

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

**Date:** 17/08/2015

Bids (technical and financial) are invited separately in sealed cover for organising Brand Promotion Programme of Indian wines in London, United Kingdom in September/October 2015. The details of the activity and Scope of Work may be accessed from APEDA website [www.apeda.gov.in](http://www.apeda.gov.in) under icon "Tenders" in the General information section.



**DETAILS FOR SUBMISSION OF BIDS FOR ORGANISING BRAND PROMOTION OF INDIAN WINE IN THE UNITED KINGDOM TO BE HELD DURING SEPTEMBER/OCTOBER 2015**

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Act (2 of 1986) came into effect from 13th February, 1986 by a notification issued in the Gazette of India: Extraordinary: Part-II [Sec. 3(ii): 13.2.1986]. The Authority replaced the Processed Food Export Promotion Council (PFEPCC).

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.
- Floriculture and Floriculture Products
- Herbal and Medicinal Plants

APEDA proposes to conduct a Brand Promotion of Indian Wine in London, United Kingdom (UK) to promote Indian wine keeping global prospective. The event management companies having sufficient international exposure for holding similar events only submit their bids. The proposed event should be able to promote Indian wine in the mainstream population of UK.

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

Agencies having following minimum eligibility are hereby invited to bid for the events 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 A minimum of 5 years experience in conceptualizing, designing and executing the events on turnkey basis for organizing exclusive wine events of national and international repute.
- 1.3 The bidder must have organized at least 3 international wine events in the past five years.
- 1.4 The annual turnover of the bidder company must be at least Rs. 50.00 lakhs or above for the past 3 years including 2014-15 exclusively on executing the national and international wine events (to be certified by CA).
- 1.5 The agencies should have a certified Sommelier of International repute on their panel (resume along with certification to be submitted).
- 1.6 Submission of EMD in the form of DD for the amount of Rs. 1,00,000/- 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 and hiring of a prominent space/venue/hotel in central London for trade and media walk around tasting as also a guided masterclass. Example of such venue could be Vinopolis, at Bank end, London or equivalent.

On all three days a stall type set-up has to be provided with an Indian theme facade for 6 wineries. The dimension of the individual stall has to be 3 metres X 3 metres.

Flow of the programme: The show will have a walk around tasting and tutored masterclass all through the day. The stock for wines for all three days will be arranged in association with Indian wineries.

Day 1: Exclusively for Trade & media

Day 2 & 3: For consumers

On Day 1: Invite & RSVP trade and media with at least 70 top wine journalists, prominent wine bloggers and editor level wine columnists. List to be shared in advance and attendance to be ensured.

Day 2 & Day 3: Invite and ensure attendance of 1000 wine consumers over the two days period of tasting. The entrance will be free of charge but regulated. Bidding company must ensure in their plan how to achieve this. The feedback has to be recorded on feedback register and backed by photos of the event.

- 2.2 Organise wine based dinner (On day 1) at a prominent Indian restaurant of a Michelin star level Day 1 - invite and rsvp wine journalists, leading wine importers of various super markets, hi-end restaurants, sommeliers and purchase heads of hotels. A total of 50 pax to be invited.
- 2.3 Provide only a certified sommelier of International repute to preside over the tastings, masterclass for media, trade and consumers as also at dinner. Power-point presentation has to be created to be delivered at the wine dinner and master-class about Indian wine.
- 2.4 Synergise with Indian wineries to procure wines (the stock will be provided free of charge for the shipment by APEDA) for dispatch. Clearance of wine from India and to make the wine available at all venues in U.K.
- 2.5 Create and release advertisement for the local media (reputed National newspapers) and press release for the media attending the event. Create publicity campaign for the event on radio and run it 10 days prior and upto the

last day of the event. Publicity through Facebook and other social websites. A hash tag is to be created as also a Facebook page detailing the event schedules.

- 2.6 Design, artwork & print the information brochures on Indian wines (content to be vetted by APEDA) as also publicity material i.e., brochures, flyers, leaflet, backdrop, standees, etc for the event. Publicity material to be printed and distributed across all events.

Requirement:

Particulars	Specs	Quantity
*Brochures type 1	Size A 5 8 to 10 pages/leafs Cover page (GSM 250) Remaining pages (GSM 150)	500
*Brochures type 2	(A4) 4 pages (GSM 200)	1500

\*The above brochures should provide information about Indian wines, its history, region, types, varieties, characteristics, major wineries, food associated with wine, temperature, etc. so as to present Indian wine as a promising product for foreign consumers.

