

Date: 16/12/2025

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT
AUTHORITY (APEDA)**

(Ministry of Commerce and Industry, Government of India)

**3rd Floor, NCUI Building, 3, SIRI Institutional Area,
August Kranti Marg, New Delhi-110016**

**FRESH BIDS ARE INVITED FOR “Hiring a Digital/ Social Media Agency to enhance
Branding Communications and Outreach of APEDA”**

1. INTRODUCTION

The Agricultural and Processed Food Products Export Development Authority (APEDA) under the Department of Commerce, Ministry of Commerce and Industry, Government of India is the premier organization for export promotion of agricultural and processed food products. APEDA plays a crucial role in enhancing the export potential of these products by providing various services such as market development, quality control, and certification. APEDA also ensures to maintain the quality and standards of the exported products and facilitates the participation of Indian exporters in global markets. APEDA's scheduled products account for more than half of the agricultural exports from India and cover 17 broad product categories ranging from fresh fruits and vegetables to processed food. For details, please visit: www.apeda.gov.in.

2. ABOUT THE ASSIGNMENT:

APEDA intends to hire a professional digital / social media agency for providing services related to branding and communications of APEDA on various social media forums and enhancing its outreach.

3. OBJECTIVE

(i) To position India as a significant force in the global agricultural and processed food products sector by leveraging APEDA's various promotional activities to showcase India's participation in International/ Domestic Trade Shows, International Buyer Seller Meets (IBSMs), New agri- product flag offs from new regions, report/ publication launches, National Workshops amongst other Trainings and Capacity Building initiatives by Commodity Divisions of APEDA.

(ii) Managing, coordinating and creating creatives and insightful digital/ social media content (static, video & reels) for pages/ handles of APEDA (Twitter, LinkedIn, Instagram, Facebook, YouTube, Threads, etc.) by implementing social media strategies of APEDA for promotion and branding of Indian agricultural and processed food products in international as well as domestic markets

(iii) To enhance APEDA's digital/ social media presence across social media and website

platforms, promoting India's participation/engagement in International and Domestic Trade Shows, along with strengthening APEDA's core initiatives and new enterprises. The agency shall handle content strategy, creation, development, distribution, real-time coverage and enhance/scale engagement across multiple platforms. Additionally, the agency shall be responsible for content generation, regular updates and traffic growth on APEDA's official website.

4. KEY AREAS OF WORK

(i). Digital/ Social Media Content Creation: Strategy, Research, Content Creation, design, photography, script writing, shooting, editing and development of Videos/ Reels/ Gifs/branding material etc, Trainings & Capacity Building Videos and or Testimonial/ Interview Videos on YouTube and similar platforms (including promotion across social media platforms), Live Updates/ posting.

(ii). Digital/ Social Media Management: The Agency will be responsible for online social media management for APEDA, which includes, handling of APEDA's social media accounts on Twitter, Instagram, LinkedIn, YouTube, Facebook, Threads, Podcasts etc to enhance APEDA's and Department of Commerce's Social Media presence.

(iii). A dedicated space will be provided in the APEDA office to the agency to perform the assignment and the Account Manager designated by the agency shall be present at least 3 days / week for full day to oversee the assignment.

(iv). Influencer Engagement: Social Media Agency to recommend list of at least 3 renowned influencers/ food documentary makers like renowned chefs, food bloggers/ writers and nutritionists, with subscriber base above 500K+ followers or more to amplify outreach and visibility of campaigns. They will be utilized for monthly creation of content like covering APEDA events, podcasts, reels, showcasing scheduled products and similar content. Their cost shall be inbuilt in the financial bid. However, for wider choice APEDA may at any point of time during the contract, if required, may replace the influencer with another influencer having a similar subscriber base, as offered from a suitable panel presented by the agency, at no extra cost.

(v). Coverage of Important Domestic events: Social Media Agency to undertake photography & videography of select domestic events of APEDA and deliver at least 25 curated images and 10 videos/ reels to be shared with APEDA in real-time on the same day along with visual content creation like reels, videos, static posts, gifs of event highlights, event wrap up, within 3 days of the event conclusion.

