

Request for Quotation (RFQ) for Media Buying for IBEF Projects

Request for Quotation [RFQ]

16th March, 2021

India Brand Equity Foundation,

16th Floor, Dr Gopal Das Bhawan
28, Barakhamba Road
New Delhi – 110001, INDIA

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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

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 rd 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 th 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"> i) Total cost for all the advertisements are to be submitted as part of the Quotation Form. This total cost will be considered for financial evaluation. 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. iii) The cost quoted will be considered for one time/multiple release of advertisements for the duration starting 1st April 2021 till 31st March 2022. At no point of time will any deviation from the quoted rate be entertained by IBEF. The quoted cost should include all agency commission, remittance cost, fluctuations if any except taxes. 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 media for release, in such case the ads will be postponed for other dates post mutual agreement in writing between prospective bidder and IBEF. v) The quotation shall be submitted in sealed envelope and in accordance with terms of this RFQ.
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"> 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) 2) A minimum turnover of Rs. 1 Crore in the previous financial year 2019-20. (A photocopy of CA certificate in standard format) 3) A confirmation letter/undertaking from the prospective bidder to provide timely delivery of release of advertisements.
6.	Evaluation criteria:	<ol style="list-style-type: none"> 1) The prospective bidder who will quote the lowest bid- TP - Total Price (INR) = Summation of all amounts - A will be successful. 2) The ads can be released in any frequency anytime from 1st April 2021 till 31st March 2022, may be during peak seasons for Middle East Countries or during Dubai Expo. The agency shall get advance notice of 1 week for planning and scheduling the ads. The successful agency needs to have a good network with International publications to ensure timely release of these advertisements.
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"> 1) Contract Period- 1st April 2021- 31st March 2022. The successful bidder will sign the engagement letter. The quotation should be valid till 31st March 2022. 2) RFQ Form Quotation will be used as a rate card, it does not confirms release of all the

		<p>mentioned advertisements. The actual no. of advertisements will be notified by IBEF as per need, demand and availability. The rate for these advertisements will be calculated as per the rate referred in the RFQ Form Quotation.</p> <p>3) The successful vendor will have to place the order immediately for release of these advertisements, he will have to do the necessary changes in the creative designs and translation in other local languages such as Arabic/Urdu/Farsi etc.</p> <p>4) Payment terms; The payment will be as per the actual advertisements quoted in the RFQ Quote. The agency will be paid in two parts; Part 1: 50% advance will be issued at the time of booking the ads space in the publications(Agency will give written confirmation for the same), Part 2: Balance 50% will be paid after the issuance of release order to the agency (atleast 1 week in advance for planning).</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 1) Designing of language creative advertisement (Any international language) 2) Release of these advertisements in the Newspaper/Magazines etc (mentioned in the RFP Form) * The total cost should include all elements commission, agency release fee, excluding taxes and foreign remittance charges.
2.	Specifications applicable to the product and services to be supplied:	Specifications Advertisements 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 rd 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: parul.singh@ibef.org C: 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 52. 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 for Weekday Ads. If ads are being released on holiday or weekends a by default premium of 10% on the quoted value against the ad shall be considered. No amount shall be paid over and above 10% of quoted value for special occasion, festival. Holidays, weekends.

S.No.	Description of Work			Cost (INR)
1	Cost of designing ad (per ad basis)			
2	Cost of Translation in any language(per ad basis)			
	Media	Language / Frequency	Size	Cost (INR)
3	Times of Oman	English / Daily	FPC	
4	Times of Oman	English / Daily	HPC	
5	Times of Oman	English / Daily	QPC	
6	Gulf News	English / Daily	FPC	
7	Gulf News	English / Daily	HPC	
8	Gulf News	English / Daily	QPC	
9	The National	English / Daily	FPC	
10	The National	English / Daily	HPC	
11	Al Khaleej	Arabic / Daily	FPC	
12	Al Khaleej	Arabic / Daily	HPC	
13	Al Khaleej	Arabic / Daily	QPC	
14	Al Bayan	Arabic / Daily	FPC	
15	Al Bayan	Arabic / Daily	HPC	
16	Al Bayan	Arabic / Daily	QPC	
17	Malayalam Manorama	Malayalam/ Daily	FPC	
18	Malayalam Manorama	Malayalam/ Daily	HPC	
19	Malayalam Manorama	Malayalam/ Daily	QPC	
20	Gulf Madhyamam GCC Edition	Malayalam/ Daily	FPC	
21	Gulf Madhyamam GCC Edition	Malayalam/ Daily	HPC	
22	Gulf Madhyamam GCC Edition	Malayalam/ Daily	QPC	

		Daily		
23	Gulf Daily News	English / Daily	FPC	
24	Gulf Daily News	English / Daily	HPC	
25	Gulf Daily News	English / Daily	QPC	
26	Akbar Al Khaleej	Arabic / Daily	FPC	
27	Akbar Al Khaleej	Arabic / Daily	HPC	
28	Akbar Al Khaleej	Arabic / Daily	QPC	
29	Oman Daily Observer	English / Daily	FPC	
30	Oman Daily Observer	English / Daily	HPC	
31	Oman Daily Observer	English / Daily	QPC	
32	Khaleej Times	English / Daily	FPC	
33	Khaleej Times	English / Daily	HPC	
34	Khaleej Times	English / Daily	QPC	
35	Al Shabiba	Arabic / Daily	FPC	
36	Al Shabiba	Arabic / Daily	HPC	
37	Al Shabiba	Arabic / Daily	QPC	
38	Gulf Times Daily	English / Daily	FPC	
39	Gulf Times Daily	English / Daily	HPC	
40	Gulf Times Daily	English / Daily	QPC	
41	Al Raya	Arabic / Daily	FPC	
42	Al Raya	Arabic / Daily	HPC	
43	Al Raya	Arabic / Daily	QPC	
44	Arab News	English / Daily	FPC	
45	Arab News	English / Daily	HPC	
46	Arab News	English / Daily	QPC	
47	Okaz	Arabic / Daily	FPC	
48	Okaz	Arabic / Daily	HPC	
49	Okaz	Arabic / Daily	QPC	
50	Malayalam News	Malayalam/ Daily	FPC	
51	Malayalam News	Malayalam/ Daily	HPC	
52	Malayalam News	Malayalam/ Daily	QPC	
Total Cost= Summation of All Cost (S.No 1 till 52) = A				

*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 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:
→

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:
→

Designation:
→

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.