- 2.7 Organise all licenses/clearances related to organizing the event required in India and UK.
- 2.8 Organise Audio/Video, sufficient glasses (as also glass washing facility) , spittoon and all necessary items for the success of the event as per the above guidelines.
- 2.9** Engage a reputed PR company to host the journalists/media/introduction of trade to the Indian wineries and importers and also follow-up publicity generated during the event including photos and video.

### **3. GENERAL**

- 3.1 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.
- 3.2 Power supply and main electrical connections, water supply and other support system etc., shall be available at all the times during the event. Accordingly, aforesaid provisions need to be checked by the selected bidder.

#### **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 on bidders letterhead mentioning the charges and applicable taxes, if any, separately.
- 4.3 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 in the final payment.
- 4.4 It shall be responsibility of the agency to ensure applicability of local laws in respect of the manpower hired by them.
- 4.5 The agency is required to sign each page of the bid documents by the authorized signatory. Validity of the bid shall be for 30 days from last day of submission of bids.
- 4.6 APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.
- 4.7 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.
- 4.8 APEDA will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if it at any time determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 4.9 Agency will indemnify APEDA against any claims, loss, suit, liability or judgment suffered.
- 4.10 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.
- 4.11 Selected vendor has to submit the soft copy (in cdr format) of final design of the venue, panels prepared for APEDA alongwith the report of APEDA's participation in APEDA before settlement of final payment.
- 4.12 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.

## 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 14 days from the date of release of this advertisement. 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/- 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 must be submitted in hard copy as well as on CD.
- 5.4 **Cover 3: Financial Bid: Superscribe the name of the event and “Financial Bid” as per Annexure B,** duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lumpsum amount shall be considered. The applicable tax, if any, should be clearly mentioned separately.

## 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 will be required to make technical presentation before the selection committee which will carry 100 marks.

6.2 The area of presentation and max marks against each are given below:

Sl No.	Areas of Presentation	Max Score
1	<p>Identification and hiring of a prominent space/venue/hotel in central London for trade and media walk around tasting as also a guided masterclass. Example of such venue could be Vinopolis, at Bank end, London or equivalent.</p> <p>On all three days a stall type set-up has to be provided with an Indian theme facade for 6 wineries. The dimension of the individual stall has to be 3 metres X 3 metres.</p> <p>Flow of the programme: The show will have a walk around tasting and tutored masterclass all through the day. The stock for wines for all three days will be arranged in association with Indian wineries.</p>	20

	<p>Day 1: Exclusively for Trade &amp; media</p> <p>Day 2 &amp; 3: For consumers</p> <p>On Day 1: Invite &amp; RSVP trade and media with 70 top wine journalists, prominent wine bloggers and editor level wine columnists. List to be shared in advance and attendance to be guaranteed.</p> <p>Day 2 &amp; Day 3: Invite and ensure attendance for 1000 wine consumers over the two days period of tasting. The entrance will be free of charge but regulated. Bidding company must ensure in their plan how to achieve this. The feedback has to be recorded on feedback register and backed by photos of the event.</p> <p>Criteria of marks</p> <table border="1" data-bbox="248 873 1122 947"> <tr> <td>Unsatisfactory</td> <td>Satisfactory</td> <td>Good</td> <td>Excellent</td> </tr> <tr> <td>0 - 10</td> <td>11 - 13</td> <td>14 - 17</td> <td>18 - 20</td> </tr> </table>	Unsatisfactory	Satisfactory	Good	Excellent	0 - 10	11 - 13	14 - 17	18 - 20	
Unsatisfactory	Satisfactory	Good	Excellent							
0 - 10	11 - 13	14 - 17	18 - 20							
2	<p>Details and assurance about Journalists/trade/Sommeliers/wine bloggers/columnists local consumers and other stake holders as per Scope of Work and also commitment on securing minimum attendance.</p> <p>Some of the suggested invitees are as under:</p> <ul style="list-style-type: none"> <li>• National newspaper wine columnists (e.g. Jancis Robinson MW, Jane MacQuitty, Anthony Rose, Victoria Moore, Matthew Jukes, Terry Kirby, Bob Tyrer, Susy Atkins, Will Lyons etc)</li> <li>• Consumer drinks titles (e.g. Decanter, World of Fine Wine)</li> <li>• Drinks industry press titles (e.g. The Drinks Business, Drinks International, Harpers, <a href="http://just-drinks.com">just-drinks.com</a>, OLN, Restaurant Magazine, Caterer &amp; Hotelkeeper etc)</li> <li>• Consumer lifestyle magazine wine writers (e.g. Johnny Ray, Sarah Jane Evans MW, Emily Miles, Sam Wylie-Harris etc)</li> <li>• Freelance wine writers (e.g. Steven Spurrier, Peter McCombie MW, Andrew Catchpole, Natasha Hughes, Susie Barrie MW, Peter Richards MW, Jane Parkinson, Neal Martin, John Downes MW etc)</li> <li>• Drinks bloggers (e.g. Jamie Goode, Tim Atkin MW, Denise Medrano, Richard Hemming, Nathan Nolan, Robert McIntosh etc)</li> </ul>	20								