(vi). Coverage of International events: Social Media Agency to undertake timely creation of videos, creatives, GIFs, infographics, and other digital assets based on raw photos & videos shared by APEDA and/or the selected Event Management Company. The Social Media Agency to ensure timely posting of the visual assets on social media with the approval of competent authority for consistent audience engagement and interest during and after the event.

(vii). Reporting on Analytics, Audience Engagement and Best Practices on a fortnightly basis

5. **SCOPE OF WORK** in order of priority (“Services”):

- (i). To develop online promotion strategy, implement and coordinate for social media/online platforms in the following areas on a regular basis:
- (ii). Prompt interactions with APEDA’s audience in the social media space, as well as, for developing appropriate strategies for engaging the audience in relevant conversations around APEDA’s key agenda/policy matters.
- (iii). **A monthly review meeting shall be conducted by the agency’s senior representative or designated contact person with Chairman/ Secretary APEDA to assess performance, delivery and future plans.**
- (iv) Create Content and Manage social media pages/handles of APEDA
 - (a). Twitter: <https://x.com/APEDADOC>
 - (b). LinkedIn: <https://www.linkedin.com/company/apedadoc/>
 - (c). Instagram: <https://www.instagram.com/apedamoc/>
 - (d). YouTube: <https://www.youtube.com/c/APEDAMOC>
 - (e). Facebook: <https://www.facebook.com/apedamoc/>
 - (f). Threads: <https://www.threads.com/@apedamoc>
 - (g). Podcasts: Apple, Spotify
- (v) Creation of any non-paid social media account for APEDA with prior approval, for the better promotion of agricultural and processed food products from India
- (vi) Identify target audience preferences and build content accordingly.
- (vii) Concept, design, development/ Creation of digital online content (creatives, infographics, illustrations, GIFs, visuals, videos, animations etc.) relevant to agricultural and processed food products from India industry of the current scenario.
- (viii) Monitor, analyze and report the social media outreach in order to be able to craft strategy proposals.
- (ix) Daily informative and promotional updates in the form of ‘Did You Know’ posts, relevant texts, photos, videos, gifs, audio, interactive content, testimonial videos, interviews, news, quizzes, etc.
- (x) Promote all APEDA’s events on social media.
- (xi) Develop and update the FAQ bank based on user feedback.
- (xii) New look to the social media pages/handles consistent with branding and design language every 3 (three) months.
- (xiii) Create, curate and upload, update Photobank with cataloguing needs to be developed consisting of at least 100 (hundred) high quality and high-resolution aesthetic photographs on Indian agricultural and processed food products and agricultural and processed food products industry (Commodity Division wise).

(xiv) Monitoring Social media pages for any unauthorized activities / Security threats and if found any, action should be initiated to rectify the same within 24 hours. SOP for the same to be prepared.

(xv) Monitoring of Social media pages for the views, likes generated and provide innovative ideas for increasing the same in report form.

(xvi) Promote Indian agricultural and processed food products in top 50 markets so that awareness on Indian agricultural and processed food products will increase and has a positive impact on Indian agricultural and processed food products consumption in the markets targeted.

It is clarified that content shared online must be copyrighted; protected and unauthorized use must be monitored.

6. DELIVERABLES

The following are the minimum deliverables to cover the scope of work. (i)

Twitter

- a) Profile updation, verifying the page, & management of the page b) Engaging with community
- c) At least 7 (seven) tweets per week
- d) Posting of contents provided by APEDA with appropriate improvement e) Retweeting of important tweets as per the instructions of APEDA f) Tagging of important posts
- g) Minimum 5,000-7,000 (Five Thousand to Seven Thousand) organic new followers/subscribers per month.

