</sup> March, 2021**

**India Brand Equity Foundation,  
16th Floor, Dr Gopal Das Bhawan  
28, Barakhamba Road  
New Delhi – 110001, INDIA**

**[Total Number of Pages including this page: 17]**

**PART A:**  
**Brief about India Brand Equity Foundation**

The India Brand Equity Foundation (IBEF) is a Trust established by Department of Commerce, Ministry of Commerce & 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 dissemination of knowledge of Indian products and services.

Towards this objective, IBEF works closely with stakeholders across Government and Industry to promote Brand India. The objective of IBEF is to generate awareness about Indian products to promote India as a preferred business destination.

## **PART B: RFQ Overview**

The **nature of services** to be provided is set out in Item 1 and Item 2 of the Contract Information Table (under Part D of this RFQ).

Details about how to submit a Quotation are set out in Item 3 of the RFQ Information Table (under Part C of this RFQ).

**Conditions of Quotation:** Please read the Conditions of Quotation in Part E before submitting a Quotation. The RFQ Information Table in Part C also forms part of the Conditions of Quotation. The Conditions of Quotation are the conditions upon which IBEF shall receive and evaluate Quotations. Failure to strictly observe these conditions may result in a Quotation being rejected without evaluation.

**Quotation Form:** The Quotation Form in Part G is a form that is mandatory to be completed. You are advised to not separate the Quotation Form from this RFQ document. A Quotation is likely to be rejected if the Quotation Form is not used. A Quotation must contain (or be accompanied by) all the information and details required by this RFQ.

Enquires, and requests for further information about this RFQ, should be directed to the Contact Officer as follows:

Contact Officer: Ms. Parul Singh, Associate Director- IBEF

Telephone: 011 43845501

Email: [parul.singh@ibef.org](mailto:parul.singh@ibef.org)

**PART C:  
RFQ INFORMATION TABLE**

1.	Closing date and time for submission of a Quotation:	The closing date and time for lodgement of a Quotation is by and not later than 23 <sup>rd</sup> March, 2021, by 11.00 am.
2.	Pre-quotation clarification: <i>i.e. You may seek clarification</i> by writing email to contact person	Each prospective service provider may seek clarifications with respect to the RFQ before sending actual quotations, by writing email to contact person latest by 20 <sup>th</sup> March, 2021.
3.	Place and method of submission of a Quotation:	<p>A Quotation must be submitted as follows:</p> <ul style="list-style-type: none"> <li>i) Total cost A as described in Form F is to be submitted as part of the Quotation Form. This total cost will be considered for financial evaluation.</li> <li>ii) Taxes/VAT as applicable in India and as per actuals and the same are not required to be indicated in the Quotation Form. The foreign remittance charges/ CA certificate charges will be paid additional as per actuals.</li> <li>iii) The cost quoted should be in accordance with the duration and tenure mentioned in the RFQ. At no point of time will any deviation from the quoted rate be entertained by IBEF. The quoted cost should include all agency commission, designing, mounting, installation, printing any other cost, remittance cost, fluctuations if any, except taxes.</li> <li>iv) The quotation shall not include any conditions attached to it and any such conditions proposed (along with the quotation) shall be rejected summarily. The only valid condition will be availability of airport media at the time of booking, in such case alternative media options shall be considered post mutual agreement in writing between prospective bidder and IBEF.</li> <li>v) The quotation shall be submitted in sealed envelope and in accordance with terms of this RFQ.</li> </ul>
4.	Status of Quotation:	A Quotation submitted by a prospective bidder in response to this RFQ constitutes an offer by the prospective bidder to supply the products and services. The acceptance of that Quotation by IBEF, in accordance with this

