

**Appointment of a Creative Agency for  
the branding campaign for India Participation at  
World Expo 2020 in Dubai**

**Request for Proposal [RFP]  
Date: August 29, 2018**

**Federation of Indian Chambers of Commerce & Industry  
Federation House  
1, Tansen Marg, New Delhi 110001**

## **SECTION 1: INSTRUCTIONS TO CREATIVE AGENCY**

### **1.1 Introduction**

1.1.1 The Federation of Indian Chambers of Commerce and Industry (FICCI) is a not-for-profit premier industry body working to promote Brand India and Indian businesses. FICCI is the industry partner of the Government of India for the World Expo 2020 to be held in Dubai from Oct 2020 to April 2021. The primary objective of this association is to promote and create international awareness of Brand India at this mega global event and facilitate dissemination of information on Indian products, businesses and services, invite investments into India and showcase the country's capabilities to the world. For information on World Expo 2020, please visit [www.expo2020dubai.com](http://www.expo2020dubai.com)

1.1.2 FICCI intends working towards creating and launching a sustained campaign to promote/build Brand India. The objective of the campaign is to create a positive perception of Indian products and services in markets abroad and to project India as a destination for investment. The campaign needs to engage with domestic and global audiences.

1.1.3. FICCI proposes to appoint a Creative Agency for designing and production of the required creative and publicity material and to provide a creative vision and strategy for executing the campaign for Brand India at the Expo 2020.

1.1.4. FICCI intends to make it a global campaign for Brand India. The Creative Agency needs to identify the possible positioning routes, tagline and strategic platforms for positioning Brand India and simultaneously for specific sectors under the umbrella campaign for Brand India. The Creative agency will also work as consultant to FICCI for building a 360-degree plan for print, outdoors, digital, electronic and social media.

1.1.5 As part of the campaign, FICCI will also undertake production of publicity and promotional material on a regular basis, including brochures, ready reckoners, USBs, flip books, leaflets, posters, etc., which will be circulated and distributed to prospective buyers, exporters, industry and trade associations, other stakeholders in the industry, media, embassies and high commissions, etc., in India and overseas.

1.1.6 The Creative Agency would be appointed for a period of three years, starting from date of signing the MoU until the end of the project in 2021 including the post Expo publicity with the provision that either party (FICCI or the creative agency) may terminate the contract by giving each other a three month notice without specifying any reason.

1.1.7. Interested creative agencies will be invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

(i) A Technical Proposal, and

(ii) A Financial Proposal

1.1.8. It may be noted that (i) the costs of preparing the proposal are not reimbursable, and (ii) FICCI is not bound to accept any of the proposals submitted with regards to this RFP.

1.1.9. The Creative Agency is required to provide professional, objective and impartial service and at all times hold the project's interest paramount, without any consideration for future work and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.10. The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of FICCI, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the agency may lead to disqualification of the agency or termination of the contract.

1.1.11. The agency must observe the highest standards of ethics during the selection and execution of the contract. FICCI may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time.

## **1.2 Minimum Eligibility Criteria** (Refer Section 2-II-D-D1 - Format for Supporting requirement/Annexures/Standard formats)

1.2.1. The Creative Agency must have been in operation for a minimum of 10 years as on the date of the issue of this RFP in designing/production of creatives/commercials for various media, including print, TV, radio, online, outdoor, etc., as well as publicity material including brochures, posters, maps, calendars, etc.

1.2.2. The Creative Agency (Single firm not group companies or group of firms) must have an Annual Revenue (Turnover) of INR 10 crore and above consistently in the last three financial years (2015-16, 2016-17, 2017-18).

1.2.3. The Creative Agency should have handled at least one creative account in any sector, with revenue of over INR 2 crores, in any one of the last three financial years (2015-16, 2016-17, 2017-18)

1.2.4. The creative agency should have a presence in the UAE and two or more Indian Offices in different cities.

1.2.5. The creative agency must have preferably handled campaign of atleast one brand globally.

1.2.6. The Creative Agency should be able to provide a qualified, dedicated servicing and creative team, for undertaking the creative work and campaign of FICCI. The Creative Agency team would work closely with FICCI.