(ii). LinkedIn

- a) Profile updation, verifying the page & management of the page
- b) Engaging with community
- c) At least 7 (seven) posts per week
- d) Posting of contents provided by APEDA with appropriate improvement e) Reposting of important posts of Department of Commerce (DOC) as per the instructions of APEDA
- f) Tagging of important posts
- g) Minimum 5,000-7,000 (Five Thousand to Seven Thousand) organic new followers/subscribers per month.

(iii.) Instagram

- a) Profile updation, verifying the page & management of the page
- b) Engaging with community
- c) At least 7 (seven) posts/ updates per week with regular posting of stories and at least 2- 3 reels per week
- d) Posting of contents provided by APEDA with appropriate improvement
- e) Minimum 5,000-7,000 (Five Thousand to Seven Thousand) organic new followers/subscribers per month.

(iv). Online Videos/ YouTube

- a) Script Writing, Editing, motion graphics, 2-D animations, voiceover, copyright free music, rendering, uploading and management of videos/ animations. b) Flag Off Videos, Agri-Product Launches, Testimonials & Interviews c) Event videos
- d) Corporate videos e) At least 2 Videos (including Training & Capacity Building videos) per fortnight f) Engaging with community
- g) Minimum 3,000-5000 (Three Thousand to Five Thousand) organic new followers/ subscribers per month h) Minimum 10,000 (thousand) views per month.

(v). Facebook:

- a) Profile updation, verifying the page, merging of accounts & management of the page.
- b) Customizing with vanity URL
- c) Facility to access the services through the Facebook page d) Minimum 1 (one) update per day
- e) Continuous engagement
- f) Minimum 5,000-7,000 (Five Thousand to Seven Thousand) organic new followers/ subscribers per month
- g) Posting of contents provided by APEDA with appropriate improvement. (vi).

Blogs:

- a) Creation & customization
- b) Design services
- c) 2 (two) articles per month.

(vii). Podcasts:

- a) 2 podcasts per week.
- b) A minimum of two (02) podcast episodes must be produced every week.**
- c) The complete cycle of shooting, editing and posting of each podcast episode must be completed within the same week.**
- d) The agency must provide a dedicated studio space for podcast production as part of the contract.**
- e) Additionally, provision of space and necessary podcast recording equipment at the APEDA Head Office shall be ensured by the agency whenever required for on-site podcast recordings.**

(viii). E-mail Newsletters

- (i) 1 (one) HTML newsletter per month
- (ii) Content & design in HTML
- (iii) Spam free delivery
- (iv) Database management
- (v) Analytics & Tracking

(ix). Photo bank/ Archives

- (a) Create, curate and upload and manage Photo Bank/ Archives with cataloguing needs to be developed consisting of at least 100 (hundred) high quality and high resolution

aesthetic photographs on Indian agricultural and processed food products and agricultural and processed food products industry in a quarter. Watermark the photos.

(b) Visual Illustrations and doodling of Reports & Publications of APEDA in the form of info graphics, creative, short video clips, etc. for simplified understanding and awareness of audience and other stakeholders

7. PROMOTIONS OF APEDA'S PARTICIPATION IN INTERNATIONAL/ DOMESTIC TRADE SHOWS ACROSS APEDA'S DIGITAL/ SOCIAL MEDIA PLATFORMS:

7 (a) Key Activities:

(i) Design and execute digital campaigns around India's presence at international Food & Beverage Trade Shows such as Biofach (Germany), Gulfood (Duvai), World Food Moscow (Russia), SIAL (Paris), Natural Product Expo West 2025 (USA), International Food & Drink Event (London), Organic and Natural Product Expo (Dubai), Fine Food Australia (Australia) etc. as well as Domestic Trade Shows like BIOFACH India (Noida), SIAL India (Mumbai), World Food India (New Delhi), AAHAR - The International Food & Hospitality Fair, Indusfood, etc.

(ii) Promote India as the Country of Honour/ Partner Country at Biofach (Germany) and Gulfood (Dubai), official exhibitors/ exporters/ delegation, Agriculture, Food & Beverage industry panels and India Theme Area and Pavilion Activities. Daily event updates for digital media as well as Promo and Wrap video of the Trade Show.

