

**Agricultural and Processed Food Products Export Development Authority (APEDA)**  
**Ministry of Commerce & Industry,**  
**Government of India**

**Date: 27.09.2016**

DETAILS FOR SUBMISSION OF BIDS FOR ORGANISING PROMOTION OF INDIAN FOOD PRODUCTS IN MEXICO CITY, MEXICO TO BE HELD TENTATIVELY DURING 09 - 11<sup>TH</sup> NOVEMBER 2016.

APEDA proposes to conduct Buyer Seller Meet & Promotion Programme of **Indian FoodProducts (dehydrated products, Indian ethnic and snack food products, fruit pulp, cereal, cereal preparations etc.)** in Mexico City, Mexico. Accordingly, bids (technical & financial) are invited separately in sealed cover. The details of eligibility, activities and Scope of Work are as follows:

## **1. ELIGIBILITY FOR SUBMISSION OF BIDS**

Agencies having following minimum eligibility are hereby invited to bid for organizing the event on turnkey basis.

1.1 Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format (Annexure-A) and copy of the certificate/proof must be attached. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.

1.2 Bidding agency should have past experience of executing similar events. Minimum of 3 years experience in conceptualizing, designing and executing the events on turnkey basis for organizing food industry events of national and international repute. Out of this at least three events should be international (Please provide details).

1.3 The annual turnover of the bidder company must be at least Rs. 5.00 crores (Rupees Five Crores) or above for the past 3 years. (to be certified by CA).

1.4 Submission of EMD in the form of DD for the amount of Rs. 1,00,000 (Rupees One Lakh) in favour of “APEDA” payable at New Delhi is essential for the bid without which the bid offer will be rejected. The above information has to be provided as per **Annexure 'A'** enclosed with this bid document

## **2. SCOPE OF WORK**

2.1 Identification of a prominent space/venue/hotel in Mexico City for buyer seller meet and media interaction in consultation with Embassy of India, payment on this account will be made directly to the Embassy on actuals or to the agency or hotel on the recommendation of the Embassy.

2.2 Invite and RSVP trade and media with 50-75 top food importers, journalists, prominent food bloggers and editor level columnists. List to be shared in advance and attendance to be ensured.

2.3 Agency to arrange for industry captains from the relevant concerned fields in Mexico to share their experience with the Indian delegation. List of speakers must be shared with APEDA in advance.

2.4 Agency to co-ordinate with all the exporters participating in the programmes.

2.5 Agency to organize lunch/dinner in consultation with APEDA for about 125 pax. Payments will be made on actual. In case of increase in the number of pax prorata increase may be

considered.

2.6 Agency to line-up meeting for the participating companies with 50-70 different food importers, traders and purchase heads of various supermarkets, hi-end restaurants, purchase heads of hotels etc.

2.7 The agency to arrange for market visits and group meeting of the Indian delegation with the relevant buyers and officials at their ware-houses and offices. Agency to ensure that its representatives are present during these meetings.

2.8 To prepare elaborate promotion strategy and media plan to promote the event amongst the relevant audience and trade fraternity. To organise buyer seller meet.

2.9 Create and release advertisement for the local media (reputed National newspapers) and press release for the media attending the event in consultation with APEDA. Payment on this account will be made directly to the Embassy on actuals or to the agency / publication on the recommendation of the Embassy.

2.10 To carry out a Social Media Campaign. Publicity through Facebook, whatsapp and other social websites.

2.11 To arrange local transport for three days for visit of exporters' delegation (approx. 25 delegates) to the venue, super markets and other places in Mexico.

2.12 Design artwork & print the information brochures on Indian food in both English and spanish (content to be approved from APEDA) as also publicity material i.e., brochures, flyers, leaflet, backdrop, standees, etc for the event. Publicity material to be printed in English & Spanish language and distributed across all events.

*Booklet type 1	Size A 5 12 to 16 pages/leafs Cover page (GSM 250) Remaining pages (GSM 150)	1000
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*Brochures type 2	(A4) 4 pages (GSM 200)	3000
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\*The above brochures should provide information about Indian Food ingredients, their relevance to the cuisine of Mexico, types, varieties, food, How products sourced from India can add a rich variety to local cuisine etc. so as to present Indian food as a promising product for foreign consumers.