1.2.7. The creative agency should have never been black-listed ever by any department of the Government of India till the date of issue of this RFP.

1.2.8. Relevant certificates/documents in support of fulfilment of eligibility criteria must be submitted, otherwise financial bids will not be considered.

### **1.3 Scope of Work**

1.3.1. Providing a vision to create a theme/ tag line and a logo that will identify with India's participation at the Expo 2020 and also be in line with the overall theme of the Expo 2020. (India is in the Opportunity segment)

1.3.2. Formulating and implementing a creative strategy for the international markets till the end of the project. The creative agency is expected to submit a strategy for the Brand India Campaign along with the sectoral campaigns based on the creative and publicity material as enumerated in paras 1.3.3 & 1.3.4.

1.3.3. Designing and production of creatives for collaterals, print, television, radio, online, outdoor and other media during the contract period as detailed below, on themes/subjects to be decided in consultation with FICCI. The creatives would, at times, be required to be provided at very short notice.

#### **Production of Creative Material for the time period of contract**

Creatives on themes that would be identified. These creatives would be adaptable for use in all other media formats. The designed creatives should be adapted in up to 3 languages - Hindi, English and Arabic. The creatives would be produced with fresh shoot.

Creative campaigns for the online media (international & domestic)

Television commercials of 60-second duration, with 30-second/20 second/10 second edits for promoting the products and services of the country in international markets. The contents of the TVCs would be entirely by fresh shoot and the agency will have to submit the final product.

The scope of work defined in this para is only given as reference for calculation of fixed annual fee component. The payments will be made only for the actual

work done, the cost will be calculated considering the actual rate card submitted by the agency for such work in para 1.5.6-iii

1.3.4. Designing of advertorials and other publicity material, including brochures, maps, posters, calendars etc. during the contract period as detailed below, themes/subjects to be decided in consultation with FICCI. This would also entail supervision of printing of the publicity material by printing Agency identified by FICCI to ensure quality of production. The break-up of the work to be undertaken during two years of the contract period is indicated below:

#### **Designing of Publicity Material**

- Posters on identified themes, with high quality, printable images.
- Brochures of 2-4 pages each, on identified themes/ subjects, in English/ Hindi/ Arabic, with high quality, printable images in each brochure. Images will be paid for actual cost based on selection.
- USBs containing customised publicity material.
- Ready reckoner
- Flip Book

The scope of work defined in this para is only given as reference for calculation of fixed annual fee component. The payments will be made only for the actual work done, the cost will be calculated considering the actual rate card submitted by the agency for such work in para 1.5.6-iii

1.3.5. For creative work relating to production of creative material and designing of publicity material as enumerated in paras 1.3.3. & 1.3.4. above, payment will be made on the basis of the item-wise costs submitted by the agency in its financial proposal. For any additional substantive work, not pertaining to items of work included in the Scope of Work, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability of the same to be decided by a Committee constituted for the purpose by FICCI. The rate card submitted in later sections will be for the below mentioned elements.

- (a) Production of each print creative (with fresh shoot)
- (b) Production of each online creative
- (c) Production of each Radio Spot for international market
- (d) Production of each TVC (with fresh shoot)
- (e) Designing of each Poster with image

- (f) Designing of each Brochure with images
- (g) Designing of each USB (containing publicity material)
- (h) Designing of Ready reckoner
- (i) Designing of Flip Book

#### 1.3.6. Other related and miscellaneous work including:

- (i) Adaptation/replication of creatives produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites and portals, etc.
- (ii) Translation of the international print/outdoor/online creatives, radio spots and TVCs subtitle into Arabic as required. The TVCs would have sub-titles in the concerned foreign language. Creation of the domestic print/outdoor creatives into Hindi/ English.
- (iii) Any other minor creative work that may be assigned by FICCI from time to time, including designing of creative promotional material for promotion of India as a brand during road shows, seminars, conferences, etc.,
- (iv) Providing monthly strategic inputs for creative campaign of FICCI in international and domestic markets. Providing the feedback on the FICCI campaign on monthly basis.
- (v) Providing fortnightly feedback on best practices in marketing and promotion in countries across the world
- (vi) Preparing and maintaining an inventory of television commercials, films, images and creatives for FICCI.