(iii) Develop culturally nuanced, globally appealing content for X (Twitter), LinkedIn, Instagram, YouTube, Facebook, Threads and/ or any other social media platform

(iv) Conduct live coverage (gifs, stories, reels and live tweeting) from inaugurals, panels, International Buyer Seller Meets (IBSMs), etc.

The agency is required to create/ develop content from the event in form of GIFs, stories, reels and live tweeting from the covered events.

The number of such activities is need based but normally will not exceed 3 in a month.

(v) Collaborate with global partners, sponsors, trade organisations and international/ national influencers for extended outreach.

(vi) Design Trade Show specific microsites or dedicated landing pages on the APEDA website, showcasing India's participation, potential products for exports in Key Markets and Theme Area, Pavilions, Exhibitors/ Exporters amongst others.

(vii) Highlight achievements of Indian Agriculture and Processed Food Products Exporters, key MoUs signed with other countries as well as Indian States, trade shows in new/ emerging markets, delegation visits and business meetings.

The agency will be getting such contents from APEDA. Influencer will be hired either through the agency, or the event management company hired by APEDA subject to the approval of the competent authority on the approved reels, testimonials, and industry success stories.

(viii) Conduct real-time video editing for daily highlight reels and testimonial videos from events. Share exporter/ exhibitor testimonials and industry success stories via social media

7 (b) Deliverables:

- (i) Daily Trade Show content (posts, reels, videos, testimonials, quotes, highlights).
- (ii) Post-event digital reports/ highlights/ infographics with insights on reach and engagement.
- (iii) Trade Show specific landing pages with downloadable catalogues, exporter/ exhibitor details and event specific brochures/ press kits.
- (iv) Apart from the above platforms, the Agency may introduce APEDA or APEDA may assign any new digital/social media platforms which have to be done without any additional cost (such as WhatsApp channel, others)
- (v) Leveraging Influencer Marketing to promote agricultural and processed food products of India and engage Youth, women, entrepreneurs and Indian Diaspora abroad.
- (vi) Individuals with minimum 500K+ followers on YouTube, TikTok, Instagram, LinkedIn and/or Twitter as well as genuine and strong presence in organic, wellness, food and sustainability domains
- (vii) Due Diligence and digital media presence based on demographic analysis shared by agency.

7 (c) Deliverables also include: 1 short videos/reels of duration 90-120 seconds (9:16 aspect ratio for Instagram and 16:9 for YouTube (1920 x 1080 pixels resolution or better) and 3–5 social media posts (Static/ Video/ Gifs/ Animated Creatives).

The agency is required to undertake script writing, editing, royalty free music and stock footages and motion graphics to develop at least 3 videos/ reels per event, with the manpower at their disposal. The number of videos is need based.

8. CONTENT GUIDELINES:

- (i) All content must be original, engaging and aligned with APEDA's messaging
- (ii) Content must highlight India's organic strengths and APEDA's role at International/ Domestic Trade Shows
- (iii) No content referencing APEDA may be published without prior approval from the competent authority at APEDA
- (iv) All content copyright and digital rights rest with APEDA and/ or maybe shared with the content creator subject to the approval of competent authority at APEDA

9. PERFORMANCE METRICS & KPIS:

To ensure accountability, quality, and effectiveness of digital outreach efforts, the

following key performance indicators (KPIs) will serve as benchmarks for the social media agency's performance.

Metric	Target KPI	Measurement Criteria
Follower Growth	5-10% growth every month	Platform-native analytics (Instagram, Facebook, Twitter, LinkedIn and YouTube).
Post Engagement Rate	10-15% monthly engagement rate.	Average likes, shares, comments, saves, reactions per post.
Content Output	<ul style="list-style-type: none"> • Minimum 60 posts per month • At least 1 post (static/gif) per day and/or 5-7 posts per week. 	Including static posts, reels, carousels, stories, videos and Trade Show/ IBSM/ Flag Off Specific assets.
Video Views (YouTube)	500K+ cumulative views for key campaigns including regularly uploaded TED talk style Trainings & Capacity Building videos by in house experts and key stakeholders.	YouTube Studio analytics and real-time campaign metrics
Hashtag Performance	Trending at least once during major events.	X (Twitter) analytics, third party monitoring tools.
Audience Engagement	Increase watch time and story completion rates by 15%.	Instagram & YouTube retention insights, Story metrics.

