

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: 27.05.2026

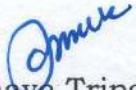
To,
All Interested Agencies

Subject: Request for Proposal [RFP] for Appointment of Integrated Tourism Promotion Agency for Ministry of Tourism, Government of India

Sir/Madam,

The Ministry of Tourism, Government of India (MoT), is pleased to invite proposals for Appointment of Integrated Tourism Promotion Agency. The selected Agency shall act as a single-point partner for tourism promotion and marketing strategy, creative and content development, media planning and buying support, digital and social media management, public relations, designing of pavilions/ stalls/ experience at events and coordination of road-shows, and performance tracking, analysis and reporting among others, as detailed in this RFP.

2. Interested agencies invited to submit their proposal, along with supporting documents, as per the enclosed RFP.
3. The bid should reach this Ministry on www.eprocure.gov.in by **14.07.2026 at 1500 Hrs.** as mentioned in the RFP Document. Submissions received after the deadline will not be considered. The detailed RFP document, outlining the scope of work, eligibility criteria, and submission process, is enclosed herewith for reference.


(Vibhava Tripathi)
Deputy Director General

Encl: Request for Proposal [RFP]

विभव त्रिपाठी / VIBHAVA TRIPATHI
उप महानिदेशक / Deputy Director General
पर्यटन मंत्रालय / Ministry of Tourism
भारत सरकार / Government of India
नई दिल्ली / New Delhi



सत्यमेव जयते

**Ministry of Tourism
Government of India**

**Request for Proposal [RFP]
for
*Appointment of Integrated Tourism Promotion
Agency for
Ministry of Tourism, Government of India***

RFP reference no. TP-5/14/2025-DP Dated 27.05.2026

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Disclaimer

The information contained in this Request for Proposal document (RFP) or subsequently provided to the Applicants, whether verbally or in documentary or any other form by or on behalf of MoT or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement or an offer by MoT to prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes Statements which reflect various assumptions and assessments arrived at by MoT. Such assumptions, assessments and statements do not purport to contain all information that each Applicant may require. This RFP may not be appropriate for all people, and it is not possible for MoT, its employees or advisers, to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP.

The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct his own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants may be on a wider range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. MoT accepts no responsibility for the accuracy or otherwise for any interpretation or opinion of the law expressed herein.

The MoT, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of this RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

MoT also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Applicant upon the statements contained in this RFP.

MoT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that MoT is bound to select an Applicant or to appoint the Selected Applicant, as the case may be and MoT reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by MoT or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant, and MoT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. INTRODUCTION

1.1 Background

The Ministry of Tourism, Government of India (hereinafter referred to as “**MoT**”) undertakes domestic and international marketing and communication initiatives to promote India as a preferred tourism destination.

In view of evolving traveler behaviour, digital-first discovery journeys, sustainability and responsibility priorities, and increasing global competition, MoT proposes to appoint a professionally managed, integrated tourism promotion Agency through this Request for Proposal (RFP). The selected Agency shall act as a single-point, 360-degree partner to MoT for tourism promotion and marketing strategy, creative and content development, media planning and buying support, digital and social media management, public relations, designing of pavilions/ stalls/ experience at events and coordination of road-shows, and performance tracking, analysis and reporting among others, as detailed in this RFP.

The intent of MoT is to move from fragmented execution across multiple vendors to an integrated brand management model anchored in research, audience insights, strategic planning, consistent creative direction, timely execution, and clear accountability linked to measurable outcomes. The Agency shall be required to provide all services, resources, coordination, execution and operational support necessary for implementation of MoT’s brand and communication programs in a cohesive and outcome-oriented manner, in accordance with the scope and service levels prescribed in this RFP.

1.2 Request for Proposal

MoT invites proposals (the ‘Proposals’) from interested firms (the ‘Applicants’) for selection of an Agency, who shall assist MoT as per the scope of work specified at Schedule-1 (the ‘TOR’). MoT intends to select the Agency through an open competitive bidding in accordance with the Procedures set out therein.

1.3 Due diligence by Applicants

Applicants are encouraged to inform themselves fully about the assignment and the local conditions before submitting the Proposal and attending pre-proposal conference.

1.4 Download of RFP Document

RFP document can be downloaded from the official website of the Ministry of Tourism www.tourism.gov.in and www.eprocure.gov.in.

1.5 Validity of the Proposal

The proposal shall be valid for a period of 180 days from the Proposal Due Date (The PDD).

1.6 Brief description of the Selection Process

This is a two-stage selection process (collectively the “**Selection Process**”) for evaluating the Proposals comprising technical and financial proposals to be submitted as per this RFP.

1.7 Payment in INR

All payments to the Agencies shall be made in INR only and in accordance with the provisions of the RFP.

1.8 Schedule of Selection Process

i. MoT would endeavor to adhere to the following schedule:

Sno	Event Description	Date/Days
1.	Release of RFP	27.05.2026
2.	Last date for receiving queries	08.06.2026
3.	Pre-Bid Conference	11.06.2026
4.	Authority response to queries	22.06.2026
5.	Proposal Due Date or PDD	13.07.2026
6.	Opening Proposals (technical)	14.07.2026
7.	Opening Proposal (financial)	To be communicated later
8.	Letter of Award (LOA)	To be declared later
9.	Validity of Proposal	180 days from PDD

ii. It is advised that the applicants may submit their proposals only after the pre-bid meeting and publish replies to queries therein. The applicants are advised to check the official websites www.tourism.gov.in / www.eprocure.gov.in for any corrigendum, addendum or any communication in this regard. The Ministry of Tourism may modify the above schedule of events.

1.9 Earnest Money Deposit (EMD) / Bid Security:

The bidders shall be required to submit a duly signed **Bid Securing Declaration**, affirming that in the event they withdraw or modify their bid during the period of bid validity, or, upon award of the contract, fail to execute the Contract Agreement or furnish the required Performance Security within the stipulated time as prescribed in the RFP, they shall be liable to be **blacklisted** for a period of Twenty Four (24) months from the date of such disqualification.

Submission of the Bid Securing Declaration in the prescribed format (Annexure-9) is mandatory. Bids not accompanied by the Bid Securing Declaration in the specified format shall be summarily rejected and shall not be opened or considered further.

1.10 Pre-Bid Queries

Prospective Applicants may submit the queries regarding the document as per the timelines given in Clause 1.8. The queries should be addressed to the Nodal Officer mentioned in clause 1.12. The queries must be asked in the following format only:

Sn.	Relevant Clause of RFP	Page No of RFP	Query

1.11 Pre-Bid Conference

- i. The date, time and venue of Pre-Bid Conference shall be:
 - Date** : 11.06.2026
 - Time** : 1600 Hrs.
 - Venue** : Baithak, 3rd Floor, PTI Building, 4 Parliament Street, New Delhi 110001
- ii. Further details regarding the Pre-bid will be updated on the official website of MoT.
- iii. A maximum of two representatives of each applicant shall be allowed to participate in production of an authority letter from the Applicant.
- iv. During the course of Pre-Bid Conference, the Applicants will be free to seek clarifications and make suggestions for consideration of MoT. MoT shall endeavor to provide clarifications and such further information as it may, in its sole discretion, consider appropriate for facilitating a fair, transparent and competitive Selection Process.

1.12 Communications

- i. All communications including the submission of Proposal should be in English language and addressed to the Nodal Officer:

Deputy Director General, Marketing and Promotion Division,
Ministry of Tourism
Address: 1st Floor, Transport Bhawan,
1 Sansad Marg, New Delhi, India 110001
Tel. 011-23711995
e-mail: publicity-tour@gov.in

Note:

- a. Please check www.tourism.gov.in or CPPP - Central Public Procurement Portal (<https://eprocure.gov.in/eprocure/app>) to access all the posted and uploaded documents related to this RFP.
- b. All communications should have the following information, marked at the top in bold

“Request for Proposal (RFP) for Appointment of Integrated Tourism Promotion Agency for Ministry of Tourism, Government of India”

1.13 Period of the Engagement

The engagement period shall be Three years (subject to annual review), extendable by one year based on the annual performance review by the Consultancy Monitoring Committee (CMC). Any further extension beyond this period may be considered at the discretion of MoT, subject to the Agency’s consent and continuation under the same terms and conditions of the existing RFP.

2. INSTRUCTIONS TO APPLICANTS

2.1 Scope of Proposal

- i. A detailed description of the objectives, scope of services, deliverables and other requirements relating to the appointment of an Integrated Tourism Promotion Agency is specified in this RFP. Any firm/agency that possesses the requisite experience, capabilities and resources for undertaking the assignment may participate in the Selection Process in response to this invitation.
- ii. The manner in which the Proposal is required to be prepared and submitted, and the process by which Proposals will be evaluated and the selected Bidder will be appointed, are set out in this RFP.
- iii. Bidders are advised that selection shall be carried out by MoT in accordance with the Selection Process specified in this RFP. MoT shall evaluate Proposals on the basis of the criteria prescribed herein and its decision shall be final and binding. Bidders shall be deemed to have understood and agreed that MoT is not required to provide reasons or explanations in respect of any aspect of the Selection Process, and that no right of appeal shall lie against MoT's decision.
- iv. The Bidder shall submit its Proposal in the form and manner specified in this RFP. **The Technical Proposal and Financial Proposal shall be submitted in the format provided in this RFP.**
- v. The Ministry of Tourism is not bound to accept any tender or to assign any reason for non-acceptance. The Ministry of Tourism reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
- vi. The Ministry of Tourism reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
- vii. The Ministry of Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- viii. Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- ix. The Ministry of Tourism reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- x. The issue of this RFP does not imply that the Authority is bound to select an Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

- xi. The Authority reserves the right not to respond to any queries or provide any clarifications, in its sole discretion, and nothing in this Clause 1.10 shall be construed as obliging the Authority to respond to any question or to provide any clarification.

2.2 Amendment of RFP

2.2.1 At any time prior to the deadline for submission of Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant Firm, modify the RFP document by the issuance of Addendum/ Amendment/Corrigendum and post it on the Official Websites.

2.2.2 All such Addendum/ Amendment/Corrigendum will be notified on the Official Website along with the revised RFP if required containing the amendments and will be binding on all Applicant Firm.

2.2.3 In order to afford the Applicant Firm a reasonable time for taking an amendment into account, or for any other reason, the Authority may, in its sole discretion, extend the PDD. If date extended, it will be notified on the websites.

2.3 Rights

MoT, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:

2.3.1 Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto.

2.3.2 Consult with any Applicant in order to receive clarification or further information.

2.3.3 Retain any information and/or evidence submitted to MoT by, on behalf of and/or in relation to any Applicant; and/or

2.3.4 Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant.

2.4 Participation by the Bidders

A Bidder may participate **either as a single entity or as a Consortium** (as permitted under this RFP). In case of a Consortium, the number of members shall not exceed **three (3)** including the Lead Member, and **each member** shall satisfy the legal eligibility requirements below.

2.4.1 Eligibility to Bid as a Single Entity – A Bidder may participate in the bidding process as a single legal entity, duly incorporated/registered in India, and meeting all eligibility and qualification requirements specified under this RFP.

