

Government of India
Ministry of Tourism, Government of India
Marketing, Promotion & International Cooperation Division

First Floor, Transport Bhawan
1, Parliament Street, New Delhi 01

TP-5/14/2025-DP

Dated: 10.11.2025

To,

All Interested Agencies

Subject: Expression of Interest for Global Repositioning of the Incredible India Tourism Brand

Sir/Madam,

The Ministry of Tourism, Government of India, is pleased to invite Expressions of Interest (EOI) from reputed agencies for undertaking the global repositioning of the *Incredible India* brand.

- i. The objective of this initiative is to refresh, strengthen, and align the brand with evolving traveller expectations and to drive sustained growth across international and domestic source markets. The selected agency will be responsible for developing a comprehensive brand strategy and executing integrated marketing campaigns that highlight India's diversity, culture, heritage, and modern tourism offerings.
- ii. Interested agencies with proven expertise in global branding, destination marketing, and large-scale international campaigns are invited to submit their EOIs, along with supporting documents, as per the enclosed guidelines.
- iii. The EOIs should reach this Ministry on www.eprocure.gov.in by **01.12.2025 at 1500 Hrs.** as mentioned in the EOI Document. Submissions received after the deadline will not be considered.
- iv. The detailed Expression of Interest document, outlining the scope of work, eligibility criteria, and submission process, is enclosed herewith for reference.

(Ajit Pal Singh)
Assistant Director General

Encl: Expression of Interest Document

Expression of Interest (EOI)

Global Repositioning of the Brand Incredible India and leveraging Domestic Tourism

The Ministry of Tourism, Government of India, invites Expressions of Interest (EOIs) from agencies with proven expertise in global branding, marketing, and destination promotion. The aim is to reposition, refresh, and strengthen the Incredible India brand to drive growth in international markets, align with changing traveller expectations, and reinforce India's standing as a leading tourism destination. The selected agency will also handle promotion and publicity for domestic tourism.

2. Scope of Work

The selected agency will be tasked with preparing and delivering a comprehensive brand strategy, directed towards:

2.1. Research and Strategy

- Conduct in-depth market research to identify target audiences, tourism trends, and competitive landscapes across various geographies. Identifying evolving traveller preferences and benchmarking against global competitors and Big data Analysis to Provide actionable insights for campaign development.
- Develop a comprehensive communication strategy aligned with the Ministry of Tourism's objectives and branding guidelines. This will include identifying key messages, target segments, and communication channels.
- Develop a strategy to promote new and lesser-known destinations in the domestic market, with the twin goals of reducing pressure on overcrowded destinations and fostering responsible tourism along with awareness about being a responsible traveller.

2.2. Brand Positioning, Campaign Development and Asset Creation

- Develop/ refresh brand positioning basis India's culture, heritage, wellness, natural and modern offerings etc.
- Develop innovative and engaging advertising campaigns across multiple platforms and formats.
- Create all necessary campaign assets, including but not limited to:
 - Print advertisements
 - Out-of-home advertising creative
 - Television and radio commercials
 - New Media

2.3. Production and Deployment

- Manage the end-to-end production of all approved campaign assets.
- Create publicity material including but not limited to Digital Content/AVs/Films/collaterals/logos/calendars and other content/graphic based promotional material as and when required.
- Ensure timely and effective deployment of campaigns across all chosen media channels.

2.4. Media Planning and Partner Management

- Develop strategic media plans that optimize reach and impact across various geographies.
- Invite and evaluate proposals from diverse media partners and platforms worldwide to secure the most effective and cost-efficient media placements.
- Do due diligence with respect to the rates and proposals submitted by the identified media partners.
- Explore possibilities of partnership with sporting brands/ mega live events/ concerts and any other relevant entities.

2.5. Content and Campaign/s across media

- Develop content and execute content strategies for both paid and earned media platforms.
- Manage the distribution and promotion of content to maximize engagement and virality.

2.6. Content Partnership and Collaborations

- Identify and forge strategic content partnerships with relevant organizations, influencers, and media entities.
- Facilitate collaborations with key media outlets and content creators to generate authentic and compelling narratives about our tourism offerings.

2.7. Event Identification and Program Creation

- Identify relevant events and forums across the international and domestic markets that align with our tourism objectives.
- Develop necessary Layouts /Designs/Creatives for MoT's Pavilion/Stalls/Booths etc., based on the requirements of the Ministry and respective target markets and audience.
- Create comprehensive programs and activations to be deployed by third parties at these identified events. These programs should aim to create immersive experiences and direct engagement with potential tourists.

Air

2.8. Crisis Management

Formulate and implement crisis management and mitigation measures in partnership with relevant agencies, State Governments/UTs, and stakeholders.

2.9 Reporting and Reviews

Establishing KPIs and frameworks to evaluate outcomes and return on investment.

3. Eligibility

Interested agencies must demonstrate:

- A minimum of 10 years' experience in global branding, advertising, or tourism promotion.
- Prior work on large-scale international campaigns, preferably in the travel, tourism and hospitality sector.
- Strong presence or operational capability in key global source markets.
- Proven creative, digital, and research capabilities.

4. Submission Details

- EOIs must include a company profile, credentials, case studies, financial capacity, and details of relevant experience.
- Proposals should be submitted in soft copy to the Ministry of Tourism by 01.12.2025 by 1500 Hrs. on www.eprocure.gov.in
- Shortlisted agencies may be invited to present their approach and vision.

5. Contact

For further information and submission guidelines, please visit www.tourism.gov.in or contact publicity-tour@gov.in