Click-Through Rate (CTR)	Minimum 2.5–3% on all campaign posts.	Platform-native link analytics and Bit.ly tracking for URLs.
Response Time (Community Management).	Within 24-48 hours	Social inbox response time tracked via platform dashboards.

10. Penalty Clause/ Liquidated damages

- (i) If at any future point of time it is found that the Agency has made a statement which is factually incorrect or if the Agency does not fulfill any of the contractual obligations or found to be in breach of the terms & conditions of this contract, APEDA may take a decision to cancel the Agreement with immediate effect, forfeit the Performance Bank Guarantee deposited by the Contractor and / or debar the Agency from bidding prospectively for a period of three years or take any other action as deemed necessary.
- (ii) Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc. decision of the Competent Authority of the APEDA will be final and binding.
- (iii) A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the APEDA.
- (iv) In the event of delayed or unsatisfactory services, by the Bidder, APEDA may charge penalty as below: -

(To be deducted from the contracted amount)

S.No.	Item	Penalty
1	Unauthorized absence of the deployed team members	1 st instance: Warning 2 nd instance: Rs.500/- 3 rd instance: Rs.1000/- Subsequently for every instance: Rs.1500/-
2.	Non-Delivery: If deliverables are missing, incomplete or not align with the contract's requirement, no payment will be made for the nondelivered category.	No payment will be made.
3.	Delays in Deliverables	1 Day: Rs.500/- 2 Days: Rs.1500/- Subsequently for every day: Rs.2000/- maximum 10% of the total invoice value, whichever is higher.
4.	Quality Standards	2% of penalty, capped at 10% of the total invoice value for non-compliance with APEDA's standards.

5.	Reporting delays	3% of penalty, capped at 10% of the total invoice value for incomplete or delayed weekly and monthly reports.
6.	Deviation in posting of approved content on social media or in communication to website as per agreed timelines	Delay in more than 4 hours: Rs.5000/-
7.	Delay in monitoring and response management beyond 6 hours	1 st instance: Warning 2 nd instance: Rs.1000/- 3 rd instance: Rs.2000/- Subsequently for every instance: Rs.2500/-

11. CONTRACT DURATION, RENEWAL & COMMERCIAL TERMS

A. Cost of the activities: APEDA has estimated the cost of all of the assignments (mentioned vide clause 4 to 9 above) in the range of Rs. 45,00,000/- (Rs. Forty Five Lakh). The Bidding agencies are requested to submit the financial bid accordingly.

B. Contract Period: The initial contract will be awarded for one year, starting from the date of onboarding of the selected social media agency.

C. Contract Extension Clause: The contract may be extended annually for up to two additional years (on a year-to-year basis subject to performance evaluation) subject to:

- (i) Satisfactory performance as evaluated by the Competent Authority.
- (ii) Submission of timely reports and adherence to deliverables.
- (iii) Continued requirement of services by APEDA and its verticals.

12. All the Services described above shall be put into practice within 1 (one) month from the date of execution of the Contract.

13. Within 10 (ten) days of the execution of the Contract, the Agency shall furnish Performance Security as mentioned in clause 16.5, from a scheduled commercial bank, the validity of which shall be of 27 (twenty-seven) months from the date of execution of the Contract.

14. ELIGIBILITY FOR SUBMISSION OF BIDS:

14.1 Professional Media Agencies, which are in existence for the last three financial years and more and meeting the following criteria of experience in execution of the similar type of assignments and possessing sound financials, may participate in the bid process.

14.2 The details of the agency like Name, address, GST Registration No., PAN Card, Turnover (from consultancy operations) for the last three financial years, Number of the Assignments conducted in the desired field, are to be mentioned as per proforma at Annexure-1, along

with copies of supporting documents.