Or,

2.4.2 Eligibility to Bid as a Consortium/JV - A Bidder may participate in the bidding process as a Consortium/Joint Venture (JV) consisting of not more than three (3) members, including one designated Lead Member, who shall be a legal entity, duly incorporated/registered in India, and meeting all eligibility and qualification requirements specified under this RFP

The following conditions shall apply:

- i. The Consortium/JV shall nominate one member as the Lead Member (the 'Lead Member'), who shall be duly authorized to incur liabilities, receive instructions, and act on behalf of the Consortium/JV for all purposes relating to the bidding process and the Contract.
- ii. The Lead Member shall have the authority to bind the Consortium/JV throughout the selection process and for the entire duration of the Contract.
- iii. The members shall submit a Joint Bidding Agreement / Consortium Agreement on notarized stamp paper signed by all members, clearly specifying:
 - a) Lead Member and its authority.
 - b) roles and responsibilities of each member.
 - c) commitment that the lead member of the consortium/ JV shall be liable for performance of all obligations under the Contract.
- iv. The Power of Attorney (PoA) in favour of the Lead Member/authorized signatory shall be submitted, duly executed by all other Consortium/JV members, authorizing the Lead Member to submit the Proposal and to act for and on behalf of the entire Consortium/JV. Each Consortium/JV member shall execute the PoA on its own letterhead, duly signed and notarized, confirming that all actions undertaken by the Lead Member shall be binding on all members of the Consortium/JV.
- v. In case of award, the Contract shall be signed by the Lead Member on behalf of the Consortium/JV

- vi. Technical and Financial Eligibility Criteria for Consortium/JV:
 - a. Technical Experience: The technical experience requirements prescribed in this RFP may be met collectively by the members of the Consortium/JV.
 - b. Financial Capacity/Turnover: The financial capability/turnover shall be fulfilled exclusively by the Lead Member of the Consortium/JV.
- vii. No change in the composition of the Consortium/JV. Addition/removal of members or change in participation share shall be permitted after Proposal Due Date. Any changes during the subsistence of the Contract, would be subject to prior written approval of MoT only, at its sole discretion.
- viii. The Lead Member shall be responsible for all deliverables as per the scope mentioned in the RFP in a time-bound manner. Also, the penalty on account of any deficiency by any member of the consortium will be on the lead member only.
- ix. All payments shall be released solely to the Lead Member, and MoT shall not, in any manner, be responsible for or involved in the apportionment or further disbursement of such payments among the Consortium/JV members.

2.5 One Bid Only

A Bidder (including its associates/affiliates, as applicable) shall participate in only one (1) Proposal—either individually or as a member of a Consortium/JV. Submission/participation in more than one Proposal shall result in disqualification of all such Proposals.

2.6 Performance Guarantee

- i. The successful agency will execute a Performance Guarantee for 5% of the total value 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 **'Pay & Accounts Officer, Ministry of Tourism'** Government of India payable at New Delhi. The Performance Guarantee should remain valid for a period of 90 days beyond the date of completion of all contractual obligations of the Agency (including acceptance of final deliveries and any warranty/support obligations, if applicable).
- ii. The Performance Guarantee in case of consortium/ JV shall be furnished by the Lead Member.
- iii. The successful bidder shall submit the Acceptance Letter and Performance Guarantee within 15 days of issuance of the Letter of

Intent (LoI). Failure to submit the Performance Guarantee within the stipulated time (including an extension granted) shall constitute a material breach, and MoT may cancel the award and proceed in accordance with the RFP/Contract terms.

- iv. MoT may invoke/forfeit the Performance Guarantee (in full or in part) without prejudice to any other remedy available under the Contract or law, in the event of:
 - a. failure to perform the Services or deliverables in accordance with the Contract.
 - b. breach of any material obligation, including confidentiality, IP/data ownership, or compliance requirements.
 - c. non-rectification of deficiencies within the cure period specified by MoT.
 - d. termination of the Contract for default attributable to the Agency; and/or
 - e. any other event expressly specified in the Contract as triggering invocation/forfeiture.
- v. If the Performance Guarantee is invoked/ en-cashed or reduced for any reason, the Agency shall replenish and restore the Performance Guarantee to the original amount within [15] days of receipt of intimation from MoT, failing which MoT may withhold payments and/or take action as per the Contract.
- vi. Subject to satisfactory completion of all obligations and settlement of any dues/claims/penalties, the Performance Guarantee shall be released to the Agency after completion of all contractual obligations of the Agency.

2.7 Pre-Qualification / Eligibility Criteria

Bids shall be considered for evaluation only if the Bidder meets all the following minimum eligibility criteria as on the Proposal Due Date (PDD) and continues to meet them until award:

S. No	Eligibility Criteria	Minimum Requirement	Documentary Evidence (to be submitted)
1.	Legal Status (India registered)	The Bidder/Applicant may participate either as a single entity or as a Consortium (as permitted under this RFP). In either case, the Bidder/Applicant (and, in case of a Consortium, each Consortium member) shall be an entity incorporated/ registered in	1- Certificate of Incorporation/Registration/ Partnership deed; PAN; GST (as applicable) 2- For proof of Office in NCR: -

		<p>India as one of the following: (a) a company incorporated under the Companies Act, 2013 as applicable; or (b) a limited liability partnership registered under the Limited Liability Partnership Act, 2008; or (c) a partnership firm registered under the Indian Partnership Act, 1932; or (d) a sole proprietorship firm.</p> <p>The bidder must have a registered and adequately staffed full-time working office in Delhi NCR</p>	<p>Registered Lease Deed / Rent Agreement, or Municipal property tax receipt / utility bill (electricity, water, telephone) not older than 3 months showing the bidder's name, or</p> <p>Government-issued establishment registration / trade license indicating the NCR office address,</p>
2.	Experience in Branding and Communication	<p>Minimum 10 years of experience in integrated branding/ communication/ campaign/ marketing services, as on PDD.</p>	<p>The details of assignment submitted for meeting this criterion to be provided and supporting work orders/POs/Client certificates indicating year and nature of services as per format annexed with this RFP (Annexure 5 followed by Annexure 6)</p>
3.	Sector experience	<p>Proven experience in - tourism / hospitality / travel / destination promotion / marketing campaign (any one or more).</p> <p><i>(at least 2 assignments of minimum project cost INR 1 Cr. in last five (5) financial years (2024-25, 2023-24, 2022-23, 2021-22, 2020-21);</i></p>	<p>Work orders/Completion certificates, Client references demonstrating sector and scope.</p> <p>(Annexure 5 followed by Annexure 6)</p>

4.	Domestic campaign execution	Executed at least two (2) domestic (Pan India) assignment of minimum project cost INR 1 Cr. in the last five (5) financial years (2024-25, 2023-24, 2022-23, 2021-22, 2020-21) involving – Marketing/ Promotions/ creatives development/ Branding assignment campaign	Work order + completion/achievement certificate; campaign case study (1-2 pages).
5.	International / multi-market campaign execution	Executed at least one (1) International assignment of minimum project cost INR 2 Cr. in the last five (5) financial years (2024-25, 2023-24, 2022-23, 2021-22, 2020-21), involving – Marketing/ Promotions/ creatives development/ Branding assignment campaign.	Work order + completion/achievement certificate; campaign case study (1-2 pages).
6.	Financial Capacity (Turnover)	Average annual turnover from relevant operations (Marketing/ Branding/ Campaign) for development of strategy and creative works during the last 3 audited financial years (2022-23, 2023-24, 2024-25) should be ≥ ₹150 crore.	The Applicant shall enclose with its Proposal, certificate(s) from its Statutory Auditors stating its total revenues from Marketing/ Branding related work during each of the past five financial years. In the event that the Applicant does not have a statutory auditor, it shall provide the requisite certificate(s) from the firm of Chartered Accountants that ordinarily audits the annual accounts of the Applicant. To be provided as per

			Attached Annexure 4.
7.	Not blacklisted / debarred	Bidder (and each consortium member) must not be blacklisted/debarred by any Central/State Government Ministry/Department/PSU/A autonomous body as on PDD (in last three years)	Undertaking on letterhead in prescribed format as per Annexure – 1, Point 7(b).

2.8 Disqualification (standard)

Any Bidder that does not meet the above eligibility criteria, or submits incomplete/false documentation/undertakings, shall be liable for rejection of its Proposal. Debarment/blacklisting provisions shall be governed by applicable rules, including GFR provisions relating to debarment from bidding.

The Pre-Qualification (Eligibility) Criteria shall be submitted with a properly indexed set of entries. All documents, annexures, certificates, and supporting evidence must be arranged in the same sequence as per pre-qualification criteria laid down in section 2.7 and accompanied by a clear index indicating page numbers, section references, and document titles. Proposals with incomplete, missing, or improperly indexed submissions may be deemed non-responsive and are liable for rejection.

2.9 Conflict of Interest

- i. An Applicant shall not have a conflict of interest that may affect the Selection Process or the Agency (the –Conflict of Interest). Any Applicant found to have a Conflict of Interest shall be disqualified. In the event of disqualification, MoT shall forfeit and appropriate the Bid Security as mutually agreed genuine pre-estimated compensation and damages payable to MoT for, inter alia, the time, cost and effort of MoT including consideration of such Applicant’s Proposal, without prejudice to any other right or remedy that may be available to MoT hereunder or otherwise.

- ii. MoT requires that the Agency provides professional, objective, and impartial advice and at all times hold MoT 's interests paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The Agency shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of MoT.

2.10 Number of Proposals

No Applicant shall submit more than one bid for this job. In case more than one proposal is received from an applicant, both the proposals will be rejected.

2.11 Cost of Proposal

The Applicant shall be responsible for all the costs associated with the preparation of their Proposals and their participation in the Selection Process including subsequent negotiation, visits to the MoT, Project site, Project Office etc. MoT will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

2.12 Acknowledgement by Applicant

It shall be deemed that by submitting the Proposal, the Applicant has:

- i. Made a complete and careful examination of the RFP.
- ii. Received all relevant information requested from MoT.
- iii. Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of MoT or relating to any of the matters.
- iv. Satisfied itself with all matters, things and information, including matters necessary and required for submitting an informed Application and performance of all of its obligations there under.
- v. Acknowledged that it does not have a Conflict of Interest; and
- vi. Agreed to be bound by the undertaking provided by it under and in terms hereof.

2.13 MoT not to be liable

MoT shall not be liable for any omission, mistake or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to RFP or the Selection Process, including any error or mistake there in or in any information or data given by MoT.

2.14 Right to reject any or all Proposals

Notwithstanding anything contained in this RFP, MoT reserves the right to accept or reject any proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons thereof, and

- (a) at any time, a material misrepresentation is made or discovered, or
- (b) the Applicant does not provide, within the time specified by MoT, the supplemental information sought by MoT for evaluation of the Proposal.

Misrepresentation/ improper response by the Applicant may lead to the rejection of the bid at any stage.

3. CRITERIA FOR EVALUATION

3.1 Technical Proposal and its Evaluation

- (i) Technical proposals of only those applicants shall be evaluated, which are found responsive as per clause 2.2
- (ii) The Technical Proposal will be evaluated based on the following parameters:

Sn	Parameters	Maximum Score												
A	<p>Average Annual Turnover (last 3 financial years ending 2024-25) for work related to marketing, branding, campaign and promotion strategy and creative development should be at least INR 150 Cr.</p> <p>Average Annual Turnover</p> <ul style="list-style-type: none"> • Above ₹600 Crore – 10 Marks • ₹450 – ₹600 Crore – 8 Marks (exclusive of 600) • ₹300 – ₹450 Crore – 6 Marks (exclusive of 450) • ₹150 – ₹300 Crore – 4 Mark (exclusive of 300) 	10												
B	<p>Experience of the company:</p> <ul style="list-style-type: none"> • Above 20 years - 5 Marks • 15-20 years - 4 Marks • 10-15 years - 2 Marks 	05												
C	Applicant's specific experience	10												
C1	<p>Relevant Sectoral Experience: Independent Domestic assignments in Tourism, Hospitality, and related sectors:</p> <table border="1"> <thead> <tr> <th>Assignment Category</th> <th>Max Marks</th> <th>Example Sub-Criteria</th> <th>Scoring</th> </tr> </thead> <tbody> <tr> <td>Branding and Campaign & Creative Production</td> <td>6</td> <td>Major creative/brand strategy assignments + Marketing Campaign Design and Execution</td> <td> Minimum cost of each Project: INR 3 Cr. <ul style="list-style-type: none"> • 10 or more projects = 6 marks • 5 – 9 Projects = 4 marks • 2 – 4 Projects = 2 marks </td> </tr> <tr> <td>Digital & social Media Campaign</td> <td>2</td> <td>Content Creation + Social Media Management</td> <td> Minimum Project Cost: INR 1 Cr. <ul style="list-style-type: none"> • 10 or more projects = 2 marks • 5 – 9 Projects = 1.5 marks • 2 – 4 Projects = 1 marks </td> </tr> </tbody> </table>	Assignment Category	Max Marks	Example Sub-Criteria	Scoring	Branding and Campaign & Creative Production	6	Major creative/brand strategy assignments + Marketing Campaign Design and Execution	Minimum cost of each Project: INR 3 Cr. <ul style="list-style-type: none"> • 10 or more projects = 6 marks • 5 – 9 Projects = 4 marks • 2 – 4 Projects = 2 marks 	Digital & social Media Campaign	2	Content Creation + Social Media Management	Minimum Project Cost: INR 1 Cr. <ul style="list-style-type: none"> • 10 or more projects = 2 marks • 5 – 9 Projects = 1.5 marks • 2 – 4 Projects = 1 marks 	
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D.	<p>Team Deployment (As Specified in Table 1)</p>	30
E.	<p>Concept Presentation</p> <p>E1. Understanding of the current positioning of the India tourism as a brand, including its strengths, gaps, and present narrative in domestic and international markets. – 5 Marks</p> <p>E2. Proposed strategy to strengthen existing Ministry of Tourism initiatives, campaigns and outreach programmes across domestic and international markets. The bidder should articulate a insight-led roadmap for refreshing current communication approaches, improving digital, PR, media and event-based efforts, and enhancing brand proposition. The strategy must also outline innovative, scalable and market-specific ideas that go beyond existing initiatives to drive stronger visibility, engagement and tourism outcomes. Shall be supported by case studies – 15 Marks</p> <p>E4. Creative solutions demonstrating marketing campaigns and brand elements implemented across digital, social, out of home, TV, print, PR, pavilion design for events and international</p>	35

Sn	Parameters	Maximum Score												
	<p>markets etc. should be presented before the selection committee.</p> <p>The bidder should showcase sample visual concepts, content styles, narrative approaches, and experience ideas that reflect the proposed execution and governance model.</p> <p>The creatives must illustrate how workflows, approvals, and coordination across MoT, India Tourism Offices, Missions abroad, and partners would be supported through consistent design systems and adaptable campaign frameworks. - 15 Marks</p> <p>For example –</p> <table border="1" data-bbox="555 1122 1094 1664"> <thead> <tr> <th data-bbox="561 1131 635 1189">Sn.</th> <th data-bbox="635 1131 1088 1189">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="561 1189 635 1279">01</td> <td data-bbox="635 1189 1088 1279">Five print/ digital/ social media (Mix of all variants) creatives on various themes of tourism promotion</td> </tr> <tr> <td data-bbox="561 1279 635 1420">02</td> <td data-bbox="635 1279 1088 1420">Incredible India Pavilion Design of 1000 Sqmt. (Pavilion designs for participation in trade shows such as WTM, ITB, FITUR, with approximate 50 co-exhibitors)</td> </tr> <tr> <td data-bbox="561 1420 635 1509">03</td> <td data-bbox="635 1420 1088 1509">1 Sample video of 60 sec. on the theme of 'wed in India/ Heal in India/ Meet in India'.</td> </tr> <tr> <td data-bbox="561 1509 635 1599">04</td> <td data-bbox="635 1509 1088 1599">1 Sample 4-page interactive e-book on Adventure Tourism in India</td> </tr> <tr> <td data-bbox="561 1599 635 1664">05</td> <td data-bbox="635 1599 1088 1664">1 Case Study on crisis management/ Reputation management/</td> </tr> </tbody> </table>	Sn.	Description	01	Five print/ digital/ social media (Mix of all variants) creatives on various themes of tourism promotion	02	Incredible India Pavilion Design of 1000 Sqmt. (Pavilion designs for participation in trade shows such as WTM, ITB, FITUR, with approximate 50 co-exhibitors)	03	1 Sample video of 60 sec. on the theme of ' wed in India/ Heal in India/ Meet in India '.	04	1 Sample 4-page interactive e-book on Adventure Tourism in India	05	1 Case Study on crisis management/ Reputation management/	
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04	1 Sample 4-page interactive e-book on Adventure Tourism in India													
05	1 Case Study on crisis management/ Reputation management/													
	Total Marks	100												

Note:

- i. The Bid Shall be submitted with a properly indexed set of entries. All documents, annexures, certificates, and supporting evidence must be arranged in the sequence as per criteria laid down in the RFP and accompanied by a clear index indicating page numbers, section

references, and document titles. Proposals with incomplete, missing, or improperly indexed submissions may be deemed non-responsive and are liable for rejection.

S. no	Key personnel	Criteria	Scoring
		<p>positioning) and multi-market campaign planning.</p> <p>a. Tourism Sector Project b. Additional year of Experience beyond Qualifying Criteria</p>	<p>1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year of experience (Max. 1 mark)</p>
3	Creative Head (3 Marks)	<p>Graduate or Post-Graduate in Design, Visual Communication, Fine Arts, Advertising, Mass Communication, or any other relevant creative discipline.</p> <p>Minimum 10 years of experience</p> <p>Must have led at-least 1 creative assignments involving integrated brand campaigns, visual design systems, and multi-channel creative development (digital, print, film/AV, and OOH). Demonstrated ability to convert strategic briefs into high-quality creative concepts and oversee end-to-end execution through multi-disciplinary teams is essential.</p> <p>a. Additional project beyond qualifying criteria b. Additional year of experience beyond qualifying criteria</p>	<p>Qualifying Criteria - 1 mark</p> <p>1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)</p>
4	Research & Insights Lead (3 Marks)	<p>Post-graduate in Economics/ Statistics/Marketing/Research (or relevant)</p> <p>Minimum 10 years of experience</p> <p>Led at least one research or insight-driven assignment, including market studies, for a national or multi-state campaign</p>	<p>Qualifying Criteria - 1 mark</p>

S. no	Key personnel	Criteria	Scoring
		a. Additional project beyond qualifying criteria b. Additional year of experience beyond qualifying criteria	1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)
5	Media Lead (3 Marks)	Graduate/PG in Media/Marketing (or relevant) Minimum 10 years of experience Led at least one assignment involving media strategy or planning for a national/multi-market campaign.	Qualifying Criteria - 1 mark
		a. Tourism Sector Project b. Additional year of Experience beyond Qualifying Criteria	1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)
6	PR Strategy Lead (3 Marks)	PG in PR/Mass Comm/Management or any other relevant field. Minimum 10 years of experience. Led at least 1 assignment with PR strategy development, media and crisis response frameworks	Qualifying Criteria – 1 mark
		a. Additional project beyond qualifying criteria b. Additional year of experience beyond qualifying criteria	1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)
7	Events & Experience Lead	Graduate/PG in Event Management/Marketing/Design/Management (or relevant) Minimum 10 years of experience	Qualifying Criteria - 1 marks

S. no	Key personnel	Criteria	Scoring
	(3 Marks)	<p>Led at least 3 large assignments covering conceptualizing and executing of event/exhibition/roadshow etc.</p> <p>a. Tourism Sector Project b. Additional year of Experience beyond Qualifying Criteria</p>	<p>1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)</p>
8	Project Manager – On-Site Support Team (3 Marks)	<p>Graduate/ PG in Management /Communication (or relevant) Minimum 10 years of experience Led at least 2 assignments related to Branding and Promotion/ programme management / coordination mandate</p> <p>a. Tourism Sector Project b. Additional year of experience beyond qualifying criteria</p>	<p>Qualifying Criteria - 1 mark</p> <p>1- 0.5 marks for each additional project (Max. 1 mark) 2- 0.5 marks for each additional year (Max. 1 mark)</p>
9	Social Media Manager (2 Marks)	<p>Graduate/PG in Mass Communication/Journalism/Marketing/Communication/Management (or relevant) Minimum 5 years of experience in social media management</p> <p>Experience of working in at least 1 project involving social media strategy, content planning, handle management and user engagement</p>	<p>Qualifying Criteria - 1 mark</p>

S. n o	Key personnel	Criteria	Scoring
		a. Additional project beyond qualifying criteria b. Additional year of experience beyond qualifying criteria	1- 0.25 marks for each additional project (Max. 0.5 mark) 2- 0.25 marks for each additional year (Max. 0.5 mark)

Note:

- (i) Only CVs meeting the qualifying criteria stated above in Table 1 will be accepted; any CV not fulfilling these requirements will be summarily rejected.
- (ii) In case of Project Manager, the first three projects and in case of others first two projects only will be considered so it is advised that relevant information may be provided.
- (iii) Experience working with Government (State/Central), PSUs, Autonomous Bodies, or Institutions and Organizations of repute will be preferred.
- (iv) Applicants shall be required to provide details for relevant projects for each Personnel and their specific experience for evaluation. In case the applicant submits details for more projects than required for evaluation, then MoT **will evaluate first 2/3 projects only, for technical evaluation as the case may be.** Similarly, the Applicant should submit separate projects under each category in respect of Applicant's specific Experience.
- (v) If necessary, MoT may request the bidder to supply additional resources at the same rate.
- (vi) The Bidder shall also submit a rate card for short-term, on-demand requirements that may be availed by the Ministry during the contract period, such as additional creative adaptations, content production support, translation/transcreation, design/layout work, video editing, event support, influencer/creator coordination, PR support, social listening/ORM support, and analytics/reporting support, as applicable, in the format provided in (Financial Proposal).
- (vii) The Applicant shall submit the CVs of all the key members.
- (viii) Mandatory Presence for Technical Presentation and Evaluation
 - a. The Agency shall make a technical presentation (PPT) as part of the Technical Evaluation process, on the date/time specified

by MoT.

- b. All Core Team members proposed for deployment on the Project shall mandatorily attend the technical presentation and interaction with the Evaluation Committee.
- c. If any Core Team member does not attend the presentation without prior written approval of MoT, the Agency shall be liable to reduction of Technical Score by 1 marks per absence of key team member whose marking is proposed.

3.2 Evaluation of Technical Proposal

Only those Applicants who gets a score of 70 (Seventy) marks or more out of 100 (one hundred) as per scoring mentioned in section 3 of this RFP shall be declared as technically qualified for financial evaluation in the second stage and shall be ranked from highest to the lowest on the basis of their technical score (ST).

The Technical Score shall be normalized as follows:
Technical Score (ST) = (Marks obtained by the Bidder / Highest Technical Marks obtained) × 100.

3.3 Evaluation of Financial Proposal

Each Financial Proposal will be assigned a financial score (SF).

For financial evaluation, the Total Professional Fee indicated in the Financial Proposal/ BOQ will be considered.

$$\mathbf{SF = 100 \times FM/F}$$

SF = Financial Score

FM = Lowest Evaluated Financial Proposal

F = Financial Proposal of the Applicant under Evaluation

Combined and final evaluation

The selection shall be based on the Quality and Cost Based Selection (QCBS) method with a weighting of 80% for Technical Score and 20% for Financial Score.

Proposals shall finally be ranked according to their combined

technical (ST) and financial (SF) scores as follows:

$$\mathbf{S = ST \times Tw + SF \times Fw}$$

Where S is the combined score, and

- a. Tw and Fw are weights assigned to Technical Proposal and Financial Proposal, which shall be 0.80 and 0.20 respectively.
- b. Technical Score (ST)- 80% Weightage = (Marks Obtained by the Bidder/ Highest Technical Marks Scored) x 100
- c. Financial Score (SF) – 20% Weightage = The lowest financial bid (FM) will be assigned a score of 100. Financial scores for other bidders will be computed as indicated below.
- d. SF = (Lowest evaluated financial proposal / Financial quote of the bidder being evaluated) x 100

The selected applicant shall be the first ranked Applicant (having the highest combined score).

