

INDIA TOURISM LONDON
India House, Aldwych, London WC2B 4NA

No. ITO/LON/PR/Event Management Agency/ 2019

TENDER NOTICE FOR APPOINTMENT OF EVENT MANAGER/ PUBLIC RELATIONS AGENCY FOR ORGANISING INCREDIBLE INDIA WTM 2019 IN LONDON FROM 4th to 6th NOVEMBER 2019

Indiatourism London, an office of the Ministry of Tourism, Government of India invites applications from eligible agencies for the appointment of Public Relations Agency managing and coordinating Public Relations and other activities during WTM 2019.

Completed bids in the format and with documents mentioned in the detailed tender document may be sent to The **Assistant Director, Indiatourism London, India House, Aldwych, London WC2B 4NA to reach on or before 11 AM (BST) on 27th September, 2019.** Any queries on the tender document may be addressed to email id: info@indiatourismindia.org.

S. Sarangi
5th sep, 2019

Assistant Director
Indiatourism
London.

INDIA TOURISM OFFICE
C/o. High Commission of India,
Aldwych, London WC2B 4NA. Tel: +44-20-7437 3677

No. ITO/LON/PR/2019

Dated: 5th September, 2019

INVITATION OF QUOTES FOR APPOINTMENT OF PROFESSIONAL PUBLIC RELATIONS AGENCY FOR UNDERTAKING WORK RELATING TO PUBLIC RELATIONS AND EVENT COORDINATION FOR INDIATOURISM, LONDON AT WTM, LONDON 2019

Indiatourism, London, an office of the Ministry of Tourism, Government of India invites quotes from professional Public Relations agencies, based in London or having an office in London for undertaking work relating to Public Relations and Event Coordination at WTM, London 2019.

2. Scope of Work:

The objective of our participation in WTM 2019 is to enhance visibility of brand Incredible India, to promote Fairs & Festivals of India and its rich culture, heritage, varied cuisine, art forms, niche tourism products like Yoga & Wellness, handicrafts, etc. among visitors at WTM - 2019.

Period of Engagement

The period of engagement of PR agency shall be from 25th October to 16th November, 2019

Responsibilities of selected PR Agency includes:

- a) **Coordinating Press Conference scheduled on 04th Nov. 2019 at Excel.**
 - ✓ India Tourism, London is organising a Press Conference on 04th November 2019 at Hall No. SG 15 & 16, Excel, London. PR agency is responsible for inviting top media, design & despatch of e-invite, receiving RSVP, coordination of all arrangements made for Press Conference at the venue including AV, catering, etc., preparation of press release, preparation of press kits and distribution of the same to the Media representatives at the Press conference. The agency is also required to provide sufficient support staff for registration and management of the Press conference.
 - ✓ Indiatourism, London has already booked venue and made arrangements for catering for the Press conference.
- b) **Press Interviews:**
 - ✓ Arranging at least 22-25 press interviews with leading media / influencers in the UK for Delegation of the Ministry of Tourism from Nov. 04-06, 2019. Support staff of the PR agency should manage the interviews on all three days.
- c) **Coordinating India Evening and related activities:**

- ✓ India Tourism, London is organizing an India Evening on 05th November 2019 in London. Programme for the India Evening includes Speech of the leader of the Indian Delegation, Cultural Programme, followed by cocktail and dinner.
- ✓ PR Agency will be responsible for booking the venue, design & dispatch of e-invite and receiving RSVP.
- ✓ Ensure participation of at least 150 tour operators / travel agents / media / opinion makers, etc..
- ✓ Coordinating with the venue hotel for successful organization of the event.
- ✓ To provide sufficient support staff for floor management, artist management, coordinating the decoration of the venue, AV arrangements, catering, etc in consultation with Indiatourism, London.

d) **Social Media Management**

- ✓ Managing social media pages of India Tourism UK (Facebook, Twitter and Instagram) for one month from the date of appointment of the agency.

e) **Submission of Report:**

- ✓ Submitting a comprehensive report including media coverage / publicity mileage derived, etc. **by 25th November 2019 positively.**

3. **Minimum Eligibility Criteria**

- i. The agency should be a registered company in United Kingdom.
- ii. The agency should be paying taxes as per rules here it is registered and should not be defaulter on this account.
- iii. The agency should have handled a minimum of three similar services/projects in the last three years.
- iv. The agency should have adequate infrastructure and staff for organizing the event.
- v. The agency should neither be blacklisted/debarred by the UK Government nor by the Indian Government from doing business.