	<p>Criteria of marks</p> <table border="1"> <tr> <td>Unsatisfactory</td> <td>Satisfactory</td> <td>Good</td> <td>Excellent</td> </tr> <tr> <td>0 - 10</td> <td>11 - 13</td> <td>14 - 17</td> <td>18 - 20</td> </tr> </table>	Unsatisfactory	Satisfactory	Good	Excellent	0 - 10	11 - 13	14 - 17	18 - 20	
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3	<p>Details of Certified Sommelier of International Repute (Provide only a certified sommelier of International repute to preside over the tastings, master class for trade and consumers as also a tasting and master class at dinner.)</p> <p>Criteria of marks</p> <table border="1"> <tr> <td>Unsatisfactory</td> <td>Satisfactory</td> <td>Good</td> <td>Excellent</td> </tr> <tr> <td>0 - 10</td> <td>11 - 13</td> <td>14 - 17</td> <td>18 - 20</td> </tr> </table>	Unsatisfactory	Satisfactory	Good	Excellent	0 - 10	11 - 13	14 - 17	18 - 20	20
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4	<p>Create and release advertisement for the local media (reputed National newspapers) and press release for the media attending the event. Create publicity campaign for the event on radio and run it from 10 days upto the last day of the event. Publicity through Facebook and other social websites. A hash tag is to be created as also a Facebook page detailing the event schedules.</p> <p>Design, artwork &amp; print the information brochures on Indian wines (content to be vetted by APEDA) as also publicity material i.e., brochures, flyers, leaflet, backdrop, standees, etc for the event. Publicity material to be printed and distributed across all events.</p> <p>Criteria of marks</p> <table border="1"> <tr> <td>Unsatisfactory</td> <td>Satisfactory</td> <td>Good</td> <td>Excellent</td> </tr> <tr> <td>0 - 10</td> <td>11 - 13</td> <td>14 - 17</td> <td>17 - 20</td> </tr> </table>	Unsatisfactory	Satisfactory	Good	Excellent	0 - 10	11 - 13	14 - 17	17 - 20	20
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5	<p>Details of Past Experience in organizing international wine events. (Please provide the details with photos of the events handled in past)</p> <p>Criteria of marks</p> <table border="1"> <tr> <td>3 Events</td> <td>4 - 7 Events</td> <td>8 - 10 Events</td> <td>&gt;10 Events</td> </tr> <tr> <td>12</td> <td>15</td> <td>17</td> <td>20</td> </tr> </table>	3 Events	4 - 7 Events	8 - 10 Events	>10 Events	12	15	17	20	20
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12	15	17	20							
	Total	100								



6.4 The bidder who secures minimum 60% marks (60 out of 100 marks) in technical presentations will be short listed for opening of financial bids.

## **7. Opening of Financial Bids**

7.1 The financial bids of shortlisted bidders will only be opened. The bidders quoting the lowest prices will stand selected on L1 basis.

7.2 Selection Committee reserves the right to withdraw the advertisement, 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 to bring down the prices.

## **8. Pre-Bid Meeting**

8.1 A pre bid meeting will be organized on 25<sup>st</sup> August 2015 at 11.00 AM 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. SUBMISSION OF BIDS**

10.1 Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

**10.2 Cover I : EMD-** Containing Earnest money in the form of a DD of Rs.1,00,000/- in favor of APEDA, payable at New Delhi.