15. ELIGIBILITY & QUALIFICATION:

The Bidders shall be required to fulfill the following eligibility and qualification criteria:

- 15.1. The Bidder should be a legal entity registered or incorporated under applicable laws in India or under the applicable laws of its country of origin or it may be a consortium of entities (“Consortium”) coming together to implement the Project. The maximum number of members in a Consortium shall not exceed 2 (two).

In case the Bidder is in the nature of a Consortium, the following conditions shall be fulfilled:

(a) Bid should contain the information required for each Member of the Consortium, provided number of members of Consortium should not exceed two (2). None of the members in a Consortium should be under any sort of ineligibility under this tender document;

(b) The Bid should contain the information required for each member of the Consortium;

(c) Each Members of the Consortium shall nominate one (1) member as the lead member (“Lead Member”);

(d) The nomination of the Lead Member shall be supported by a Power of Attorney, as per the format set forth in Annexure 5 signed by all the other members of the Consortium along with the charter document or board resolution in favour of the executant;

(e) The parties to a Consortium acting through and represented by Lead Member shall sign the Contract with the Authority, and the parties to a Consortium shall be jointly and severally liable if the Project is awarded to the Consortium;

(f) The Bid should include a brief description of the roles and responsibilities of individual members, particularly with reference to design and construction supervision obligations; and

(g) Members of the Consortium shall enter into a Joint Bidding Agreement (the “Joint Bidding Agreement”) for the purpose of submitting the Bid. The Joint Bidding Agreement shall, inter alia, convey the intent to enter into the Contract and subsequently carry out all the responsibilities as service provider in terms of the Contract, in case the Project is awarded to the Consortium;

(h) There shall not be any amendment to the Joint Bidding Agreement without the prior written consent of the Authority.

(Note: A copy of the Joint Bidding Agreement should be submitted along with the Bid. The Joint Bidding Agreement entered into between the Members of the Consortium should be specific to the Project and should fulfill the above requirements, failing which the Bid shall be considered non-responsive.)

- 15.2 Any entity which has been barred/ blacklisted by the Central/ State Government/Public Sector Undertaking, or any other government institution in India, for any reason, from

participating in any project, and the bar subsists as on the Bid Due Date, would not be eligible to submit the bid, either individually or as member of a Consortium. Self-declaration in this regard, certified by Bidder's Authorized Signatory shall be submitted.

- 15.3. A Bidder should, in the last three (3) years, 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 Bidder, nor should have been expelled from any project or contract by any public entity nor have had any contract terminated by any public entity for breach by such Bidder. Self declaration in this regard, certified by Bidder's Authorized Signatory shall be submitted.

Further, a Bidder shall not have a conflict of interest, as more specifically described below, (the "Conflict of Interest") that affects the Bidding Process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the Authority shall forfeit and appropriate the Bid Security or Performance Security, as the case may be. The Bidder acknowledges and agrees such forfeiture and appropriation of the Bid Security or Performance Security (as the case may be) is reasonable and represents the mutually agreed genuine pre estimated loss and damages likely to be suffered and incurred by the Authority and not by way of penalty for, inter alia, the time, cost and effort of the Authority, including consideration of such Bidder's proposal ("Damages"). The Bidder acknowledges and agrees that such forfeiture and appropriation of the Bid Security or Performance Security (as the case may be) is without prejudice to any other right or remedy that may be available to the Authority hereunder or otherwise. Without limiting the generality of the above, a Bidder shall be considered to have a Conflict of Interest that affects the Bidding Process, if:

(a). the Bidder, its Member or Associate (or any constituent thereof) and any other Bidder, its Member or Associate (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding of a Bidder, its Member or an Associate thereof (or any shareholder thereof having a shareholding of more than 25 per cent of the paid up and subscribed share capital of such Bidder, Member or Associate, as the case may be) in the other Bidder, its Member or Associate is less than 25 per cent of the subscribed and paid up equity share capital thereof. ; provided further that this disqualification shall not apply to any ownership by a bank, insurance company, pension fund or a public financial institution referred to in section 2(72) of the Companies Act, 2013. For the purposes of this Clause 3.4.3, indirect shareholding held through one or more intermediate persons shall be computed as follows: (aa) where any intermediary is controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the "Subject Person") shall be taken into account for computing the shareholding of such controlling person in the Subject Person; and (bb) subject always to sub clause (aa) above, where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on a proportionate basis; provided, however, that no such shareholding shall be reckoned under this sub-clause (bb) if the shareholding of such person in the intermediary is less than 26% (twenty six per cent) of the subscribed and paid up equity shareholding of such intermediary; or

(b). a constituent of such Bidder is also a constituent of another Bidder; or

(c). such Bidder, its Member or any Associate thereof receives or has received any direct or indirect subsidy, grant, concessional loan or subordinated debt from any other Bidder, its Member or Associate, or has provided any such subsidy, grant, concessional loan or subordinated debt to any other Bidder, its Member or Associate; or

(d). such Bidder has the same legal representative for purposes of this Bid as any other Bidder; or

(e). such Bidder or any Associate thereof has a relationship with another Bidder or any Associate thereof, directly or through common third parties, that puts them in a position to have access to each other's information about, or to influence the Bid of either or each of the other Bidder; or

(f). Such Bidder has participated as a consultant or sub-consultant to the Authority in the preparation of any documents, design, or technical specifications of the Project.
Explanation:

In case a Bidder is a Consortium, then the term Bidder as used in this Clause 3.4.3, shall include each Member of such Consortium.

For the purposes of this Bid, Associate means, in relation to the Bidder/ Consortium Member, a person who controls, is controlled by, or is under common control with such Bidder/Consortium Member (the "Associate"). The expression "Control" means, with respect to a person which is a company or corporation, the ownership, directly or indirectly, of more than 50% (fifty per cent) of the voting share capital of such person, and with respect to a person which is not a company or corporation, the power to direct the management and policies of such person, whether by operation of law, contract/agreement or otherwise

15.4. To be considered a qualified Bidder and for its bid to be evaluated for further consideration in accordance with the terms herein, a Bidder, either a single legal entity or Consortium, shall be required to, inter alia, fulfill the following minimum eligibility criteria in terms of Technical Capacity and Financial Capacity as set out hereunder:

15.5. (a) Technical Capacity – Essential conditions

S. No.	Criteria	Documentary Evidence
1.	The Bidder must be a registered entity with minimum 5 (Five) years of existence on the day of submission of bid.	(a) Certificate of Incorporation (b) PAN Card (c). GST Registration Certificate (d). Bank account & RTGS details.

2	The Bidder must have at least 4 (four) years of experience in leveraging online/social media for raising the visibility of Government organizations/public sector undertakings/internationally reputed private organizations.	(e) Copies of work orders/ Client Completion Certificate (f). Statutory auditor's certificate (g). Names and address of clients who may be contacted for further information on those contracts.
3	The Bidder must have the experience of running similar campaigns for at least 4 (four) Government organizations/ public sector undertakings / internationally reputed private	(h). Copies of work orders/ Client Completion Certificate (i) Statutory auditor's certificate (j). Names and address of clients who may be contacted for further information on those contracts.

	organizations in the last 3 (three) years.	
4	The Bidder must have the following experience: a) Familiarity with requirements for preparing content, visuals and animations for social media. b) Experience in creating "out of the box" digital campaign concepts using web analysis and extensive research that suits the customer requirements. c) The Bidder should have capability and experience in creation of comprehensive digital marketing and social media campaigns on a turnkey basis in reputed organizations.	(k) Self-declaration certified by Bidder's Authorized Signatory/.
5	The Bidder must have the following experienced professionals in the area of Social Media Management (Facebook, Twitter, Instagram, LinkedIn etc.) and video publishing management, as permanent employees on its rolls.	(l) . Self-declaration certified by Bidder's Authorized Signatory. (m). Credentials and Profiles of the proposed Project Team.