3.4 Award of Work

After selection, a Letter of Intent (the “LoI”) shall be issued, in duplicate, by the Authority to the Selected Applicant Agency and the Selected Bidder firm shall, within 7 (seven) days of the receipt of the LoI, sign and return the duplicate copy of the LoI in acknowledgement thereof. In the event the duplicate copy of the LoI duly signed by the Selected Bidder Agency is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the Bid Security of such Bidder Agency as mutually agreed genuine pre-estimated loss and damage suffered by the Authority on account of failure of the Selected Bidder Agency to acknowledge the LoI.

3.5 Commencement of Assignment

After submission of Performance Security in the form of Bank Guarantee, the selected Bidder shall execute the Agreement upon receipt of detailed work order. The Agency shall commence the works and deploy the team within seven days of the date of issuance of work order, or such other date as may be mutually agreed. If the Agency fails to commence the assignment as specified herein, in

such an event, the Bid Security of the selected Bidder Agency shall be forfeited and appropriated in accordance with the provisions of this RFP and the LoI may be cancelled / terminated.

4 FRAUD AND CORRUPT PRACTICES

- 4.1** The Applicants and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, MoT shall reject a Proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice (collectively the “**Prohibited Practices**”) in the Selection Process. In such an event, MoT shall, without prejudice to its any other rights or remedies, take action as per the Bid Security Declaration.
- 4.2** Without prejudice to the rights of MoT under Clause 4.1 hereinabove and the rights and remedies which MoT may have under the Letter of Award or the Agreement, if an Applicant is found by MoT to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the Letter of Award or the execution of the Agreement, such Applicant shall not be eligible to participate in any tender or RFP issued by MoT during a period of Twenty Four Months (24 Months) from the date such Applicant is found by MoT to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- 4.3** For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
- (a) “**corrupt practice**” means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of MoT who is or has been associated in any manner, directly or indirectly with the Selection Process or the Letter of Award or has dealt with matters concerning the Agreement or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of MoT, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the Letter of Award, as the case may be, any person in respect

of any matter relating to the Project or the Letter of Award, who at any time has been or is a legal, or technical Agency/ adviser of MoT in relation to any matter concerning the Project;

- (b) “**fraudulent practice**” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process.
- (c) “**coercive practice**” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process.
- (d) “**undesirable practice**” means (i) establishing contact with any person connected with or employed or engaged by MoT with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- (e) “**restrictive practice**” means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Selection Process.

5. MISCELLANEOUS

- 5.1** The Selection Process shall be governed by and construed in accordance with, the laws of India and the courts at Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the selection process.
- 5.2** It shall be deemed that by submitting the Proposal, the Applicant agrees and releases MoT, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/ or claims it may have in this respect, whether actual or contingent, whether present or future
- 5.3** All documents and other information supplied by MoT or submitted by an Applicant shall remain or become, as the case may be, the property of MoT. MoT will not return any submissions made hereunder. Applicants are required to treat all such documents and information as strictly confidential.
- 5.4** MoT reserves the right to make inquiries with any of the clients listed by the Applicants in their previous experience record.
- 5.5** MoT reserves the right to increase or decrease the number of resources as per requirement etc. at the same rate as quoted by the Applicant Agency. In case MoT is calling for the requirement of resources of the specialization not specified in this RFP; the applicant shall provide said resources of the specialization within 45 days at same rate quoted by applicant for resources of same experience.
- 5.6 IPR :**
"All intellectual property and related rights in the deliverables and work products created, developed, produced, or commissioned under this Contract for MoT, including brand strategy outputs, creative concepts, artworks, designs, copies/scripts, layouts, storyboards, photographs, videos/films, animations, audio, digital and social content, key visuals, adaptations, campaign/toolkits, creatives for print/OOH/digital, PR materials, presentations, reports, dashboards/analytics reports (if any), and all final and source files ("Deliverables"), shall vest solely and exclusively with the Ministry of Tourism, Government of India ("Authority"), upon payment of the

applicable fees for such Deliverables.

The Agency shall not claim any right, title, or interest in the Deliverables and shall not reproduce, publish, assign, license, transfer, or use the Deliverables (or any part thereof) for any purpose other than performance of the Contract, including for portfolio/showreel/award entries, without prior written approval of MoT.

Notwithstanding the above, the Agency may retain ownership of its pre-existing materials, proprietary tools, templates, processes, and know-how ("Background IP") that are not created specifically for MoT; however, the Agency hereby grants MoT a perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, adapt, modify, translate, communicate to the public, publish, and create derivative works from such Background IP to the extent incorporated in or necessary for use of the Deliverables, for all MoT purposes.

The Agency shall ensure that all third-party content/materials used in the Deliverables (including but not limited to stock images/footage, fonts, music, software, plug-ins, data, influencer/creator content, and any other third-party IP) are duly licensed/cleared for Government of India use, including the intended territory, media, duration, and usage rights, and do not infringe any third-party rights. Where talent/artist/influencer/creator participation is involved, the Agency shall obtain and provide necessary consents, releases, and usage permissions in favor of MoT. Any infringement claim, loss, or liability arising from unauthorized use or inadequate clearances shall be the responsibility of the Agency, without prejudice to MoT's rights under this Contract.

The Agency shall hand over all final deliverables and editable/source files in the formats specified by MoT, along with supporting documentation of third-party licenses/permissions, at such milestones and/or upon completion/termination, as required.

5.7 Data Ownership:

"All data, information and materials made available by the Ministry of Tourism ("MoT") to the Agency, or collected/created by the Agency in the course of performing the Services, including but not limited to campaign performance data, media/digital analytics, social listening outputs, audience insights, research outputs/survey findings (if any), contact lists provided by MoT, stakeholder/media lists

developed for the assignment, dashboards/reports, and any other datasets/records generated under the Contract ("Project Data"), shall be the sole property of MoT.

The Agency shall use Project Data only for the purpose of complimenting this Contract, and shall not disclose, sell, license, share, retain, copy, reproduce, or use the Project Data for any other purpose without the prior written approval of MoT. Upon completion or termination of the Contract, the Agency shall hand over the Project Data to MoT and shall permanently delete any copies in its possession or under its control, except where retention is required by law, in which case such retained data shall remain confidential and shall not be used for any other purpose.

The Agency shall ensure appropriate access controls and security measures for Project Data and shall comply with applicable laws/rules as may be notified from time to time in relation to confidentiality and protection of data."

5.8 Other Important Information

- i. The ownership of all publicity material produced / designed through the Agency will at all time rest with the Ministry of Tourism, Government of India and the agency / copy writer / photographer / producer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images / photographs / radio jingles/TVCs/AVs etc. used in the creatives and publicity material (unless bound by copyright rules).
- ii. The Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by the Ministry of Tourism, Govt. of India.
- iii. The Agency will be responsible for copy right issues concerning usage of images, footage, text material, maps etc. obtained through various sources. The Ministry of Tourism will not be a party to any disputes arising out of copyright violation by the agency.
- iv. The Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP Document. The Ministry of Tourism will assist the Agency in this regard, wherever possible.

6. Terms of Reference

6.1 Background

With changing traveller behaviour, digital-first discovery, sustainability priorities, and increasing global competition, the Ministry of Tourism (MoT) proposes to appoint a professionally managed, integrated Tourism Promotion Agency to act as a single-point, 360-degree partner for brand strategy, creative development, media, digital, PR, events, and performance management.

The intent is to move from fragmented execution to integrated brand stewardship, supported by data, research, accountability, and measurable outcomes.

6.2 Scope of Work

The Ministry of Tourism (MoT), Government of India, intends to appoint an agency to provide end-to-end support for Tourism Promotion in domestic and international markets.

The mandate covers:

- (i) Brand Repositioning & Marketing Framework
- (ii) Media Management & Digital Communications
- (iii) Public Relations (PR) & Communications
- (iv) Events, Exhibitions & Roadshows

The Agency will function as an extended arm of the Ministry's Marketing, Promotion & International Cooperation (MP&IC) Division, with a strong client-based strategy and design team, and shall be responsible for planning, coordinating and supervising all activities under this Terms of Reference. The objective shall include:

- (i) Reposition and strengthen the existing Indian Tourism brand for contemporary global and domestic audiences.
- (ii) Ensure consistency of brand narrative, visual identity, and messaging across markets and platforms.
- (iii) Appoint a single lead agency accountable for end-to-end tourism promotion.
- (iv) Enable data-led planning, performance tracking, and continuous optimisation.
- (v) Establish a transparent, audit-friendly, and performance-oriented engagement model.

Overall Responsibilities of the Agency

The Agency, led by a designated Lead Agency, shall:

- (i) Provide a unified brand and marketing repositioning framework for Ministry of Tourism, covering domestic and international markets, in line with MoT's vision and priorities.
- (ii) Translate strategy into integrated, multi-channel campaigns ensuring consistency of brand narrative, visual identity, messaging and tone.
- (iii) Support in annual and multi-year planning, including market prioritisation, budget allocation, campaign calendars and partnership plans.
- (iv) Coordinate closely with:
 - a. India tourism Offices in India,
 - b. Indian Missions abroad, and
 - c. State/ UT Tourism Departments,
 - d. other Ministries / partners

to ensure alignment and convergence of branding and marketing efforts.

- (v) Establish data driven processes for campaign performance tracking, KPI monitoring and reporting, including use of tourism, digital and partner data.
- (vi) Deploy a named core team at MoT as per required specification including experts related to strategy, creative, digital, PR, events
- (vii) Assist MoT in analysing, evaluating and providing strategic inputs on publicity and promotion proposals received from various stakeholders.
- (viii) Develop and manage a structured digital inventory of the Ministry of Tourism's creative assets, including archiving, tagging, version control and access protocols.
- (ix) Ensure that all outputs are delivered on time, within approved budgets, and in compliance with Government of India rules, brand guidelines and MoT approval protocols.

A. Workstream I – Branding & Marketing Strategy

The scope shall include:

- (i) **Research, Insights & Competitive Benchmarking**
 - Review and synthesise existing MoT studies, tourism statistics, market research reports, opinion surveys and digital analytics data.

- Conduct additional research (qualitative, quantitative, big data analytics, social listening and trade consultations), as required, to assess traveller motivations, barriers, expenditure patterns and seasonality across priority source markets.
- Benchmark the Indian Tourism as a brand against leading global destination marketing organisations such as the Saudi Tourism Authority, Japan National Tourism Organization, the Egyptian Tourism Authority and Brand USA, among others, on positioning, campaign strategy, product prioritisation and partnership models.

(ii) Brand Vision, Positioning & Architecture

- Refine / develop the existing brand vision, value proposition, brand pillars and long-term narrative to reflect India's heritage, modernity, diversity, sustainability and high-value tourism aspirations.
- Define brand architecture (master brand, sub-brands, thematic and segment-specific platforms as required).
- Develop a Brand Playbook for MoT, India Tourism offices and States/UTs, including tone of voice, visual identity guidelines, messaging frameworks and brand usage protocols.

(iii) Strategic Marketing Framework & Annual Plans

- Develop a short-term, mid-term and long-term marketing framework plan for growth in Foreign Tourist Arrivals (FTAs), enhanced domestic destination dispersion and increased repeat visitation.
- Identify priority markets and segments (inbound, domestic and outbound retention) and recommend market-specific objectives, value propositions and channel mixes
- Prepare annual marketing and media strategy documents, outlining campaign themes, timelines (including seasonality and major events), budget allocations and defined KPIs.

(iv) Creative Strategy & Campaign Platforms

- Translate the approved brand positioning into structured campaign platforms and narrative storylines for global, regional and domestic markets (e.g., flagship brand campaigns, segment- or theme-based campaigns, dispersion initiatives and behaviour-change campaigns).
- Develop and provide creative briefs, mood boards and narrative frameworks to guide downstream creatives, digital content, PR messaging and event concepts.

- Designing of publicity material including but not limited to maps, leaflets, logos, brochures, digital book, coffee table book, videos (short and long) and other marketing, branding and promotion collaterals.