4. **Submission of Proposals:-** All agencies are required to submit their proposals in envelopes "A" & "B" consisting of the following documents duly superscribed with titles "**Tender for PR Agency at WTM 2019**."

a. **Cover A: Technical Bid Document** should contain:

- i. Certified copy of valid company registration and VAT registration of the agency from a competent local authority.
- ii. An undertaking that the agency is neither blacklisted/debarred by the UK Government nor by the Government of India from doing business.
- iii. Bidder should demonstrate and explain their technical, professional and practical experience of having completed similar services/projects undertaken in the last 3 years.
- iv. In addition to the minimum requirements of three projects of a magnitude of WTM, agencies may submit details of additional works/contracts for handling similar projects in the field of tourism promotion.

- v. The bidder agency should have average annual financial turn-over of £ 50,000.00 during the immediate last three consecutive financial years. This should be duly audited by a Chartered Accountant. The Tenderer should provide documents in this regard and submit in the Technical Bid.
- vi. Introduction and Credentials of Tenderer: This should be a brief introduction, background, company details, credentials, VAT & other registration and past performance of the Tenderer and may attach any other documents such as company profile, company brochures, achievement of the company etc.
- vii. Scope of Work (duly signed)

NOTE- THE ABOVE DOCUMENTS MUST BE IN ONE SPIRAL BINDING

b. Cover B: Financial Bid Document: should contain:

- i. Cost Estimates-Tenderer should submit detailed cost estimates with reference to Scope of work
- ii. Form of Tender- Interested agencies submit quotes on their company letterhead (duly signed) as per format given below :

Sr. No.	Particulars	NET Cost in GBP	TAXES, if any in GBP	Total Cost in GBP (Col. 3 + Col.4)
(1)	(2)	(3)	(4)	(5)
01.	Cost for providing PR and Event Coordination services as per scope of work detailed at Para 2 (a) to (e) of the tender document dated: 05/09/2019			

c. Both the sealed envelopes (Cover A & Cover B) should be put in outer packet which should also be sealed and superscribed as **Quotes for Appointment of Professional Public Relations Agency for Undertaking work relating to Public relations and Even Coordination for Indiatourism, London at WTM 2019.** The outer packet should be addressed to the Assistant Director, Indiatourism, C/o High Commission of India, India House, Aldwych, London WC2B 4NA (United Kingdom). All three packets (Cover A & B and the outer packet) should carry the name of the agency, office address, name of the contact person along with Tel.No, e-mail ID. **The Bid should be submitted on or before 1100 hrs. on 27th September, 2019.**

5. Selection process:-

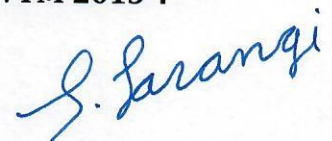
- i. The bids received on or before the due date will be opened by a committee.

- ii. In the first instance the **Technical cover** will be opened. The designated committee will evaluate the technical bids. The committee discretion for accepting/withholding/rejecting the technical bid of any agency would be final and the committee/Indiatourism London would not be bound to disclose any reason to the bidder for the same.
- iii. Only agencies successful in the technical bids will be eligible for opening of their financial bids.
- iv. To assist evaluation and comparison of the Tender, the client may at its discretion, ask Tenderers for clarification of their bids. The clarification and response from Tenderers shall be in writing.
- v. Indiatourism will not be bound to accept the lowest or any Tender nor to give a reason for the rejection of any Tender.
- vi. If the Tenderer is asked to competitively quote for the works, the Client (Indiatourism) is not bound to accept the lowest or any tender and reserves the right to accept the whole or any part of the tender and altering the quantities offered and Tenderer shall supply the same at the rate quoted. Nothing extra shall be payable if any additional information or detail is provided later on for carrying out the works stated in the documents.

6. Payment:

An advance payment of maximum of 50% of the total cost may be made by 31st October, 2019. Remaining payment will be released only after the completion of the events, receipt of report and after Indiatourism London is satisfied that the work was carried out satisfactorily as per scope of work.

Quotes to be submitted on the letter head of the agency, duly signed by the authorised signatory and submitted to Assistant Director, Indiatourism London, C/o. High Commission of India, Aldwych, London WC2B 4NA on or before **1100 hrs. on 27th September, 2019. The Tender application should be sent by post / courier in the sealed envelope with the title "Tender for PR Agency at WTM 2019".**



**Assistant Director
Indiatourism
London**