		RFQ, will result in a legally binding contract subsequent to issuance of engagement letter for the supply of the Goods or services as defined.
5.	<p>Eligibility Criteria:</p> <p>Information to be provided by bidders as Annexures along with the original RFQ form.</p>	<ol style="list-style-type: none"> <li>1) The firm should be in operation for a minimum of two years as on date of floating of this RFQ. (A copy of registration certificate, partnership deed, GST certificate, trust deed, MOA, AOA needs to be submitted along with RFQ. The proprietorship firms may submitted a bank certificate for opening of bank account in the name of firm, duly signed and seal by authorised bank representatives)</li> <li>2) A minimum turnover of Rs. 5 Crore in the previous financial year 2019-20. (A photocopy of CA certificate in standard format)</li> <li>3) A confirmation letter/undertaking from the prospective bidder to successfully executive the project on behalf of IBEF.</li> </ol>
6.	Evaluation criteria:	<ol style="list-style-type: none"> <li>1) The prospective bidder who will quote the lowest bid- TP - Total Price (INR) = Summation of all amounts - A will be successful. Read Form F for clarity.</li> </ol>
7.	Notification of outcome:	The results along with the name of successful bidder will be notified of the outcome of the RFQ process, the results shall be as per the process and the successful bidder will be intimated by email and phone call.
7.	Contract Period & Timelines	<ol style="list-style-type: none"> <li>1) Contract Period- 1<sup>st</sup> April 2021- 31<sup>st</sup> March 2022. The successful bidder will sign the engagement letter. The quotation should be valid till 31<sup>st</sup> March 2022.</li> <li>2) RFQ Form Quotation will be used as a rate card, it does not confirms buying of all the elements. The final airport media inventory shall be conveyed by IBEF, and will be confirmed based on demand and availability. The rate for these inventory shall be calculated as per the rate referred in the RFQ Form Quotation.</li> <li>3) The successful vendor will have to confirm the media availability in advance.</li> <li>4) Payment terms; The airport media can be blocked for any</li> </ol>

		<p>part submitted as Part 1, 2 or also for individual S.No. mentioned in each parts, though the duration mentioned in all parts will be binding. The payment will be as per the actual amounts quoted in the RFQ Quote. After awarding the project the agency shall get a confirmed list of inventory for buying and a 50% advance shall be released towards booking the inventory. The remaining 50% of the balance amount can be claimed by the agency after successful booking of the inventory and a written confirmation for the same.</p> <p>The successful agency needs to have a good network with International agencies to ensure proper execution of project.</p>
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**PART D:  
CONTRACT INFORMATION TABLE**

1.	Services to be supplied:	The following services are to be supplied continuously for the contract period As described in Form F
2.	Specifications applicable to the product and services to be supplied:	Specifications Specifications have been specified in RFP form
3.	Delivery date or dates for the Quotes:	The Quotes are to be delivered on or before the following date: 23 <sup>rd</sup> March 2021, by 11.00 am
4.	Location for delivery of the Quotes:	The Quotes are to be delivered to the following location: Parul Singh India Brand Equity Foundation 16th Floor, Dr Gopal Das Bhawan 28, Barakhamba Road New Delhi – 110001 INDIA
5.	Contact Person at IBEF	Name: Parul Singh E: <a href="mailto:parul.singh@ibef.org">parul.singh@ibef.org</a> Telephone: 011 43845501

## **PART E: CONDITIONS OF QUOTATION**

### **1. Conditions of Quotation**

The conditions of quotation (**Conditions of Quotation**) comprise Part C and Part E of this RFQ.

### **2. Communications**

A prospective bidder must direct all communications and enquiries concerning this RFQ to the Contact Officer named in Part B.

Unauthorised communication by a prospective bidder with any employee or IBEF staff may lead to a Quotation being rejected.

### **3. Addenda**

IBEF may change this RFQ by issuing Addenda on IBEF website. Any Addenda becomes part of this RFQ. Addenda issued by IBEF are the only recognised explanations of, or amendments to, this RFQ.

### **4. Agreement to be bound**

By lodging a Quotation a prospective bidder agrees to be bound by the Conditions of Quotation for the contract period.

### **5. Use of RFQ and information restricted**

This RFQ, and any information provided by IBEF to a prospective bidder as part of the RFQ process, remain the property of IBEF, and may only be used by a prospective bidder to prepare a Quotation in response to this RFQ. Only persons to whom this RFQ is issued may submit a Quotation.

### **6. Status of RFQ representation**

No representation made by or on behalf of IBEF during the RFQ process binds IBEF unless the representation is subsequently included as part of a formal instrument of agreement.

### **7. Confidentiality**

A prospective bidder who submits a Quotation must keep the information in its Quotation confidential. Nothing in this clause prevents a prospective bidder from disclosing information in its Quotation: that is available to the public generally otherwise than as a result of a breach of this clause 7 by the prospective bidder; if the disclosure of the Quotation is required by law; if the disclosure is necessary to obtain an approval or licence under a law.

### **8. Confidentiality in IBEF contracts**

IBEF is committed to ensuring that contracting is conducted in an open and transparent manner.

However, IBEF and prospective bidders (who submit a Quotation) agree not to disclose to others, either during or subsequent to the term of the contract, any

information, knowledge or data “Proprietary” or “Confidential Information”, which either Party may receive, or have access to, or which may otherwise be disclosed to the other Party.

