

Request for Quotation (RFQ) for designing creatives for IBEF projects

Request for Quotation [RFQ]

16<sup>th</sup> Jan 2017

India Brand Equity Foundation,  
**India Brand Equity Foundation** 20th Floor,  
Jawahar Vyapar Bhawan,  
Tolstoy Marg  
New Delhi - 110001

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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 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 F is a form that is mandatory to be completed. You are advised to not separate the Quotation Form from this RFQ document. A Quotation will 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 Branding & Communication - IBEF

Telephone: 011-43845510

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 2.30pm, 23 <sup>rd</sup> Jan 2017
2.	Pre-quotation clarification	The Prospective Bidder may seek clarification by writing email to contact person or before 1.00 pm, 18 <sup>th</sup> Jan 2017
3.	Minimum Eligibility Criteria	<p>1. The Prospective bidder must have been in operation for a minimum of three years (in the scope of services mentioned in RFQ), as on the date of issue of this RFQ.</p> <p>2. The Prospective bidder must have a turnover of minimum Rs. 2.5 crores up to a maximum of Rs. 5 Crores (not exceeding this amount), either as a single firm or group of firms under same holding company, for the last two financial years (calendar year or financial year followed by the firm).</p> <p>3. All the prospective bidders must enclosed supporting documents along with their quotations</p> <p>a) Certificate of Incorporation/Registration</p> <p>b) Financial statements including Balance sheet, P &amp; L for the last 2 years.</p>
4.	Place and method of submission of a Quotation:	<p>A Quotation must be submitted as follows:</p> <ol style="list-style-type: none"> <li>1) Total cost for all the creative deliverables (excluding taxes) are to be submitted as part of the Quotation Form. This total cost will be considered for financial evaluation.</li> <li>2) Taxes/VAT as applicable in India and as per actuals 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>3) The quotation shall not include any</li> </ol>

		<p>conditions attached to it and any such conditions proposed (along with the quotation) shall be rejected summarily.</p> <p>4) The quotation shall be submitted in sealed envelope and in accordance with terms of this RFQ.</p>
5.	Status of Quotation:	<p>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 entering into a separate agreement/ engagement letter for providing the services.</p>
6.	Delivery of services/Products	<p>Designing Creatives for the below mentioned items for the contract period:</p> <ol style="list-style-type: none"> <li>1) Brochure 20 pages inside pages + 1 cover page</li> <li>2) Pendrive Creative</li> <li>3) Creatives for human banner attire- format</li> <li>4) Creative for Banner- 4ft x 6ft</li> <li>5) Creative for standee 6ft x 2.5 ft</li> <li>6) Creative for Sunboard - 2 ft x 2 ft</li> <li>7) Creative for Press Jacket</li> <li>8) Creative for invitation</li> <li>9) Creative for carry bag</li> <li>10) Creative for prints ad</li> <li>11) Creative for booklet- 20 pages + Cover Page- A-5</li> <li>12) Backdrop- Press Conference</li> <li>13) Films – 30 seconds</li> <li>14) Films- 50 seconds</li> <li>15) Outdoor Creative (adaptable to hoarding size 20 ft x 40 ft)</li> </ol>

		<p>16) Creative for Bus 17) Creative for Escalator branding 18) Creative adaptation for Powerpoint Presentation- 20 slides 19) Annual Diaries – Cover Page + Standard inside pages 20) Annual Report – 25 pages + Cover and Back Page 21) Adaptation Charges- 15 creatives per/month for the duration of 12 months</p> <p>Pls note the creative designing charges will be irrespective of the printing material and thus exact specifications and quality of material is not specified here. The successful bidder has to merely design the material and the printing will be done by IBEF.</p>
7.	Timelines for Prospective Bidder & Evaluation Criteria	<ol style="list-style-type: none"> <li>1) Quotes submission by 2.30pm 23<sup>rd</sup> Jan 2017</li> <li>2) The opening of the submitted quotation will be informed on IBEF website (prospective bidders are advised to monitor website on daily basis). The vendor/agency will be selected on L1 basis and the engagement letter will be issued on the same day.</li> <li>3) The selected vendor/agency will provide proof of work along with the bill for payment. The bills will be settled post completion of work within 15 days.</li> <li>4) Amongst the shortlisted Prospective bidder who had quoted the lowest bid- TP - Total Price (INR) = Summation of all amounts – A, will be successful. In case the selected Prospective bidder will deny or will refuse to handle the task post briefing the work will be assigned to the next eligible</li> </ol>

		Prospective bidder.
8.	Notification of outcome:	The results will be updated on IBEF website, the successful bidder will be intimated by email and phone call. In case the successful prospective bidder is not reachable for 3 days, the work will be assigned to the next prospective bidder on L1 basis.
9.	Contract Period & Timelines	Contract Period- 1 <sup>st</sup> Feb 2017- 31 <sup>st</sup> Jan 2018.  The appointed prospective bidder will have to work with IBEF's other creative agencies towards deliverables. This RFQ does not confer exclusive rights on any prospective bidder for IBEF's work. The RFQ and corresponding engagement letter can be terminated with 1 month's notice in writing.

