Hoarding at IGI Airport

Offers in two parts viz. technical and financial in separate sealed envelopes are invited for the positioning of well designed Indian Basmati Rice hoarding at a strategic location at Terminal 3 of IGI Airport. This location should attract maximum attention of the relevant audience to help further build Indian Basmati Rice as a brand. The period of display will be one year say from May 16, 2011 to May 15, 2012. The company/agency may submit offers in two separate covers i.e.

Technical bid covering the following:
1. Agency profile especially in Brand building
2. Agency Experience in food sector.
3. At least two design options of the creative with a concept note on the thought process.
4. Suggested locations at least three with minimum size of 120 sq feet.

Financial bid covering:
1. Proof of PAN
2. ST Registration no
3. Experience certificate of at least 10 years of brand building
4. Refundable EMD deposit of Rs 100000/-

The two separate envelopes must be superscribed Technical & Financial Bid respectively and sent within 21 days:

Advisor (Cereals)

Agricultural and Processed Food Products Export Development Authority  
(Ministry of Commerce & Industry, Govt of India)  
4th Floor, NCUI Building,  
3 Siri Institutional Area  
August Kranti Marg (Opp. Asiad Village)  
New Delhi – 110016