IBEF and prospective bidder (who submit a Quotation) also agree to maintain in confidence such Proprietary or Confidential Information unless or until:

- a. It shall have been made public by the Party itself or by any third Party; or
- b. Either Party receives such Proprietary or Confidential Information from an unrelated third party on a non-confidential basis; or
- c. The passage of 5 years from the date of the disclosure of such Confidential Information, whichever shall first occur.

IBEF and prospective bidder (who submit a Quotation) further agree to use all reasonable precautions to ensure that all such Proprietary or Confidential Information is properly protected and kept from unauthorised persons or disclosure.

## **9. Quotations become property of IBEF**

All Quotations become the property of IBEF on submission. IBEF may reproduce all or any part of a Quotation for any purpose related to evaluation of the Quotation.

## **10. Reservations**

IBEF reserves the right at its absolute discretion:

- (a) by written notice vide email to prospective bidders (who have been issued this RFQ) to do any of the following things: to discontinue or suspend the RFQ process; to extend the closing date and time in Item 1 of the RFQ Information Table; and to amend this RFQ;
- (b) to negotiate with any prospective bidder submitting a Quotation;
- (c) to determine the number of organisations with whom it will contract.

## **11. Content and format of Quotations**

Quotations must include all the information listed in Item 5 of the RFQ Information Table.

A Quotation must be prepared using the Quotation Form in Part F. Submission of entire RFQ along with Form F is mandatory. All pages of RFQ should be signed by the authorised signatory of the RFQ.

## **12. Monetary amounts**

All monetary amounts must be expressed in Indian National Rupee (INR); and exclusive of taxes.

### **13. Preparation of Quotation**

IBEF will neither be responsible, nor pay, for any cost, expense or loss, which may be incurred by any person in connection with the preparation or presentation of a Quotation.

### **14. Validity**

A Quotation constitutes an irrevocable, unalterable offer by the prospective bidder to IBEF. A Quotation must remain valid and open to be accepted for 365 Business Days from the closing time and date specified in Item 1 of the RFQ Information Table. The period of Business Days may be extended by written agreement between the prospective bidder and IBEF.

### **15. Submission of Quotations**

A Quotation must be submitted by the closing time and date specified in Item 1 of the RFQ Information Table or as extended under clause 10 (of this Part E). A Quotation must be submitted in a manner specified in Item 3 of the RFQ Information Table.

### **16. Late Quotations**

Late Quotations will not be considered unless IBEF is of the view (and its decision will be absolute and final) that:

- (a) Circumstances beyond the prospective bidder's control were the cause of the delay; and
- (b) the consideration of the late Quotation will not compromise the integrity of the procurement process or provide any unfair advantage to the prospective bidder lodging the late Quotation.

**PART F:**  
**QUOTATION FORM\* (RFQ FORM)**

**Mention per unit rate for all the items mentioned from S. No 1 till 15. Empty rows/ columns shall lead the rejection of RFQ. The RFQ has to be submitted in original format only. All pages with no change.**

The rates should be quoted respectively for the mentioned duration. Agency may take a note that the mentioned duration if falling within the duration of Dubai Expo and therefore quote accordingly. If selected the agency will have to book and further confirm the availability of these media at the earliest possible timeframe. The elements of each individual parts can be purchased solely at discretion of IBEF. The submission of quotes does not necessarily imply purchase of all the items/elements for which the quotes have been called for.

<b>Part 1 Airport branding Middle East Countries</b>						
S.No	Media Type	Location	Size (Wx H)	No of Faces	Activity Period	Cost (INR)
A	<b>UAE - Dubai</b>				<b>Oct- Dec 2021</b>	
1	IMMIGRATION GRAND SCREENS T3	T3 Arrivals Passport Control	4.6m (W) x 2.8m (H)	3 Faces	Oct- Dec	
2	BAGGAGE RECLAIM PRIME SCREENS T3	T3, Arrivals, Baggage Claim	85" LCD Screens	56 Faces	Oct- Dec	
B	<b>UAE - Abu Dhabi</b>					
3	VIP DOMINATION PACK	T3 Exteriors, passport control, boarding, before arrival hall	MUPIS - 1 .2m x 1.8m (2.16m <sup>2</sup> ), 8.13m x 5.08m (41.3m <sup>2</sup> ), 2.4m x 2.4m (5.76m <sup>2</sup> )	8 Faces	Oct- Dec	
4	WELCOME SCREENS ARRIVALS	T3 After landing, Immigration	40" Full HD, 55" Full HD / 10 sec	30 Faces	Oct- Dec	
5	WELCOME LIGHTS ARRIVALS A	T3 Landing	Light Box - 1.65 m x 3.15m (5.2m <sup>2</sup> )	5 Faces	Oct- Dec	
6	DISCOVERY SCREENS	T3 Luggage claim	103" Full HD / 10	6 Faces	Oct- Dec	