1.3.7 The payment with regards to any work mentioned in scope of work will be as described in the later sections of this RFP.

### **SOCIAL MEDIA**

Social media is an integral tool for sustained and content-oriented information dissemination. The social media platforms engaged to promote and sustain the audience interest are to be established by way of a targeted approach on promoting and story creation on Brand India. This has to be achieved with attractive and attention grabbing strategy, which will run from before and during the course of Expo 2020. The scope of work will include.

- Create a content strategy for the social media

- Engage the audience on social media platforms such as Facebook, Twitter, LinkedIn, Instagram etc by way of feedback, suggestions and experiences during the Expo 2020
- Live updates and information on what is happening in the Expo 2020
- Content creation for static posts/ blog posts/ banners for posting on the social media
- Create interest about various aspects of India Pavilion showcasing the best of technology, opportunities, development, traditional and modern India
- Creation of scripts and layouts for posting on social media
- Maintain a sustained presence on social media platforms by way of regular and interesting updates and posts
- Conceptualise and create social media content, management and reporting as desired in the scope of work

**IMPORTANT:**

1. The full copyright of all creative and publicity material produced would rest with FICCI, for a period of 3 years from the date of campaign. This would include full copyright of images used in the creative and publicity material for the period of 3 years.
2. The logo(s), punch line(s), tag lines(s), created for “Brand India” will be the property of FICCI in perpetuity.
2. All creative and publicity material designed/produced will be of international quality.
3. The Agency will ensure submission of required creatives/publicity material and any other work undertaken within the time frame that would be conveyed by FICCI for each work assigned.

**1.5 Preparation of Proposals**

1.5.1 Agencies are required to submit a Technical Proposal and a Financial Proposal as specified below

**(a) Technical Proposal**

1.5.2 Agencies are expected to provide the Technical Proposal as specified in the RFP document. Material deficiencies in providing the information requested, may result in rejection of a proposal.

1.5.3 The Technical Proposal shall contain the following documents, to be submitted in the standard formats given in Section 2 & 3 of this RFP document:

(i) Letter of Technical Proposal Submission.

(ii) The exact information on eligibility criteria as mentioned in para 1.2 with supporting documents. Supporting documents/certificates towards fulfilling eligibility criteria must be submitted, otherwise Financial Bids will not be opened.

(iii) Profile and track record of agency, including strength and credentials of the agency network (details of global network, number of employees, details of the specialist partners/affiliates/associates, in-house facilities).

(vi) FICCI's creative campaign, being a global campaign, will require international inputs on a regular basis. The Creative Agency will enclose synopsis of few global campaigns managed by them along with sample creative(s) designed for global campaign.

(vii) Proposed brand vision for the Brand India campaign for a three years period and details of the communication strategy for a three-year period, including any new and innovative ideas. A presentation will be made by shortlisted companies (post opening technical proposal) propounding the concept(s), logo(s), tagline(s) for overall campaign and on any of the following sectors from amongst the following: Pharma, Health, Wellness, Textile, engineering, tea, coffee, spices, leather, gems and jewellery.

(viii) Details of the team proposed to be dedicatedly deployed to work with FICCI, with qualifications and experience of the team members.

(ix) Sample creative material, as detailed below, to project India as an opportunity for businesses to trade with and invest:

A set of four print creative (on any one sectors mentioned above)

Concept and storyboard for a TV commercial of 30 seconds

Design for brochure

Poster design

(x) Photo copy of PAN Card.

(xi) Earnest Money Deposit (EMD)/bid security in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank for Rs. 5,00,000/- (Rupees five Lakh only) drawn in favour of FICCI. . Proposals not accompanied by EMD/bid security shall be rejected as non-responsive. No interest shall be



payable by FICCI on the sum deposited as EMD/bid security. The EMD/bid security of unsuccessful bidders would be returned within one month of issue of the work order/contract to the successful bidder. EMD/bid security will be returned to the successful agency on issue of work order and receipt of performance guarantee.