(v) Measurement Framework & KPIs

- Co-develop, in consultation with MoT, a comprehensive KPI framework covering brand perception, intent to visit, consideration, digital performance, partner conversions, destination dispersion indices.
- Define data sources, baselines, targets and reporting frequency, and ensure their formal integration across all workstreams and reporting frameworks.

B. Workstream II – Media Management & Digital Communications

(i) Media & Digital Communications Strategy

- Develop a digital-first communication strategy aligned with the master brand and campaign framework, covering paid, owned and earned media across web, social, search, video, influencer, and emerging platforms.
- Define channel architecture and recommend clear roles across the tourism funnel (discovery, inspiration, planning, booking support, community and service), along with corresponding content strategies for each.

(ii) Platform & Content Management

- End-to-end management of MoT’s official social media handles (e.g. Instagram, Facebook, YouTube, X, LinkedIn and others as approved).
- Develop annual and monthly content calendars aligned with campaign priorities, seasonality, major national/international events and short-format content trends.
- Produce and manage digital-native content including reels/shorts, stories, carousels, interactive formats, blogs, emailers, destination pages and multilingual landing pages as required for domestic and international markets.

(iii) Media Planning, Performance & Martech Management

- Strategic media planning for campaigns including but not limited to audience segments, platforms, format selection, creative variants, structured test & learn frameworks.
- Implement tagging, tracking and analytics frameworks (UTMs, pixels, conversion events) to measure traffic,

engagement, search share, partner click-outs and conversions.

- Provide marketing technology tools including but not limited to social listening, analytics dashboards, influencer platforms, data partnerships etc.

(iv) Influencer, Creator & Community Management

- Identify and manage influencers, content creators and tourism storytellers across priority markets and segments, including long-term creator engagement programmes where approved.
- Develop guidelines and toolkits for UGC, responsible travel messaging and destination dispersion.

(v) Online Reputation Management (ORM) & Crisis Support

- Continuous monitoring of social and digital platforms for sentiment, emerging issues, misinformation and reputational risks relating to India as a tourism destination.
- Provide daily/weekly ORM reports, escalation to MoT / PR team, and recommended response framework; support crisis communication during adverse events in coordination with Workstream III.

(vi) Reporting & Optimisation

- Provide detailed monthly and campaign-wise dashboards on reach, engagement, traffic, search share, partner referrals and digital funnel metrics, including benchmarks against competitors where available and recommend optimisation measures.
- Provide consolidated yearly report on the performance of the campaign.

C. Workstream III – Public Relations (PR) & Communications

(i) PR Strategy & Narrative Management

- Develop an integrated PR and earned-media strategy for domestic and international markets, aligned with brand positioning and yearly campaign themes.
- Identify key story pillars (e.g. new products, global events, sustainability, travel for LiFE, film tourism, high-value experiences) and target media segments (travel, lifestyle, business, trade).

(ii) Media Relations & Content

- Draft, localise and disseminate press releases, media advisories, backgrounders, FAQs, media kits and op-eds for MoT leadership.
- Proactively pitches stories and features to top-tier international and domestic outlets, support interviews and briefings for MoT and other designated spokespersons.

(iii) Familiarisation (FAM) & Storytelling Initiatives

- Design and support media and influencer familiarisation trips, in coordination with States / UTs, Missions and India tourism offices, to priority and emerging destinations.

(iv) Trade & Stakeholder Communications

- Develop newsletters, B2B bulletins, trade webinar series and updates for tour operators, airlines, OTAs, MICE planners and industry associations.

(v) Crisis & Issues Communication

- Prepare crisis communication protocols, holding statements and response templates for various scenarios (health, safety, natural disasters, perception issues etc.), and coordinate responses with MoT, relevant Ministries and States.

(vi) PR Measurement

- Track and report PR outcomes: volume, quality and geography of coverage; message pull-through; sentiment; share of voice versus competitors; and earned-media value.

D. Workstream IV – Events, Exhibitions & Roadshows

(i) Event & Roadshow Strategy

- Prepare an annual event and roadshow calendar for domestic and international markets, including major tourism trade fairs, consumer shows, sector-specific events, and strategic partnerships (sporting events, cultural festivals, mega live events etc.).
- Conceptualizing, planning and designing global tourism marts for the Ministry of Tourism.

(ii) Pavilion, Exhibition & Experience Design

- Conceptualise and design pavilions / stalls / booths and experiential zones (including States / UT participation areas) for international and domestic events.
- Design visitor journey, content zones and interactive experiences (digital installations, AR/VR, photo-ops, performances, product showcases etc.).

(iii) On-ground Campaign & Event Support

- Design creative and content inputs for event branding, including panels, backdrops, AVs, standees, delegate kits, giveaways, and other collaterals.
- Coordinate with MoT-appointed fabrication/ logistics vendors on design interpretation, quality assurance and brand compliance.

(iv) Roadshows & B2B Engagements (Domestic and International Markets)

- Plan and support roadshows and B2B events in target markets, including venue selection, invitee management, B2B meeting structures, cultural elements and trade presentations.

(v) Event Measurement & Learning

- Develop templates and mechanisms to track participation, leads generated, media coverage, trade feedback and visitor engagement metrics for each event / roadshow, and feed insights back into annual planning.

(vi) Coordination with stakeholders including Indian Missions abroad and States/ UTs of India.

7. Team Requirement

A. Brand repositioning & Framework Development

S.No	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
1	Team Leader / Overall Account Director	PG/ PGDBM in Marketing / Communications / Management or any other relevant field. Experience in strategic development of marketing, promotion and branding strategy, and in managing a multi-agency/consortium /large vendor ecosystem as the lead.	15	Single point of contact with MoT; leads strategy & plans; integrates all workstreams; manages risks, quality and timelines.
2	Branding & Framework Lead	PG in Brand/ Marketing/Strategy/ Design/ or any other relevant field with experience in brand planning, destination marketing, or large integrated mandates. Strong background in insight-led strategy, brand positioning, and multi-market campaign planning.	10	Leads the Branding & Strategy Workstream, brand vision, positioning and frameworks. Develops annual strategies, Ensures alignment across creative, digital, media, PR, and events workstreams.
3	Creative Head	Graduate or Post-Graduate in Design, Visual Communication, Fine Arts, Advertising, Mass Communication, or any other relevant creative discipline with experience in creative development and art/copy direction across integrated brand campaigns.	10	Leads integrated creative development across brand campaigns; sets visual & copy direction; ensures fidelity to the brand system across digital/print/film/OH; supervises end-to-end production; co-creates with strategy, media, PR, and events teams.

S.No	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
4	Media Lead	PG in Marketing/Media or any other relevant subject with experience in media planning for large integrated or government mandates. Strong command of digital + offline media and audience segmentation.	10	Leads Development of media strategy across markets, platforms, formats. Guides targeting, channel mix, media architecture, and supports campaign planning with different frameworks.
5	PR Strategy Lead	PG in PR/Mass Communication Or any other relevant field, with experience in development of high-level PR strategy. Strong experience with global media, issues management, and earned media planning	10	Develop domestic + international PR & earned-media strategy, Build message house, PR pillars, angles, and storylines. Coordinate with Missions & States/UTs for global coverage. Manage crisis comms plans, FAQs, advisories and rapid responses. Oversee media pitches, interviews, press kits.
6	Events & Experience Lead	PG/Graduate in Event/Design/Marketing or any other relevant field with experience in exhibitions, trade fairs, experiential zones and roadshows. International experience and experience in large pavilion concepts preferred.	10	Create yearly events & roadshow strategy. Develop pavilion concepts, visitor flow, interactive experiences (AR/VR etc. Oversee B2B meets, event formats, invite lists and session flows. Provide event measurement & post-event reports.
7	Research & Insights Lead	PG in Economics/Statistics / Marketing or any other relevant subject with experience in consumer research, tourism	10	Leads insight generation, research design, persona mapping, competitor benchmarking, and tourism trend

S.No	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
		insights, and multi-market studies. Experience with qualitative + quantitative research essential. marketing analytics, reporting, KPI frameworks, dashboards and campaign measurement. data analysis, report writing, benchmarking, and tourism/market research.		analysis. Feeds insight into strategy, creative, digital, PR and event workstreams. Develops and leads KPI framework, integrates data across digital/media/PR/events, builds dashboards, analyses performance, and provides insights for optimization. Support research studies, competitor benchmarking, data compilation and provide inputs for strategy

B. Onsite Team

#	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
1	Project Manager – On-Site Support Team (1)	PG/ PGDBM in Marketing / Communications / Management. Experience in managing large integrated Govt / tourism sector marketing and promotions projects;	10	Handles day-to-day coordination, maintains trackers, workflows, and review decks. Ensures timely delivery across workstreams and supports project coordination, development and project progress. Preparation of presentations.
2	Social Media Manager (1)	Bachelor's/master's degree in mass communication/ journalism/ marketing (or relevant). Experience in	5	Oversee social media operations, develop and implement strategy; manage user queries/ interactions, generate

#	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
		social media management.		MIS reports, provide optimisation insights.
3	Copywriter (2)	Bachelor's/master's degree in mass communication /journalism/English or Hindi Literature (or relevant). Experience in copywriting /content for social/ digital platforms.	5	Draft engaging copy for posts/captions/articles; align tone-of-voice with strategy, create/manage content calendars and copy variations for campaigns.
4	Graphic Designer / Visual Content Creator (1)	Degree/Certificate in Graphic Design/Visual Communication (or relevant). Experience in creating digital/social creatives; proficiency in Adobe Creative Suite (Photoshop/Illustrator /InDesign) or equivalent.	5	Design infographics/posters/ creatives/memes and visual assets, support creatives for campaigns and day-to-day content.
5	Video Editor / Animator (1)	Degree/Certificate in Film Making/Editing/Animation/Graphic Design (or relevant). Experience in editing/repurposing content for social; proficiency in Premiere Pro/After Effects or equivalent tools.	5	Create/edit short-form videos, promotional videos, reels and animations, coordinate for content planning and timely delivery.
6	Social Media Executive (2 nos.)	Diploma/bachelor's degree (any discipline). Relevant experience in handling social media operations/content posting/engagement.	5	Create/schedule/publish approved content as per content calendar; monitor comments/messages; respond/escalate.
7	Social Media Analyst (1)	Degree in Marketing/Analytics or certificate courses in Digital Marketing (or relevant). Experience in social media analytics/management; proficiency in tools such as Hootsuite/Brand	5	Track and analyse performance metrics; prepare periodic insight reports; recommend strategy adjustments based on data; support benchmarking and campaign optimisation.

#	Designation / Expert	Qualification & Experience Requirement	Minimum Exp. (yrs)	Key Role & Responsibility
		watch/Buffer/Talwalkar or equivalent.		
8	Associate (3)	Graduate/PG in Analytics/Statistics/Economics or any other relevant field with experience in dashboards, data compilation, basic modelling and performance reporting, coordination, documentation, data support, project assistance.	5	Supports MIS & KPI Lead; compiles data across digital/media /PR/events; prepares dashboards, summaries, trackers and analytical insights. Provide support for documentation, data compilation, meeting coordination, making presentations, coordination with stakeholders/ missions/ States & UTs, tracker updates and inter-team workflows.

8. Deliverable Milestone and Payment Schedule

- (i) The Agency shall submit a Quarterly Progress Report (QPR) to the Ministry of Tourism for review. All invoices shall be supported by duly approved work. Payments shall be released on a quarterly basis, subject to acceptance of the QPR including verification of work completed against the approved scope and attendance of deployed personnel by the Ministry of Tourism, and approval of the Consultancy Monitoring Committee (CMC), in accordance with the General Financial Rules (GFR) and other applicable Government of India regulations.
- (ii) For onsite team deployment, the selected Agency shall quote man-month rates in the Financial Proposal. Man-months will be certified quarterly based on approved timesheets.