	ARRIVALS		Sec			
C	<b>KSA - Riyadh Airport</b>					
7	Light Box	Riyadh International Airport T1, T2 – Check-in, International Departure	Light Box - 14x4 M	1 face	Oct- Dec	
8	SERENITY LIGHTS A – INT’L DEPARTURE	Riyadh International Airport Terminal 1, 2 – Entrance Hall & Boarding Lounge	Light Box - 1.2 M x 1.8 M	24 faces	Oct- Dec	
9	VIP MUPIS – DEPARTURE	Riyadh International Airport T1, T2, T5 – GVIP & VIP Lounges	Mupis + Digital Muos - 1.2 x 1.8 M	12 faces	Oct- Dec	
D	<b>KSA - Jeddah Airport</b>					
10	BOUTIQUE ACCESS LIGHTS B – INT’L DEPARTURES	Jeddah International Airport – T1 Boarding Level – Duty Free Entrance	Light Box - 5.99 M x 2.38 M	4 faces	Oct- Dec	
11	INT’L DEPARTURES – BOARDING LOUNGE	INT’L AND DOM. DEPARTURES – CHECK-IN AREA	85" LCD	85 Faces	Oct- Dec	
E	<b>Bahrain Airport</b>					
12	Discovery Grand Screens	Arrival Passenger	LED Screens / 10 sec	2 faces	Oct- Dec	
13	Discovery Mega Lights A	Arrival Passenger	Back Lit Banner	2 faces	Oct- Dec	
F	<b>Muscat Airport</b>					
14	Discovery Screens	Arrivals - Baggage Claim	80" Digital screens / 15 sec	20	Oct- Dec	
15	VIP Lounges	Light Box Departures VIP Lounges	4 M x 1.7 M	2	Oct- Dec	

16	Welcome Lights A	Before Passport Control	4 M x 1.7 M	7	Oct- Dec	
<b>Total Cost of Part 1 (Summation of Costs of all elements S.No 1 till 16)</b>						
<b>Part 2 Airport branding Middle East Countries</b>						
S.No	Media Type	Location	Size (Wx H)	No of Faces	Activity Period	Cost (INR)
A	<b>UAE - Dubai</b>				<b>Feb- Mar 2022</b>	
1	IMMIGRATION GRAND SCREENS T3	T3 Arrivals Passport Control	4.6m (W) x 2.8m (H)	3 Faces	Feb- Mar	
2	BAGGAGE RECLAIM PRIME SCREENS T3	T3, Arrivals, Baggage Claim	85" LCD Screens	56 Faces	Feb- Mar	
B	<b>UAE - Abu Dhabi</b>					
3	VIP DOMINATION PACK	T3 Exteriors, passport control, boarding, before arrival hall	MUPIS - 1 .2m x 1.8m (2.16m <sup>2</sup> ), 8.13m x 5.08m (41.3m <sup>2</sup> ), 2.4m x 2.4m (5.76m <sup>2</sup> )	8 Faces	Feb- Mar	
4	WELCOME SCREENS ARRIVALS	T3 After landing, Immigration	40" Full HD, 55" Full HD / 10 sec	30 Faces	Feb- Mar	
5	WELCOME LIGHTS ARRIVALS A	T3 Landing	Light Box - 1.65 m x 3.15m (5.2m)	5 Faces	Feb- Mar	
6	DISCOVERY SCREENS ARRIVALS	T3 Luggage claim	103" Full HD / 10 Sec	6 Faces	Feb- Mar	
C	<b>KSA - Riyadh Airport</b>					
7	Light Box	Riyadh International Airport T1, T2 – Check-in, International	Light Box - 14x4 M	1 face	Feb- Mar	