(xii) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the Agency would be binding on the Creative Agency.

1.5.4 The Technical Proposal shall not include any financial information.

### **(b) Financial Proposal**

1.5.5 In preparing the Financial Proposal, agencies are expected to consider the requirements and conditions outlined in the RFP document.

1.5.6 The Financial Proposal shall contain the following documents to be submitted in the standard formats given in Section 3 of this RFP Document; comprising *inter alia* of

(i) Letter of Financial Proposal Submission

(ii) Fixed Annual Fee for the contract period, from the date of issue of work order/contract, until the end of Expo 2020 and post report, as given below:

A) Total for three years: Rs. \_\_\_\_\_

(This Fixed Annual Fee will cover costs/expenses of the Creative Agency for undertaking work as detailed in the Scope of Work under para 1.3.3 & 1.3.4, and part 1.3.6 (clause iv till vi), along with the travel cost for day to day work purpose.) The scope of work defined in para 1.3.3 & 1.3.4 is only given as reference for calculation of fixed annual fee component. The actual indent of work shall vary, and the payments will be made only for the actual work done, calculated considering the rate card submitted by the agency for such work in para 1.5.6-iii)

(iii) Break-up of costs for each of the items of work listed in the Scope of Work (para 1.3.5 of this RFP document) are to be submitted on a separate sheet of paper. This break-up of individual costs will be considered for financial evaluation. These individual cost against such elements should include cost incurred in their production including the travelling & boarding. While

submitting the break-up of costs, separate costs may be indicated for the following creative/publicity material,

- (a) Production of each print creative (with fresh shoot)
- (b) Production of each online creative
- (c) Production of each Radio Spot for international market
- (d) Production of each TVC (with fresh shoot)
- (e) Designing of each Poster with image
- (f) Designing of each Brochure with images
- (g) Designing of each USB (containing publicity material)
- (h) Designing of Ready reckoner
- (i) Designing of Flip Book

B -Total Cost (from (a) to (i) -----Rs. \_\_\_\_\_

(iv)- Studio Cost: A consolidated cost for adaptation of creatives and replication of beta may be submitted. Studio cost would cover adaptation of print, outdoor, online, creatives, replication of betas in desired formats, developing/editing of TVCs, radio spots etc., adaption of creatives for overseas offices, adding supers, voice overs, tag lines etc and Other related and miscellaneous work including detailed in para 1.3.6 from clause (i) till (iii) – lump sum total cost for all the work -

C- Total Cost -Rs. \_\_\_\_\_

(v) Total fee of financial proposal –

Total fee of financial Proposal (D) = A + B + C

1.5.7. Taxes as applicable in India will be paid as per actuals.

1.5.8. The cost quoted will be firm and fixed for the duration of performance of the contract and at no point of time will any deviation from the quoted rate be entertained by FICCI.

1.5.9. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

In case the scope of work is modified, the FICCI committee may increase or decrease the cost proportionately, post mutual discussion with the agency.

## **1.6 Submission of Proposals**

1.6.1 The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

1.6.2 An authorized representative of the firm should authenticate all pages of the Technical and Financial Proposals.

1.6.3 The Technical Proposal should be placed in a sealed envelope and super scribed "Technical Proposal" for Appointment of Creative Agency

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed "Financial Proposal" for Appointment of Creative Agency

1.6.4. If the Financial Bid is not submitted in a separate sealed envelope duly super scribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.

1.6.5 Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed "Technical & Financial Proposal for Appointment of Creative Agency" with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos, mobile numbers, e-mail ID etc. of the agency submitting the Proposal.

1.6.6. The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

FICCI, Federation House, 1 Tansen Marg, New Delhi 110001, India

1.6.7 The Proposal should be submitted on or before 1700 hrs. on September 7, 2018

1.6.8 No proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.6.9 The Contact Person appointed for this RFP: Ms K V Vidya, Deputy Director, FICCI, Federation House, 1 Tansen Marg, New Delhi 110001

## **1.7 Opening of Proposals and Selection Process**

1.7.1. Technical Proposals received will be opened in the presence of authorized representatives of the Agency who have submitted proposals on a date /time to be specified by FICCI on the FICCI website [www.ficci.in](http://www.ficci.in)

1.7.2. The Technical Proposals will, in the first instance, be examined in FICCI to ascertain fulfilment of eligibility criteria and submission of required documents. Agency that fulfil the eligibility criteria and have submitted all required documents in their Technical Proposal would be invited to make presentations on their Technical Proposal on September 14, 2018. The presentation should be made by team members identified to work with FICCI.