A. Research, Data and Brand Repositioning & Framework Development

Sn.	Category	Deliverable	Description
1	Inception Report (to be submitted in 3 weeks after the issuance of work order)	Inception Report & Work Plan	Understanding of assignment, refined scope, stakeholder mapping, governance structure, risk register, first 12-month work plan.
		Review & Synthesis of Existing Research Data	Consolidated note covering MoT research, tourism statistics, surveys, digital analytics, partner data.
2	Benchmarking (to be submitted in 6 weeks after the issuance of work order)	Global & Domestic Market Research	Traveller segmentation, personas, trip archetypes, key insights for domestic & international markets.
		Competitive Benchmarking Report	Analysis of leading destination brands: positioning, campaigns, digital performance, governance.
		Big Data & Digital Intelligence Baseline Note	Search/social signals, trend mapping, demand indicators, proposed data partnerships/tools.
3	Brand & Positioning	Vision & Brand Document	Vision, positioning, master narrative, messaging framework, brand architecture, governance model, KPI framework.

Sn.	Category	Deliverable	Description
	(to be submitted in 9 weeks after the issuance of work order)	Brand Identity / Visual Language	Logos, palettes, typography, imagery, iconography, motion style.
		Global Brand Guidelines & Design System	Comprehensive guidelines for MoT, States/UTs, Missions, trade partners, and co-branding.
		Brand Toolkit for States/UTs & Missions	Templates, design assets, messaging guides, usage instructions.
4	Marketing Framework (to be submitted in 12 weeks after the issuance of work order)	3-Year Marketing Framework	Multi-year roadmap covering market/segment priorities aligned to MoT objectives.
		Campaign Platform Concepts (2-3 platforms)	Concepts, visuals, taglines, messaging, application examples for domestic & international campaigns.

B. The Agency shall also support in the following: -

- i. **Support MoT in analyzing, evaluating, and documenting proposals** from stakeholders and agencies related to publicity, promotion, marketing, creative, and outreach activities, and provide strategic inputs as required.
- ii. **Review media plans** to ensure alignment with campaign objectives, target audiences, and approved budgets.
- iii. **Conduct internal creative quality checks** to ensure consistency, accuracy, and adherence to brand and Ministry guidelines.
- iv. **Manage the Ministry's creative inventory**, including archiving, providing cloud storage support up-to 15 TB, tagging, version control, and secure access protocols.
- v. **Facilitate coordination and information flow** between MoT, other Ministries, Missions, and State/UT tourism bodies for campaign and promotional activities.
- vi. **Oversee third-party partners and production vendors** to ensure timely delivery and adherence to quality standards.
- vii. **Track project budgets and media spend** and provide periodic financial utilization summaries.
- viii. **Monitor campaign KPIs and deliverable progress** and prepare structured dashboards and performance reports for MoT.
- ix. **Support media management & digital communications**, including content planning, channel coordination, and monitoring.

- x. **Media planning, buying support, and partnerships**, including evaluation of media proposals and alignment with cross-platform strategies.
- xi. **PR, communications & trade engagement efforts**, including drafting inputs, coordinating approvals, and aligning with stakeholder outreach.
- xii. **Planning and coordination of events, exhibitions & roadshows**, including documentation support, liaison tasks, and activity tracking.
- xiii. **Support vendor management & coordination**, ensuring smooth workflows between creative, media, event, production, and technology partners.
- xiv. **Any other work of similar nature** required for effective programme management, coordination, or campaign implementation.

The amount shall be payable on quarterly basis.

C. Brand Identity, Creative & Production

Sn.	Deliverable Particulars & Specification	Unit Type	Timeline
1	Creative Production (ATL & BTL) - Production of approved creatives across print, OOH, transit, exhibition panels, brochures, collateral and toolkits.	As per approved jobs	As per production schedules agreed with MoT
2	Creative Production - Digital & Social Assets - Static, carousels, films/reels, GIFs, banners, emailers, microsite layouts, etc., aligned to brand system and media plans.	As per approved jobs / campaigns	As per monthly content calendars and campaign timelines
3	AV / Film Production - Concept, script, storyboard, shoot (where required), edit and final masters for brand films, destination films and thematic AVs.	Per film / series	As per approved production plan and timelines
4	Radio / Audio Content - Jingles, spots, podcasts or audio narratives for selected markets/platforms.	Per job	As per approved briefs
5	Multi-language Adaptations - Adaptations of master creative into approved languages and market-specific formats.	Per campaign / asset package	As per campaign roll-out schedule

Note: All Intellectual Property Rights (IPR) for the brand identity, campaigns, and creative materials, including all raw and editable files, shall vest exclusively with the Ministry of Tourism in perpetuity, with full rights to use, modify, adapt, reproduce, and disseminate the same without limitation.

D. Mandatory Attendance for Meetings

- i. The Agency shall ensure that a minimum of four (4) Off-site team members and On-site team shall attend each Meeting called by the Ministry of Tourism.
- ii. The Ministry of Tourism may, at its discretion, direct the Agency to ensure the presence of specific-named personnel (Onsite Team or Off-site Team) for particular Meetings, workshops, field visits, reviews, or deliverables, and the Agency shall comply.

E. Penalty:

- i. The obligations under this Contract are time-bound and performance-critical. Failure to comply with timelines, quality standards, directions, and service levels specified in the RFP/Contract shall attract penalties without prejudice to the Ministry's other rights, including termination, encashment of Performance Guarantee, and blacklisting/debarment as per applicable rules.
- ii. Penalties shall be reduced from the payments due to the Agency. If the penalty amount exceeds the payment due, the balance shall be recovered from the Performance Guarantee and/or as arrears.
- iii. The aggregate penalty under this Contract shall be up to 20% of the total Contract Value, without limiting the Ministry's right to terminate for default or claim damages.
 - a. Penalty on substitution/absence of Support & On Site members:
 - The Agency shall deploy the Support Team and On-site Team strictly as proposed and approved. The Support team shall remain deployed for the entire Contract duration unless otherwise permitted by the Ministry of Tourism in writing.
 - Substitution or replacement of any Team member shall not be permitted without prior written approval of the Ministry of Tourism.
 - Any request for substitution shall be supported with (i) reasons, (ii) CV of proposed substitute, and (iii) an undertaking that the substitute is of equal or higher qualification and experience. The Ministry's decision shall be final.
 - Penalty on Absence of Team Member:
 - In the case of absence (apart from allowed leaves) of a resource

during project period, no payment will be made for the days a resource is absent (Daily wage will be calculated by dividing man month rate by number of working days in that month). In addition, a penalty of 5% of the daily wage per working day per resource will be levied on such absence. Fraction of a day in reckoning period in supplies shall be eliminated if it is less than half a day. Penalty would be deducted from the applicable payments.

- Substitution of team members:
 - The Ministry of Tourism will not consider the substitution of Team Members except for reasons of incapacity, death, health grounds, resignation by personnel, etc. Any substitution, except for the reasons cited above and initiated by the applicant, is subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Ministry of Tourism (minimum 3 CV of the proposed personnel to be provided). The agency shall provide substitutes promptly (not later than 15 working days) for the team member, as and when required. In case of delay in providing substitution to the Ministry, a sum equal to 10% of the remuneration which would have been paid to the original personnel shall be deducted from the total payment (every month) on pro-rata basis due to the agency till the substitute joins.
 - As a condition of such substitution, replacement of first key personnel will be subject to reduction of remuneration. The remuneration is to be reduced by 10% of the remuneration which will have been paid to the original personnel, from the date of the replacement till the completion of contract. In case of the next replacement, the reduction will be equal to 20% (Twenty percent) and for the third 30% (thirty percent). Such substitution may ordinarily be limited to not more than 30% of total team members. In case the replacement of team members exceeds 30%, the contract with the agency may be terminated as per CMC review. Notwithstanding the foregoing, the aforementioned deduction shall not apply in instances where the substitution of personnel has occurred at the request of the Ministry of Tourism.

b. Penalty on Delay/ Non-performance pertaining to deliverables:

CMC Committee (A Committee of officers of appropriate level decided by the competent authority) will decide:-

- In case it is noticed that agency has been unable to deliver any work enumerated in the work order or specified by the Ministry

of Tourism in part as enumerated under each item of work, penalty up to 15% would be imposed equivalent to the cost of that unit of work.

- In case if it is noticed that agency has been unable to undertake miscellaneous work including adaptation and replication of creatives, a penalty of up to 5 % of the cost quoted for undertaking this item of work for that particular year, shall be levied for every default.
- In case the agency fails to maintain inventory of the Ministry properly, a penalty up to 5% of the cost quoted for undertaking this work, per year, shall be levied for the concerned year(s).
- In case the agency loses the inventory stock of the Ministry of Tourism or fails to transfer it to the new incumbent agency after the contract is over, the agency shall be blacklisted, damages would be recovered from the agency and appropriate legal action shall be taken. CMC Committee (A Committee of officers of appropriate level decided by the competent authority) will decide on damages to be recovered and/or other action to be taken, after examining all aspects of the case.

9. Termination

9.1 By Ministry of Tourism:

Ministry of Tourism may terminate this Contract in case of the occurrence of any of the events specified in paragraphs (a) through (h) of this Clause.

- a) If the Agency fails to remedy a failure in the performance of its obligations hereunder, as specified in a notice issued by Ministry of Tourism, within thirty (30) days of receipt of such notice or within such further period as Ministry of Tourism may have subsequently approved in writing.
- b) If the Agency (if the Agency consists of more than one entity) or any of its members which has substantial bearing on providing Services under this Contract becomes insolvent or goes into compulsory liquidation.
- c) If the Agency, in the judgment of Ministry of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- d) If the Agency submits to Ministry of Tourism a false statement which has a material effect on the rights, obligations or interests of Ministry of Tourism.
- e) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Ministry of Tourism.
- f) If the Agency fails to provide the quality services as envisaged under this Contract. The Consultancy Monitoring Committee (CMC) formulated to monitor the progress of the assignment may make judgment regarding the poor quality of services, the reasons for which shall be recorded in writing. The CMC may decide to give one chance to the Agency to improve the quality of the services.
- g) If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a period of not less than sixty (60) days.
- h) If Ministry of Tourism, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

10. Right to Vary Quantity:

The quantity of manpower resources and other deliverables originally specified in the bidding documents may be increased/decreased limited to 25% of the total contractual value and duration. It shall be without any change in the service charge or other terms and conditions of the Bid and the bidding documents.

The Authority may accordingly, by giving 45 days' notice in writing, increase or decrease the number of personnel or other deliverables as per BOQ, and the payment to the agency shall be adjusted

accordingly and be adjusted as per the actual deployment of personnel and deliverables made.

11. 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, Pandemic, 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. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

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.

12. Exit Management

12.1 Exit Events

An “Exit” may occur upon any of the following events:

- a) Expiry of the Contract term, including non-renewal after annual or final review;
- b) Termination of the Contract by the Ministry of Tourism (“MoT”) for convenience or for default;
- c) Termination due to Force Majeure continuing beyond the permitted duration;
- d) Termination upon non-performance, blacklisting, debarment or any other reason as mentioned in the termination clause of this RFP; or
- e) Mutual agreement between MoT and the Agency to discontinue the engagement.

12.2 Exit Notice and Transition Period

- a) Upon issuance of an exit notice, the Agency shall continue to perform its obligations during the notice period or such transition period as may be specified by MoT, unless otherwise directed.
- b) MoT may, at its discretion, require the Agency to provide **transition support for up to six (6) months** from the date of termination or expiry, solely for the purpose of handover and continuity.