		Departure				
8	SERENITY LIGHTS A – INT’L DEPARTURE	Riyadh International Airport Terminal 1, 2 – Entrance Hall & Boarding Lounge	Light Box - 1.2 M x 1.8 M	24 faces	Feb- Mar	
9	VIP MUPIS – DEPARTURE	Riyadh International Airport T1, T2, T5 – GVIP & VIP Lounges	Mupis + Digital Muos - 1.2 x 1.8 M	12 faces	Feb- Mar	
D	<b>KSA - Jeddah Airport</b>					
10	BOUTIQUE ACCESS LIGHTS B – INT’L DEPARTURES	Jeddah International Airport – T1 Boarding Level – Duty Free Entrance	Light Box - 5.99 M x 2.38 M	4 faces	Feb- Mar	
11	INT’L DEPARTURES – BOARDING LOUNGE	INT’L AND DOM. DEPARTURES – CHECK-IN AREA	85" LCD	85 Faces	Feb- Mar	
E	<b>Bahrain Airport</b>					
12	Discovery Grand Screens	Arrival Passenger	LED Screens / 10 sec	2 faces	Feb- Mar	
13	Discovery Mega Lights A	Arrival Passenger	Back Lit Banner	2 faces	Feb- Mar	
F	<b>Muscat Airport</b>					
14	Discovery Screens	Arrivals – Baggage Claim	80" Digital screens / 15 sec	20	Feb- Mar	
15	VIP Lounges	Light Box Departures VIP Lounges	4 M x 1.7 M	2	Feb- Mar	
16	Welcome Lights A	Before Passport Control	4 M x 1.7 M	7	Feb- Mar	
<b>Total Cost of Part 2 (Summation of Costs of all elements S.No 1 till 16)</b>						
<b>TOTAL COST A = SUMMATION OF COST OF PART 1 AND 2</b>						

\*Important Note: This Quotation Form must not be separated from this RFQ. If submitting a quotation, you must submit this RFQ in its entirety.

To: **India Brand Equity Foundation (IBEF)**

I/We: hereby offer to supply to IBEF the products and services (specified in this RFQ) in accordance with the Conditions of Contract and the following Addenda (if any) issued by IBEF.

Addendum No.	Date and description

Schedule of Rates Option:

The Total price offered is TP - Total Price (INR) = Summation of all amounts **(SUM OF PART 1, 2 ) A =**

INR	Excluding tax
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The price offered is a price calculated in accordance with the following schedule of rates:

**(Notes:** Insert the Amount of respective work/publication per item unit. The final amount A should be summation of all the individuals items mentioned from S.No 1 till 52. Do not leave any row/column blank otherwise the quote shall be disqualified. Quoting rates for all the items is mandatory. The correct extended Amounts and Total will be used to evaluate quotations. All rates must exclude taxes. The actual Contract Sum payable will depend on the actual quantities disclosed at the time of buying)

**Bidder agrees that Bidder's details for the product of all/ any Notices (under this RFQ) will be as follows:**

Address:	
Facsimile:	
Contact person and Designation:	

(insert details, use BLOCK LETTERS)

I/We confirm the following supplementary documentation has been submitted with this offer as required by the RFQ:

Information / Document Description	No. of pages

I/We declare that:

- a. The Conditions of Quotation are agreed;
- b. On the date of issuance of this RFQ, my/ our directors, officers or employees have not offered, promised, given, authorized, solicited any undue pecuniary or other advantage of any kind (or implied that they will or might do any such thing at any time in the future) in any way (to IBEF) in connection with the supply of goods/services and that I/ We has (have) taken reasonable measures to prevent our employees, agents or any other third parties, from doing so; and
- c. the information and particulars provided as part of this offer are accurate and correct.

Dated:

(insert date)

Signed by the Bidder (authorised Signatory) named below:

Bidder's  
signature:

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**Important Note:** The next section is for the use of IBEF and its officials only. The acceptance statement will only be signed by IBEF if IBEF accepts the Bidder's quotation set out in this Quotation Form. This section is only to be used if there are no changes to the quotation submitted by the Bidder.

**Acceptance statement**

IBEF hereby accepts the offer made by the Bidder in this Quotation Form to supply the goods for the Contract Sum.

Date:

(insert date of acceptance by IBEF)

Signed on behalf of IBEF by the person named:

Signature:

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Designation:

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*This RFQ 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 RFQ is to provide prospective bidders with information that may be useful to them in preparing their quotation pursuant to this RFQ. This RFQ includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Supply of Goods/ Services. Such assumptions, assessments and statements do not purport to contain all the information that each prospective bidder may require. This RFQ 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 RFQ. The assumptions, assessments, statements and information contained in this RFQ may not be complete, accurate, adequate or correct. Each prospective 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 RFQ 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 RFQ does not imply that IBEF is bound to select a or to appoint the Selected , as the case may be, for the Project and IBEF reserves the right to reject all or any of the s 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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