1.7.3. The Technical Proposals, on which presentations will be made, will carry weightage of 70% and be evaluated by a Committee, on the basis of the

Creative vision and strategy presented for FICCI's creative campaign. A presentation will be made by the creative agency propounding the concept(s)/ logo(s), tagline(s) for overall campaign and an industry sector to showcase the branding and India as the land of opportunities

1.7.4 Agencies scoring 70% marks or more in the Technical Evaluation i.e. (70 or more out of 100) will be shortlisted for opening of financial bids.

1.7.5 The financial proposals will carry weightage of 30% and be evaluated by a Committee, on the basis of the following criteria:

(i) Fixed Annual Fee for the three years, from the date of issue of work order until the end of the project, as given below:

A) Total for three years: Rs. \_\_\_\_\_

(Refer section- 1.5.6)

(ii) Break-up of costs for the following items of work listed in the Scope of Work (para 1.3.5 of this RFP document) are to be submitted on a separate sheet of paper. This break-up of individual costs will be considered for financial evaluation. These individual cost against such elements should include cost incurred in their production including the travelling & boarding.

The details of all specific elements are given in para 1.5.6

1.7.6. Financial bids of shortlisted agencies will be opened in the presence of authorized representatives of the agencies on a date/time to be specified by FICCI. Financial evaluation, based on the total fee of financial proposal (D- refer – 1.7.5- (iv)- quoted by an agency, will carry a weightage of 30%.

1.7.7. Selection of the agency will be based on the aggregate of the Technical and Financial Evaluation. 70% to technical and 30% to Financial.

1.7.8. From the time the Technical Proposals are opened to the time the contract is awarded, if any agency wishes to contact FICCI on any matter related to its proposal, it should do so only in writing. Any effort by an agency to influence FICCI in the proposal evaluation or contract award decisions may result in rejection of the proposal of the agency.

### **1.8 Terms of Payment to the Selected Agency**

1.8.1 Advance payment will not be considered except in case of film shoot and still shoot an advance payment of 50% of total cost will be released as an advance amount, the balance 50% will be released as per normal payment cycle subject to work satisfaction.

1.8.2. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, on the last working day of every month, for necessary settlement. The invoices should be submitted along with complete details of the work undertaken during the month, supporting documents and bills as well as copies of the creative and publicity material designed / produced during the month, for which the bills are submitted. A reconciliation sheet pertaining to the bills will be submitted every month.

1.8.3. The payments will be made quarterly for the fixed component and other work only after completion of the required work for the quarter and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by FICCI.

1.8.4. Taxes as applicable will be paid as per actuals.

1.8.5 For facilitating Electronic transfer for funds the selected agency will be required to indicate the name of the Bank and Branch, account number (i.e. bank names, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected agency.

### **1.9. Other Important Information**

1.9.1 The ownership of all print/outdoor/on-line creative, TV commercials, radio jingles/spots and publicity material produced/designed through the Creative Agency will at all-time rest with FICCI, and the agency/copywriter/photographer/producer, etc. will have no proprietary or other rights in respect of the same, subject to full payment of that particular work by FICCI. This would include full copyright for three years use of the images/photographs used in the creative and publicity material.

1.9.2. The Creative Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by FICCI.

1.9.3. Raw Stock / unmixed versions/ unused footage & photographs of the TV commercials and creatives will be the property of FICCI and the same are required to be handed over to FICCI.

1.9.4. The Creative Agency will be responsible for copyright issues concerning usage of images, footages, text material, etc. obtained through various sources. FICCI will not be a party to any disputes arising out of copyright violation by the agency, provided FICCI does not violate any terms of the third-party agreement.