12.3 Exit Management Plan

a. **Exit Management Plan (EMP)**

Within fifteen (15) days of receipt of an exit notice (or at least ninety (90) days prior to contract expiry, where applicable), the Agency shall submit to MoT / CMC a comprehensive Exit Management Plan (EMP) detailing the approach, timelines and responsibilities for orderly transition, handover and continuity.

b. **Scope of Exit Obligations**

The EMP and exit activities shall cover, inter alia, the following:

i. **Deliverables and Campaign Status**

- Inventory of all ongoing, completed and in-progress deliverables
- Status of campaigns, media plans, PR initiatives, events and roadshows

ii. **Handover of Deliverables, IP and Assets**

- All final and in-progress deliverables
- All editable and source files
- Creative inventories, asset libraries, archives, design systems, toolkits and templates
- Campaign dashboards, analytics, research outputs and reports

All submissions shall be properly indexed and handed over in the formats and through the medium specified by MoT.

iii. **Data and Digital Asset Transition**

- Transfer of all Project Data, including digital, media and social analytics
- Social media account access, administrative rights, credentials and backups
- ORM, influencer, creator and media databases
- Research datasets, dashboards and KPI frameworks
- Transfer of all reports (PPT, .doc, excels and other formats)

Upon completion of handover, the Agency shall permanently delete all copies of Project Data from its systems, except where retention is legally required, and shall provide a written data-destruction certificate to MoT.

iv. **Knowledge Transfer and Support**

- Knowledge transfer of campaign logic, strategy rationales and key learnings
- Media, PR and digital workflows
- Vendor, partner and stakeholder coordination protocols
- Event, pavilion and design documentation

The Agency shall ensure availability of key personnel for workshops, walkthroughs and clarification sessions during the transition period, as directed by MoT.

v. **Timelines, Responsibilities and Risk Mitigation**

- Detailed handover timelines and responsible personnel
- Knowledge transfer schedules
- Risk mitigation and continuity measures to ensure no disruption to ongoing activities

c. **Intellectual Property**

All Intellectual Property Rights, data and ownership shall vest with MoT as per the Contract, without any lien, restriction or claim by the Agency.

12.4 Financial Settlement upon Exit

a) Payments shall be limited to:

- Services satisfactorily rendered up to the effective exit date; and
- Approved transition support, if any.

b) MoT may withhold payments:

- For incomplete or non-compliant deliverables;
- To adjust penalties, damages, or recoveries;
- Until full and satisfactory exit obligations are completed.

c) No termination or exit shall entitle the Agency to claim loss of profit, future earnings or consequential damages.

12.5 Exit Due to Agency Default

Where exit occurs due to Agency default:

- MoT may invoke or forfeit the Performance Guarantee;
- Costs incurred by MoT in appointing an alternate agency or ensuring continuity may be recovered from the Agency;
- The Agency shall remain liable for damages, audit objections, IP or data breaches discovered post-exit.

12.6 Survival of Obligations

The following obligations shall survive Exit:

- Confidentiality
- Intellectual Property and Data Ownership
- Indemnity and liability
- Audit and vigilance cooperation
- Dispute resolution and jurisdiction

12.7 No Disruption or Obstruction

The Agency shall not, during or after exit:

- Withhold deliverables, data, access credentials or assets;
- Disrupt ongoing campaigns or stakeholder communications;
- Make public statements or representations relating to MoT without prior written approval.

Any such act shall be treated as a **material breach**, attracting legal and contractual remedies.

13. Arbitration:

In event of any dispute or difference between the Ministry and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. Venue of arbitration will be New Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

14. 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 tender.

ANNEXURE 1: Letter of Proposal

(On Applicant's letter head)

(Date and Reference)

To,

Deputy Director General
Marketing and Promotion Division,
Ministry of Tourism
Address: 1st Floor, Transport Bhawan,
1 Sansad Marg, New Delhi, India 110001

Sub: Request for Proposal (RFP) no. _____ dated _____ for Appointment of Integrated Tourism Promotion Agency for Ministry of Tourism, Government of India.

Sir,

1. With reference to your RFP Document mentioned above, I/We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection of Agencies for _____ . The proposal is unconditional and unqualified.
2. I/We acknowledge that MoT will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Agency, and we certify that all information provided in the Proposal and in the annexures is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
4. I/We shall make available to MoT any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I/We acknowledge the right of MoT to reject our proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or

arbitration award against the Applicant, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

7. I/We declare that:
 - (a). I/We have examined and have no reservations for the RFP Documents, including any Addendum issued by MoT.
 - (b). I/we am/are not declared ineligible for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and are not blacklisted in last three years as on the date of submission of this bid.
 - (c). I/We do not have any conflict of interest in accordance with the RFP Document.
 - (d). I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in **Clause 4** of the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with MoT or any other public sector enterprise or any government, Central or State; and
 - (e). I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
 - (f). I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Applicants in accordance with the RFP document.
8. I/We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
9. I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.

10. I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors / Managers / employees.
11. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by MoT [and/ or the Government of India] in connection with the selection of Agency or in connection with the Selection Process itself in respect of the above-mentioned Project.
12. A bid securing declaration is attached, in accordance with the RFP document.
13. I/We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall I have any claim or right of whatsoever nature if the Project is not awarded to me/us or our proposal is not opened or rejected.
14. I/We agree to keep this offer valid for 180 (One Hundred Eighty) days from the PDD specified in the RFP.
15. The Power of Attorney in favor of the authorized signatory to sign and submit this Proposal and documents are attached herewith.
16. I/We have studied RFP and all other documents carefully. We understand that except to the extent as expressly set forth in the RFP document, we shall have no claim, right or title arising out of any documents or information provided to us by MoT or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of this job.
17. The Financial Proposal is being submitted separately as specified in the RFP. This Technical Proposal read with the Financial Proposal shall constitute a proposal which shall be binding on us.
18. I/We agree and undertake to abide by all the terms and conditions of the RFP Document.

In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP Document.

Yours faithfully,

**(Signature, name and designation of the authorized signatory)
(Name and seal of the Applicant)**

ANNEXURE 2: Particulars of the Applicant

1.1	<p>Name of Firm:</p> <p>Legal status (e.g. sole proprietorship or partnership):</p> <p>Country of incorporation:</p> <p>(Copy of certificate of incorporation, registration etc. enclosed)</p> <p>PAN (copy to be enclosed):</p> <p>GSTIN (copy to be enclosed):</p> <p>Registered address:</p> <p>Year of Incorporation:</p> <p>Year of commencement of business:</p> <p>Principal place of business:</p> <p>Name, designation, address and phone numbers, e-mail of authorized signatory of the Applicant:</p> <p>Name:</p> <p>Designation:</p> <p>Company: Address:</p> <p>Phone No.:</p> <p>Fax No.:</p> <p>E-mail address:</p>
1.2	<p>For the Applicant, state the following information:</p> <p>Has the Applicant been penalized by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the applicant, nor been expelled from any project or agreement nor have had any agreement terminated for breach in last three years?</p> <p>Yes/No</p> <p>Note: If answer to the questions is yes, the Applicant is not eligible for this assignment.</p>

	<p>(Signature, name and designation of the authorized signatory) Company stamp</p> <p>For and on behalf of</p>
--	---

NOTE: The above form should be furnished for each bidder in case of single entity bidder or for each member of consortium in case the bidder is a consortium/ JV

ANNEXURE 3: Power of Attorney

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr./Ms..... son/daughter/wife and presently residing at, who is presently employed with/ retained by us and holding the position of as our true and lawful attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for **Appointment of Integrated Tourism Promotion Agency for Ministry of Tourism, Government of India**, (the “MoT”) including but not limited to signing and submission of all bids, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to MoT, representing us in all matters before MoT, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with MoT in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon letter of award thereof to us.

AND, we do here by agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHERE OF WE, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS.....DAY OF.....,202....

For
(
Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarized

Accepted

..... (Signature, name, designation and address of the Attorney)

ANNEXURE 4: Financial Capacity of the Applicant

To be provided by the Chartered Accountant/statutory auditor on his
letter head

This is to certify that M/s.....(name and address of the bidding agency) is a registered company and has a cumulative turnover equivalent to **Rs. 150.00** Crore or above in each of the three financial years i.e. 2022-23, 2023-24 and 2024-25 as per the break-up given below:-

Financial year	Total Turnover in INR
2022-23	
2023-24	
2024-25	
Cumulative Total	

It is further to certify that the M/s (name and address of the bidding agency) has handled two domestic campaigns and one international campaign in last Five years

Signature:

Name:

Registration Number:

Note: In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant.

Please do not attach any printed Annual Financial Statement.

ANNEXURE 5: Abstract of Eligible Assignments of the Applicant

S.No.	Name of Project	Name of Client	Estimated capital cost of Project (in Rs. lacs)	Professional Fees## received by the Applicant (in Rs. lacs)
(1)	(2)	(3)	(4)	(5)
Projects listed for _____				
Projects listed for _____				
Projects listed for _____				

<p>This is to certify that the above information is correct as per the accounts of the Applicant and/ or the clients. (Signature, name and designation of authorized signatory) Date:</p>

***Additional rows may be added as required**

ANNEXURE 6: Eligible Assignments of Applicant

1	Name of the Applicant	
2	Name of the Project/ Assignment	
3	Name of the Location	
4	Name of the Client and Address	
5	Name and telephone number of client's representatives	
6	Cost of the Project (in Rs. Crore)	
7	Payment/Project fee received as Consultancy Fee by PDD (in Rs. Crore)	
8	Duration of the Assignment	
9	Start Date of the services (month/year)	
10	End Date of the services (month/year)	
11	Description of the project	
12	Description of the services performed by the applicant	
<p>It is certified that the aforesaid information is true and correct to the best of my knowledge and belief</p> <p>(Signature, name and designation of the authorized signatory)</p>		

Notes: Use separate sheets for each eligible assignment.

ANNEXURE 7: Particular of key personnel whose details are provided by the applicant

Position for which proposed	Name	Educational Qualification	Total Experience in Number of Years/ Months

(Signature, name and designation of the authorized signatory)

***Additional rows may be added as required**

ANNEXURE 8: Curriculum Vitae (CV) of Key Personnel

- 1 Proposed Position:
- 2 Name of Personnel:
- 3 Date of Birth:
- 4 Nationality:
- 5 Educational Qualifications:

Name of Course	Name of Institution / University	Year of Passing

- 6 Employment Record:

(Starting with present position, list every employment held in reverse order.)

Name of Organization	Designation	From	To

- 7 Details of Specific Experience

(Details of specific assignments relevant to the position as per the evaluation criteria mentioned for the position in in this RFP – technical evaluation of team be given in the following format)

1. Name of the project:
2. Cost of the Project:
3. Name of the Client:
4. Name and contact number of Client's representatives (Reference):
5. Location:
6. Position held:
7. Duration for which position held:
8. Salient Features of the Project:
9. Activities performed:

(Use additional rows for each project)

Certification:

- (a). I am willing to work on the Project, and I will be available for entire duration of the Project assignment as required.
- (b). I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me including qualifications and experience. All the details submitted by me are in consonance to the experience requirements as indicated in this RFP no..... dated..... of the Ministry of Tourism.

Signature..... Name of the Key Personnel) Place..... Date.....	Countersigned by (Signature, name and designation of the authorized signatory of the Applicant)
---	--

Notes:

- (i). Use separate form for each Key Personnel
- (ii). Additional rows may be added as required

ANNEXURE 9: Format for Bid Securing Declaration

(On Applicant's letter head)

Tender No:

Date:

To,

The Deputy Director General
Marketing & Promotion Division,
Ministry of Tourism, Govt. of India
Transport Bhawan,
1-Parliament Street,
New Delhi

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be blacklisted from bidding for any contract with you for a period of 24 months from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because

I/We

have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity/ validity of proposal specified in the form of Bid;

or

have been notified of the acceptance of our Bid by the purchaser during the period of bid validity/ validity of proposal (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if

I am/we are not the successful Bidder, upon the earlier of

(i) the receipt of your notification of the name of the successful Bidder; or

(ii) thirty days after the expiration of the validity of my/our Bid.