2.14 To arrange in store promotion of the Indian food products for at least two days in leading super store to be identified in consultation with APEDA or /and Embassy.

2.15 Agency must ensure that the venue is appropriately decorated and there is enough direction signage to guide the guests to the venue.

2.16 Agency to arrange sufficient number of local interpreters cum hosts for smooth communication between the delegation and the visitors/buyers.

2.17 Organize all licenses/clearances related to organizing the event required in India and Mexico.

2.17 A) The agencies should have Mexican and Indian Chefs of International repute on their panel for giving live demos during in-store promotion.

2.18 Organise Audio/Video, sufficient crockery (as also utensil washing facility) and all necessary items for the success of the event as per the above guidelines requirements..

2.19 Engage a reputed PR company for proper liasioning, to organise press conference and also follow-up of publicity generated during the event.

2.20 An extensive post event project report to be submitted within one week after the completion of the event.

2.21 Agency to arrange for shipment of exhibits (approx. 500 kgs) to the given locations in Mexico. Charges for the same shall be paid at actual.

2.22 Agency to arrange 150 numbers of souvenirs for press / buyers / dignitaries of value of approximate Rs 1000/- each. Also arrange 500 nos bags / folders with two colour printing.

### **3. GENERAL**

3.1 The agency should attempt to facilitate promotion of Indian food products in the mainstream population of Mexico.

3.2 The selected bidder will be responsible to ensure that suitable manpower is present at the site for setting up and maintenance of the venue and coordination of the event till the end.

### **4. TERMS AND CONDITIONS**

4.1 The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the bidder to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.

4.2 The financial bid should be on bidder's letterhead mentioning the charges in Indian Rupees and should be inclusive of all taxes.

4.3 It shall be responsibility of the agency to ensure applicability of local laws in respect of the manpower hired by them.

4.4 APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.

4.5 APEDA will reject a proposal for award of work if it is determined that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the

contract in question.

4.6 Agency will indemnify APEDA against any claims, loss, suit, liability etc. It will be sole responsibility of the Agency.

4.7 A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.

4.8 Selected vendor has to submit the soft copy (in cdr format) of final design of the venue, panels, brochures prepared for APEDA alongwith the report of APEDA's participation, an album containing at least 150 number of coloured photographs (5"x7") of high resolution in APEDA and CD of the video shoot coverage. Creatives prepared in this regard will be the property of APEDA.

4.9 For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on both the parties i.e., bidder and APEDA.

4.10 Interested eligible agencies should submit their bids as per Annexure-A with supporting documents including earnest money (EMD) of Rs. 1,00,000/- (Rupees One Lakh only) in the form of demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted alongwith the final payment.

## **5. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS**

5.1 Sealed technical and financial bids in separate envelopes are required to be submitted mentioning the name of the event at the envelope within 10 days from the date of release of this advertisement i. e. by 6<sup>TH</sup> October 2016 till 05.00pm. Bidders may note that conditional bids are not allowed and would be rejected summarily.

**5.2 Cover 1- EMD:** Containing Earnest money in the form of a DD of Rs. 1,00,000/- (Rs. One

Lakh only) in favor of APEDA, payable at New Delhi.

**5.3 Cover 2- Technical Bid: Superscribe the name of the event and “Technical Bid” as per Annexure – A.** The show concept/design of the event, decoration plan etc. as indicated above to be submitted in hard copy as well as on CD.

The cover should be sealed and marked as Technical bid for organising promotion programme of Indian food products in Mexico city.

**5.4 Cover 3- Financial Bid: Superscribe the name of the event and “Financial Bid” as per Annexure B,** duly dated, with breakup of major components suggested separately in Indian Rupees only. Financial bid should be inclusive of all applicable taxes. The cover should be sealed and marked as Financial bid for organising promotion programme of Indian food products in Mexico City.

## **6. SELECTION PROCEDURE**

6.1 A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed eligibility requirements. The short listed bidders may be required to make technical presentation before the selection committee.