1.9.5. The Creative Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP Document. FICCI will assist the Agency in this regard, wherever possible.

1.9.6. The Creative Agency will at no time resort to plagiarism. FICCI will not be a party to any dispute arising on account of plagiarism resorted to by the agency.

1.9.7. The RFP is valid from the date of announcement (29<sup>th</sup> August 2018) till last date of submission 7<sup>th</sup> September 2018.

1.9.8. A formal contract will be signed up between the successful agency and FICCI.

1.9.9 The selected agency will execute a Performance Guarantee for 15% of the total of the annual fixed fee of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to FICCI. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract. In case of extension of contract period beyond two years the performance guarantee will remain valid for a period of 60 days beyond the completion of the extended date of contract.

(a) In case it is noticed that agency has been unable to deliver any work enumerated in the work order in part as enumerated under each item of work, penalty @ 10% would be imposed equivalent to the cost of that unit of work.

(b) In case it is noticed that agency has been unable to deliver one or two items of work as a whole, penalty @ 10% would be imposed equivalent to the cost of those items of work. In case agency has been unable to deliver three or more work orders as whole, as enumerated in the scope of work, the performance bank guarantee submitted by the agency shall be forfeited in full.

(d) If the delivery of any item(s) is delayed from the delivery schedule approved by the FICCI a penalty @ 1% of the total cost of that item, per week would be imposed.

(e) FICCI reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending bills submitted for the work already performed by the agency.

1.9.10. FICCI is however not bound to accept any tender or to assign any reason for non - acceptance. FICCI reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.

1.9.11. FICCI reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.

1.9.12. FICCI reserves the right to place an order for the full or part quantities under any items of work under scope of work and for a shorter duration.

1.9.13. Agency submitting proposals will not be permitted to alter or modify their bids at any time post submission to FICCI.

1.9.14. FICCI reserves its right not to accept bids from Agency resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated.

1.9.15. Termination: Either party can terminate the Contract at any time by giving three months written notice.

1.9.16. Force Majeure: Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

1.9.17. Arbitration: Venue of arbitration will be New Delhi and will be governed by provisions of The Arbitration & Reconciliation Act 1996, India. Any dispute or difference whatsoever arising between the parties out of or relating to the

construction, meaning, scope, operation or effect of this contract or the validity or the breach thereof shall be settled by arbitration in accordance with the Rules of Arbitration of the Indian Council of Arbitration and the award made in pursuance thereof shall be binding on the parties.

1.9.18. Jurisdiction: The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract.

## **SECTION 2: TECHNICAL PROPOSAL**

### **I. TECHNICAL PROPOSAL SUBMISSION LETTER**

[Location, Date]

From:

[Name of the Firm]

To:

FICCI, Federation House , 1 Tansen Marg, New Delhi 110001, India

Subject: Appointment of Creative Agency for FICCI

Sir / Madam,

We, the undersigned, offer to undertake the assignment of Creative Agency for FICCI, in accordance with your RFP Document dated [-----]. We hereby submit our Technical Proposal for the same.

We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,

Signature:

Name & Designation of the authorized Signatory:

Name of Firm:

Address:

### **II. FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL**

The proposal must be submitted section wise along with their section specific supporting document/Annexures given in Section D)



## A. General Information

1. Name of Agency

2. Full Address

3. Contact Details

(Tel. No./Fax/E-mail)

4. Name of Contact Person

## B. Eligibility Criteria

5. Servicing and Creative Team identified to Work with FICCI:

(i) Name of Team Member

(ii) Designation

(iii) Work being handled

(iv) Qualifications

(a) Total experience

(b) Experience in the Agency

6. Brief Profile of Agency (in one page)

## **D. Documents to be submitted as enclosures/annexures (D1- Technical bid qualifying documents & D2- Main documents for technical proposal)**

### **D1- Technical bid qualifying documents**

1. Document(s) in support of number of years of experience as Creative Agency - (Annexure 1 – ROC-Incorporation certificate & MOA or AOA of the company)

2. Chartered Accountants Certificate, certifying: (Annexure 2 (a) & (b))

(a) Annual Revenue (Turnover) from Creative Work during last three financial years 2017-18, 2016-17, 2015-2016