PART D:  
CONTRACT INFORMATION TABLE

1.	Scope of Services	<p>Desgining Creatives for the below mentioned items, during the contract period:</p> <ol style="list-style-type: none"> <li>1) Brochure 20 pages inside pages + 1 cover page</li> <li>2) Pendrive Creative</li> <li>3) Creatives for human banner attire- format</li> <li>4) Creative for Banner- 4ft x 6ft</li> <li>5) Creative for standee 6ft x 2.5 ft</li> <li>6) Creative for Sunboard - 2 ft x 2 ft</li> <li>7) Creative for Press Jacket</li> <li>8) Creative for invitation</li> <li>9) Creative for carry bag</li> <li>10) Creative for prints ad</li> <li>11) Creative for booklet- 20 pages + Cover Page- A-5</li> <li>12) Backdrop- Press Conference</li> <li>13) Films – 30 seconds</li> <li>14) Films- 50 seconds</li> <li>15) Outdoor Creative (adaptable to hoarding size 20 ft x 40 ft)</li> <li>16) Creative for Bus</li> <li>17) Creative for Escalator branding</li> <li>18) Creative adaptation for Powerpoint Presentation- 20 slides</li> <li>19) Annual Diaries – Cover Page + Standard inside pages</li> <li>20) Annual Report – 25 pages + Cover and Back Page</li> </ol> <p>Pls note the creative designing charges will be irrespective of the printing material and thus exact specifications and quality of material is not specified here. The successful bidder has to</p>
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		merely design the material and the printing will be done by IBEF agencies.
2.	Delivery date & time for the Quotes:	The closing date and time for lodgement of a Quotation is by and not later than 2.30pm, 23 <sup>rd</sup> Jan 2017
3.	Location for delivery of the Quotes:	The sealed quotes are to be delivered to the following location: <b>India Brand Equity Foundation</b> 20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg New Delhi – 110001
4.	Contact Person at IBEF	Name: Parul Singh Designation: Associate Director- Branding & Communication <b>India Brand Equity Foundation</b> 20th Floor, Jawahar Vyapar Bhawan, Tolstoy Marg, New Delhi - 110001

#### 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 other employee or IBEF 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 bidder (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 to Prospective bidder (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 Form F is mandatory.

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\*

\*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.

IBEF may require following deliverables: The quantities are mentioned against each time may vary. The rates have to be quoted for single item. The final billing will be done as per actual deliverables. The agency can make separate bills as per variant taxes for different items.

Item no	Description	Rate Per item Amount INR = A
1	Brochure 20 pages inside pages + 1 cover page	
2	Creative for pendrive	
3	Creatives for human banner attire- format	
4	Creative for Banner- 4ft x 6ft	
5	Creative for standee 6ft x 2.5 ft	

6	Creative for Sunboard - 2 ft x 2 ft	
7	Creative for Press Jacket	
8	Creative for invitation	
9	Creative for carry bag	
10	Creative for prints ad	
11	Creative for booklet- 20 pages + Cover A-5 Backdrop- Press Conference	
12	Films – 30 seconds	
13	Films- 50 seconds	
14	Outdoor Creative (adaptable to hoarding size	
15	20 ft x 40 ft) Creative for Bus Shelter	
16	Creative for Escalator branding	
17	Creative adaptation for Powerpoint	
18	Presentation- 20 slides	
19	Annual Diaries – Cover Page + Standard inside pages	
20	Annual Report – 25 pages + Cover and Back Page	
21.	Adaptation Charges- 15 creatives per/month for the duration of 12 months- Quote single amount for all adaptations	
1TP - Total Price (INR) = Summation of all amounts A		

The Total price offered is TP - Total Price (INR) = Summation of all amounts A:

INR

Excluding tax

The price offered is a price calculated in accordance with the following schedule of rates (Notes: Insert under Amount the amount arrived at by multiplying the quoted Rate by the stated Quantity. 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 services availed). The travelling (local/outstation shall be reimbursed as per actuals with reference to IBEF Policies.

Prospective bidder agrees that Prospective bidder 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 Prospective bidder (authorised Signatory) named below:

Prospective bidder  
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 Prospective bidder 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 Prospective bidder.

Acceptance statement

IBEF hereby accepts the offer made by the Prospective 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 bidder or any other person. The purpose of this RFQ is to provide Prospective bidder 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 RFP does not imply that IBEF is bound to select a Vendor/agency or to appoint the Selected Vendor/agency, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Vendor/agencies 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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