6.2 The agency will be shortlisted on the basis of their strength depicted through technical presentation & past background and on the basis of the following:

- Brand creation and promotion strategy
- Uniqueness and Creativity of Concept, and Design
- Credentials of the agency & foreign PR agency
- Availability of professional manpower for co-ordination & pro-active approach

## **7. OPENING OF FINANCIAL BIDS**

7.1 The marking would be done on all the presentations. The vendors who secure minimum 70% marks (28 out of 40 marks) in technical presentations will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 60 marks. The calculation of marking will have the following method:

L1 = 60 marks

$L2 = 60 \times \frac{L1}{L2}$  (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

7.2 After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

7.3 Selection Committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders.

## **8. PRE-BID MEETING**

8.1 A pre bid meeting will be organized on 3<sup>rd</sup> October 2016 at 3.00 PM at APEDA, New Delhi.

## **9. TERMS OF PAYMENT**

9.1 Payments to the successful bidder will be made as per following schedule:

9.2 An advance up to 50% of the total cost, on submission of proof of expenses incurred or against bank guarantee of equal amount.

9.3 Balance amount would be released on completion of the event pursuant to receipt of



satisfactory report of the officer(s) deputed for the event.

9.4 The Bidder has to bear all the costs associated with the preparation and presentation.

## **10. PERFORMANCE ASSURANCE**

If performance of the agency is not upto the mark or is less in any of the deliverables/the measurable output is less than envisaged as per scope of work, then a part of the total bid value as deemed appropriate will be deducted by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

**11.** The applications should be addressed to:

General Manager, APEDA  
3rd Floor, NCUI Building, 3, Siri Institutional Area,  
Opp. Asiad Village, August Kranti Marg,  
New Delhi –110 016  
Telefax: 011-26526186

**Annexure A****TECHNICAL BID FOR BRAND PROMOTION OF INDIAN FOOD IN MEXICO**

<b>SL no.</b>	<b>Particulars</b>	<b>Details</b>
<b>1</b>	Name of Organisation	
<b>2</b>	Correspondence Address	
<b>3</b>	Contact Person	
<b>4</b>	Contact Details	
	Telephone No.	
	Fax No.	
	Cell No.	
	Email:	
<b>5</b>	Profile of the agency including the staff strength on payroll . credentials of the foreign PR agency	
<b>6</b>	Annual Turnover for past 3 years for organising food event. A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years on organising food events must be enclosed. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
<b>7</b>	Details of work/ services being offered and Proposed Promotion Strategy	
<b>8</b>	Self attested photocopies of latest Income Tax Returns for the last 3 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.	

<b>9</b>	Details of EMD of Rs. 1,00,000/- submitted.	
<b>10</b>	Permanent Account No. (Self certified copy)	
<b>11</b>	Services Tax/VAT No. (Self certified copy)	
<b>12</b>	Tan No. (Self certified copy)	
<b>13</b>	List of major Clients	
<b>14</b>	A self certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	
<b>15</b>	Other relevant details, if any	
<b>16</b>	List of Enclosures	

**I/We hereby certify that the information given above is true and nothing has been concealed. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance/ enquiry/court cases are pending against them and I am fully authorized to sign.**

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**Signature**

\_\_\_\_\_

**Name**

\_\_\_\_\_

**Designation**

**With Company Seal**

**FINANCIAL BID FOR BRAND PROMOTION OF INDIAN FOOD IN MEXICO**  
**(ON THE LETTER HEAD OF BIDDER COMPANY)**

<b>SL No</b>	<b>Particulars</b>	<b>Cost</b>
<b>1</b>	Organising BSM, Press meet & Social Media Marketing as per the Scope of Work	
<b>2</b>	Design artwork and printing of publicity material and other deliverables as per the scope of work	
<b>3</b>	Organise Audio video, sufficient crockery (as also glass washing facility), and all necessary items for the success of the event as per the Scope of Work.	
<b>4</b>	Engage a reputed foreign PR company to liason and host the journalists/media/buyers for introduction of trade to the Indian Food companies and importers and also follow-up publicity generated during the event including photos and video as per the Scope of Work.	
<b>5</b>	Agency expenses	
	<b>TOTAL</b> (inclusive of all applicable taxes)	

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Designation**

**With Company Seal**