(b) Creative Account(s) with revenue of over Rs.2 crore handled by the agency in any one of the last three financial years

3. A confirmation letter from the Creative Agency for handling a global account ( Annexure 3)

4. A confirmation letter from the Creative Agency for being able to provide the required Servicing and Creative Team. – (Annexure 4- Sample certificate enclosed)

5. The documents supporting presence in UAE and Indian offices- (Annexure- 5- Rent deed or Telephone bill or bank statement or electricity bill for each office individually)

6. Photo copy of PAN Card ( Annexure 6)

7. Earnest Money Deposit (EMD)/ Bid Security in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank for Rs. 5,00,000/- (Rupees Five Lakh only) drawn in favour of, FICCI, New Delhi, India.

8. A declaration that the creative agency has never been blacklisted ever by any department of Government of India till the date of issue of this RFP. - (Annexure 7)

## **D2- Main documents for technical proposal**

1. Proposed Brand Vision for a three-year period and details of Communication and PR strategy including any new and innovative ideas.

2. Sample creative material

A set of print creatives

Concept and story board for a TV commercial of 30 seconds

Design for brochure

Poster Design

## **SECTION 3: FINANCIAL PROPOSAL**

### **I. FINANCIAL PROPOSAL SUBMISSION LETTER**

[Location, Date]

From:

[Name of the Firm]

To:

FICCI, Federation House, 1 Tamsen Marg, New Delhi 110001, India

Subject: Appointment of Creative Agency for FICCI

Sir/Madam,

We, the undersigned, offer to undertake the assignment of Creative Agency for FICCI, in accordance with your RFP Document dated [-----] and our Technical Proposal. Our attached Financial Bid is for the sum of -----[Total Amount for

three years, in words and figures]. This amount is exclusive of taxes, which will be claimed as applicable and as per actuals.

Our Financial Bid shall be binding upon us, up to completion of the period of the contract as specified in the Tender Document.

We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,

Signature:

Name & Title of the Authorised Signatory:

Name of Firm:

Address:

**II- A. Financial Bid for Appointment of Creative Agency by FICCI**

Total fee for three years (D=Sum of A, B, C of clause – 1.7.5 – (iv) : Rs.-----

(The total fee for all the elements specified in clause no. 1.7.5)

Authorised Signature Name: -----

Designation: -----

Name of Firm: -----

B. To be submitted in a separate sheet of Paper- (Annexure- A)

(i) Fixed Annual Fee for three years, from the date of issue of work order:

A) Total for three years: Rs. \_\_\_\_\_(Refer section- 1.5.6)

(ii) Break-up of costs for each of the items of work listed in the Scope of Work (para 1.3.5 of this RFP document) are to be submitted on a separate sheet of paper. This break-up of individual costs will be considered for financial evaluation.

Authorised Signatory Name: .....

Designation: .....

Name of Firm:

Format for Annexure 4- Certificate for Providing Qualified team

[Location, Date]

From:

[Name of the Firm]

To:

FICCI, Federation House, 1 Tansen Marg, New Delhi 110001, India

Subject:- Certificate for providing qualified team.

Sir,

This has reference to the FICCI RFP dated 29-08-2018 for Appointment of Creative Agency.

In this context, I as an authorized representative of company, certify that we shall be able to provide a qualified servicing and creative team for undertaking the creative work and campaigns of the FICCI. The creative team would work closely with FICCI

Thanking you,

Name of the Bidder: Authorized Signatory \_\_\_\_\_

Name:

Seal:

Date: Place:

Format for Annexure 7- Declaration of ineligibility for corrupt or fraudulent practices

[Location, Date]

From:

[Name of the Firm]

To:

FICCI, Federation House, 1 Tansen Marg, New Delhi 110001, India

Subject: - Declaration of ineligibility for corrupt or fraudulent practices.

Sir,

This has reference to the FICCI RFP dated 29-08-2018 for Appointment of Creative Agency.

In this context, I as an authorized representative of company, declare that presently Company/ firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder: Authorized Signatory \_\_\_\_\_

Name: Seal:

Date & Place