Name of the Bidder:

Authorised Signatory:

Name:

Seal:

Date:

Place:

(Power of attorney/ board resolution/ documents of incorporation should be attached)

ANNEXURE 10: FINANCIAL PROPOSAL Form-1: Covering Letter

(On Applicant's letter head)

(Date and Reference)

To,

The Deputy Director General
Marketing & Promotion Division,
Ministry of Tourism, Govt. of India
Transport Bhawan,
1-Parliament Street, New Delhi

Sub: Request for Proposal **(RFP) for Appointment of Integrated Tourism Promotion Agency for Ministry of Tourism, Government of India.**

Dear Sir,

I/We, (Applicant's name) enclose the Financial Proposal for selection of my/our firm as Agency for above.

I/We agree that this offer shall remain valid for a period of 180 (One Eighty) days from the Proposal Due Date or such further period as may be mutually agreed upon.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

Note: The Financial Proposal is to be submitted strictly as per forms given in the RFP.

ANNEXURE 11: BOQ

Financial Bid Format (To be submitted online only)

(All prices quoted shall be in INR and exclusive of GST.)

A. MAN-MONTH RATES FOR DEPLOYED RESOURCES

(i) Break-down of financial cost for on-site deployed resources-

S.No	Designation / Expert	Quantity	Monthly Rate	Total Cost for 36 Months
1	Project Manager – On-Site Support Team	1		
2	Social Media Manager	1		
3	Copywriter	2		
4	Graphic Designer / Visual Content Creator	1		
5	Video Editor / Animator	1		
6	Social Media Executive	2		
7	Social Media Analyst	1		
8	Associate	3		
		TOTAL		

Note:As per the resource positions specified in the RFP. Payment will be made based on actual deployment certified by MoT.

(ii) Break-down of financial cost for off-site deployed resources-

S.No	Team Details	Position	Total Cost for 36 Months
1	Team Leader/Overall Account Director, Branding & Framework Lead, Creative Head, Media head, PR Strategy Lead, Events & Experience lead, research & Insights Lead	Core team	

B. CREATIVE DESIGN & BRANDING SERVICES (DESIGN-ONLY)

S. No.	Item	Quote per unit in INR (excluding taxes)
--------	------	---

1	2	3								
a	(i) Designing and production of print creatives for news-papers/other print publication (English/Hindi)	Cost for one print creative: Rs.....								
	(ii) Translation of Print creatives in 1 regional language	Cost for one print creative: Rs.....								
	(iii) Translation of Print creatives in 1 foreign languages	Cost for one print creative: Rs.....								
b	(i) Designing and production of advertorials for news-papers/other print publication (Hindi/English)	Cost for one page creative (upto 1000 words): Rs..... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)								
	(ii) Translation of advertorials in 1 regional language	Cost for one page creative: Rs..... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)								
c	(i) Designing and production of Digital creatives advertisements	Cost for one digital creative: Rs....								
	(ii) Translation of digital creatives in 1 regional language	Cost for one digital creative: Rs....								
	(iii) Translation of digital creatives in 1 foreign language	Cost for one digital creative: Rs....								
d	(i) Production of thematic films-TVCs (Fresh Shoot) <table border="1" data-bbox="323 1899 956 2018"> <tr> <td data-bbox="323 1899 555 1957">Quality required</td> <td data-bbox="555 1899 956 1957">4K/HD</td> </tr> <tr> <td data-bbox="323 1957 555 2018">Video bit depth</td> <td data-bbox="555 1957 956 2018">10</td> </tr> </table>	Quality required	4K/HD	Video bit depth	10	Cost for 1 TVC <table border="1" data-bbox="983 1856 1361 2018"> <tr> <td data-bbox="983 1856 1230 1915">Duration</td> <td data-bbox="1230 1856 1361 1915">Rs.</td> </tr> <tr> <td data-bbox="983 1915 1230 2018">60 Second</td> <td data-bbox="1230 1915 1361 2018"></td> </tr> </table>	Duration	Rs.	60 Second	
Quality required	4K/HD									
Video bit depth	10									
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	<p>(ii) AVs including animated videos (Existing Videos/procured Footages)</p> <table border="1"> <tr> <td>Quality required</td> <td>4K/HD</td> </tr> <tr> <td>Video bit depth</td> <td>10</td> </tr> <tr> <td>AV Duration</td> <td>60 Seconds/30 Second/10 Second</td> </tr> <tr> <td>Language</td> <td>English/Hindi</td> </tr> <tr> <td>Duration of edits/cut Downs</td> <td>30 and 10 sec</td> </tr> <tr> <td>Language</td> <td>English, Hindi</td> </tr> <tr> <td>Credit Titles/Mutes</td> <td>Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs</td> </tr> <tr> <td>Audio Rights</td> <td>Digital & Internet, OOH (Live Media), Social Media. Audio bit rate to be kept at minimum 128 kbps</td> </tr> <tr> <td>Video Rights</td> <td>Digital & Internet, OOH (Live Media), Social Media, TV etc.</td> </tr> <tr> <td>Duration of Audio Rights</td> <td>Perpetuity</td> </tr> <tr> <td>Duration of Video Rights</td> <td>Perpetuity</td> </tr> </table>	Quality required	4K/HD	Video bit depth	10	AV Duration	60 Seconds/30 Second/10 Second	Language	English/Hindi	Duration of edits/cut Downs	30 and 10 sec	Language	English, Hindi	Credit Titles/Mutes	Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs	Audio Rights	Digital & Internet, OOH (Live Media), Social Media. Audio bit rate to be kept at minimum 128 kbps	Video Rights	Digital & Internet, OOH (Live Media), Social Media, TV etc.	Duration of Audio Rights	Perpetuity	Duration of Video Rights	Perpetuity	<p>Cost for 1 short AV</p> <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>60 Second</td> <td></td> </tr> <tr> <td>30 Second</td> <td></td> </tr> <tr> <td>10 Second</td> <td></td> </tr> </tbody> </table>	Duration	Rs.	60 Second		30 Second		10 Second	
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60 Second																																
30 Second																																
10 Second																																
	<p>(iii) Dubbing/subtitle of short AVs in 1 regional language (Tamil, Kannada, Malayalam, Telugu, Gujarati, Marathi,</p>	<p>Cost for 1 short AV/TVC</p> <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> </tbody> </table>	Duration	Rs.																												
Duration	Rs.																															

	Bengali, Oriya, Punjabi, Kashmiri and Assamese etc.)	60 Second		
		30 Second		
		10 Second		
	(iv)Dubbing/subtitle of short AVs in 1 foreign language (Thai, Japanese, Korean, German, French, Spanish, Arabic, Chinese, Russian etc.)	Cost for 1 short AV/TVC		
		Duration	Rs.	
		60 Second		
		30 Second		
		10 Second		
	(v)Edits/Cut Downs including Edits of existing TVCs	Cost for 1 Short AV/TVC		
		Duration	Rs.	
		60 Seconds		
		30 Second		
		20 Second		
		15 Second		
		10 Second		
e	(i) Production cost of radio spot/ jingle of 60sec (Hindi/English)	Cost for one radio spot/ jingle: Rs....		
	(ii)Edit/cuts of Radio Spot	Cost for one radio spot/ jingle		
		Duration	Rs.	
		30 Second		
		20 Second		
	(iii)Production cost of radio spot/ jingle in other Indian languages.	Cost for one radio spot/jingle in one regional Indian language:		
		Duration	Rs.	

		60 Second		
		30 Second		
		20 Second		
	(iv) Production cost of radio spot/ jingle in foreign languages.	Cost for one radio spot/jingle in one foreign language:		
		Duration	Rs.	
		60 Second		
		30 Second		
		20 Second		
f	(i) Designing of posters	Cost for one poster: Rs...		
	(ii) Translation of poster in 1 regional language	Cost for one poster creative: Rs....		
	(iii) Translation of poster in 1 foreign language	Cost for one poster creative: Rs....		
g	Designing of Maps on various destination/themes/concepts etc.	Cost for One Map: Rs.....		
h	(i) Designing of Brochures (comprising between 32-52 pages on various themes/concepts etc.	Cost for 1 page of brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)		
	(ii) Translation of brochure in 1 regional language	Cost for one page brochure: Rs.... (For brochure of lesser or more number of pages, cost would be		

		calculated on pro-rata basis)
	(iii) Translation of brochure in 1 foreign language	Cost for one page brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
i	(i) Designing of Digital Booklet/ Brochures (comprising between 08-52 pages on various themes/concepts etc.	Cost for 1 page of digital booklet/brochure: Rs..... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
	(ii) Translation of digital booklet/ brochure in 1 regional language	Cost for one page digital booklet/brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
	(iii) Translation of digital booklet/ brochure in 1 foreign language	Cost for one page digital booklet/brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
j	Designing of Carry bags/Souvenirs/T-shirts/Standees etc.	Design cost for one Carry bags/Souvenirs/T-shirts/Standees etc.: Rs...
k	Designing of promotional calendar	Design cost of 1 promotional calendar: Rs.....

l	Development cost of logo	-
m	photo shoot/drone shoot composite cost inclusive of hiring of photographer, obtaining permits, traveling, lodging, boarding etc. on various themes as suggested by the Ministry. Size: 600 dpi horizontal and vertical	Per 100 photographs: Rs.....
n	Preparing and maintaining inventories for all creative material including cloud storage (15 TB) cost (continuous work)	3 year cost: Rs.....
o	Adaptation, translation and replication of creatives (continuous work)	3 year cost: Rs.....
		Total : Rs.....

FINANCIAL QUOTE

(to be submitted separately in financial bid)

S. No.	Resource Category	Total Man-Month Rate in INR, excl. taxes (for 36 Months)
A.	(i) Man-month cost for 36 months for on-site deployed resources
	(ii) Man-month cost for 36 months for other (off-site) resources
	CREATIVE DESIGN & BRANDING SERVICES (DESIGN-ONLY)	Grand Total Quote for Creative solutions in INR excl. taxes
B.	Creative works: Conceptualization, design, adaptations, and delivery of production-ready files
C (A+B)	Total	In INR.....(excl. taxes) In Words.....

I/We understand that **the Grand Total of Financial Quote** as given at **above table** will be considered for financial evaluation. In case of any variation between the Grand Total indicated in figures (INR) and in words, the amount stated in words shall prevail.

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Note:

- a. Besides English and Hindi, creatives may be required to be produced, in other regional languages such as Tamil, Kannada, Malayalam, Telugu, Gujarati, Marathi, Bengali, Oriya, Punjabi, Kashmiri and Assamese etc. In addition, creatives may also be required in foreign languages such as Arabic, French, Spanish, German, Italian, Portuguese, Chinese, Russian, Japanese, and Korean etc.
- b. In case a particular image or a set of images/footage is specifically required by the Ministry of Tourism and is required to be purchased (with perpetuity rights), the cost for such purchased images shall be paid as per actual, subject to approval of the same by the competent authority of the Ministry

of Tourism, through rate reasonability committee.

IMPORTANT NOTES FOR BIDDERS

- i. No bidder shall quote any cost related to printing, fabrication, installation, event logistics (stage setup/AV equipment/lighting/production, equipment rental etc.)
- ii. Financial evaluation shall consider: (1) Resource Man-Month Total, and (2) Total of Design & Coordination Items quoted above, as per QCBS 80:20 evaluation framework.
- iii. While submitting the Financial Proposal, the Applicant Firm shall ensure the following:
 - a. All the costs associated with the assignment shall be included in the Financial Proposal, except the cost indicated in sub-clause a and b below.
 - b. Air-travel & accommodation (Under Secretary Level) for the experts travelling on account of work assigned shall be arranged of Under Secretary Level & cost borne by the Ministry.
 - c. GST at applicable rates shall be paid extra.
- iv. All payments shall be subject to deduction of taxes at source as per Applicable Laws.
- v. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.
- vi. The payment on account of manpower shall be made by the Ministry of Tourism on Quarterly basis upon submission of invoice along with detailed performance report, duly recommended by the Consultancy Monitoring Committee (CMC).
- vii. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the firm to be compensated and the liability to fulfil its obligations as per the Terms of Reference within the total quoted price shall be that of the Agency.
- viii. Ministry will provide adequate space to the onsite time with sitting arrangements/internet and any other facility required to discharge the assigned work.