**10.3 Cover II :** Containing Annexure A (Technical Bid) duly filled in with supporting documents. The cover could be sealed and marked as “TECHNNICAL BID FOR ORGANISING BRAND PROMOTION OF INDIAN WINE IN THE UNITED KINGDOM”

**10.4 Cover III :** Containing Annexure – B (Financial Bid) duly filled in for the bid value in Indian Rupee as per the Scope of Work and terms & condition of the Tender document. The applicable tax, if any, should be clearly mentioned separately. The cover should be sealed and marked as for “FINANCIAL BID FOR ORGANISNG BRAND PROMOTION OF INDIAN WINE IN THE UNITED KINGDOM”

**10.5 Cover - IV :** Envelopes I, II & III should be kept inside the Cover – IV and again sealed. The name of the bidder should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as “TECHNICAL AND FINANCIAL BID FOR ORGANISNG BRAND PROMOTION OF INDIAN WINE IN THE UNITED KINGDOM and shall be submitted to General Manager (Trade Fairs) at the address mentioned below.

## **11. Performance Assurance**

If performance of the agency is not upto the mark or is less in any of the deliverances/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.

**12. The advertisement has been released on 17 August 2015 and the last date for receipt of bid is 14 days from the date of Advertisement i.e. 31 August 2015. The complete applications should be addressed to:**

General Manager (Trade Fairs)  
A P E D A  
3<sup>rd</sup> Floor, NCUI Building, 3, Siri Institutional Area,  
Opp. Asiad Village, August Kranti Marg,  
New Delhi –110 016  
Tel: 011-26514564, 26513162  
Fax: 011-26519259

**Annexure A****TECHNICAL BID FOR BRAND PROMOTION OF INDIAN WINE IN UNITED KINGDOM**

Sl No.	Particulars	Details
1	Name of Organization	
2	Correspondence Address	
3	Contact Person	
4	Contact Details Telephone No. Fax No. Cell No. Email:	
5	Profile of the agency including the staff strength on payroll	
6	Minimum of 5 years experience in conceptualizing, designing and executing the events on turnkey basis for organizing exclusive wine events of national and international repute. (Please provide details)	
7	The bidder must have organized at least 3 international wine events in the past five years. (Please provide details of the international wine based events organized in the past five years)	
8	Annual Turnover for past 3 years for organising exclusive wine event. A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years including 2011-12, 2012-13, 2014-15 exclusively on organising wine events must be enclosed. The turnover should be in the name of applicant organisation only and not that of group/ sister organisations.	
9	The agencies should have a certified Sommelier of International repute on their panel (resume along with certification to be submitted).	

10	Details of work/ services being offered	
11	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.	
12	Details of EMD of Rs. 1,00,000/- submitted.	
13	Permanent Account No. (Self certified copy)	
14	Services Tax/VAT No. (Self certified copy)	
15	Tin No. (Self certified copy)	
16	Tan No. (Self certified copy)	
17	List of Clients	
18	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.	
19	Other relevant details, if any	
20	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 agencies/courts.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Designation  
With Company Seal

**Annexure B****FINANCIAL BID FOR BRAND PROMOTION OF INDIAN WINE IN UNITED KINGDOM  
(ON THE LETTER HEAD OF BIDDER COMPANY)**

Sl o.	Particulars	Cost Rs.
1	Identification and hiring of a prominent space/venue/hotel in central London for trade and media walk around tasting as also a guided masterclass and run the Show as per the Scope of Work	
2	wine based dinner at a prominent Indian restaurant of a Michelin star level as per the Scope of Work	
3	Provide a certified Indian sommelier of International repute as per the Scope of Work	
4	Dispatch and clearance of wine as per the Scope of Work	
5	Release of ad and publicity through Radio and facebook as per the Scope of Work	
6	Design artwork and printing of publicity material as per the scope of work	
7	Organise Audio video, sufficient glasses (as also glass washing facility), spittoon and all necessary items for the success of the event as per the Scope of Work.	
8	Engage a reputed PR company to host the journalists/media/introduction of trade to the Indian wineries and importers and also follow-up publicity generated during the event including photos and video as per the Scope of Work.	
9	Miscellaneous Expenses (Please mention the expenditure heads clearly)	
10	Applicable taxes, if any	
	Total	

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Signature

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Name

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Designation  
With Company Seal