15.6. (b) Financial Capacity – Essential conditions

S No	Criteria	Documentary Evidence
1	Average annual financial turnover of related services during the last 3 (three) financial years, preceding the bid due date should be at least Rs. 2,00,00,000 (Rupees Two crore)	C. A. Certificate (Annexure-2)

For the purposes of this tender document,

i. Turnover means:

(a). in case the Bidder is a company or any other entity except for a society or trust - the aggregate value of the realization of amount made from the sale, supply or distribution of goods or on account of services rendered, or both, by the company during a financial year. For avoidance of doubt, it is clarified that it shall not include interest earned from financial instruments.

(b). in case the Bidder is a society or a trust: the gross receipts which includes donations from individuals and corporations, support from government agencies, income from activities related to the organization's mission, and income from fundraising activities, membership dues, and financial investments such as stock shares in companies. For the avoidance of doubt, the Bidders shall be mandatorily required to fulfill all of the above mentioned essential technical and financial criteria as mentioned in Clauses 15.5. (a) & 15.6. (b) respectively, in order for the Technical Bid to be evaluated as per the scoring criteria mentioned in Clause 17.3.3 below.

Further, along with the above-mentioned requirements Bid must be accompanied by the C.A. Certificate (Annexure-2).

16. TERMS AND CONDITIONS

16.1. Earnest Money Deposit (Bid Security):

(a) **Earnest Money Deposit (EMD)** Amount: Rs. 1,00,000/- (Rupees One lakh Only) in the form of Bank Draft drawn in favour of APEDA payable at New Delhi. Bids received without EMD shall be summarily rejected treated as non-responsive and shall be returned without technical evaluation. The EMD may be submitted in the form of Demand Draft only (with 3 months validity from the bid due date) from a scheduled commercial bank. A scanned copy of the EMD should be attached along with the Technical Bid and the original demand draft for the EMD should reach APEDA before the bid due date.

(b) A non-refundable **Application cum Processing Fee** of Rs. 5,000/- plus GST @ 18%= Rs.900/-total Rs. 5,900/- (Rupees Five Thousand Nine Hundred) in the form of a Demand Draft (DD) drawn in favour of “APEDA” payable at New Delhi.

(c) EMD is required to be submitted by Bidders except Micro and Small Enterprises as defined in MSE Procurement policy issued by Dept of Micro, Small and Medium Enterprises (MSME) or are registered with Central Purchase Organization or the concerned Ministry or Dept of start-ups as recognized by the Dept for promotion of Industry and Internal trade (DPIIT). Valid documentary evidence in this regard should be attached in the Technical Bid.

(d) The EMD will be forfeited if the Bidder withdraws from the tender in any respect within the validity period of their bid. The EMD shall also be forfeited if the successful bidder fails within the specified time limit –

- (i) To sign the Letter of Award;
- (ii) To furnish the Performance Security within the period prescribed thereof in the Contract;
- (iii) Sign the Contract.

(e) The EMD of unsuccessful Bidders will be returned without interest after finalization and execution of the Contract with the successful Bidder.

(f) The EMD of the successful Bidder will be returned without any interest upon the receipt of Performance Security.

(g) The request of the Bidder to withdraw his bid offer after the bid due date will not be entertained and result in the forfeiture of the EMD. Such Bidder will be blacklisted and debarred from participating in future tenders floated by APEDA.

(h) In case of cancellation of this tender, the EMD of all the bidders shall be returned to the respective bidders promptly by the Authority.

16.2. Any condition or qualification or any other stipulation contained in the bid shall render the Bid liable to rejection as a non-responsive bid. The bid and all communications in relation to or concerning the bid shall be in English language.

16.3. The Bidders shall be responsible for all of the costs associated with the preparation of their bids and their participation in the bidding process.

16.4. No exemption from submission of Performance Security shall be admissible to the NSIC and MSME registered organizations, as per Government rules.

16.5. Performance Security @ ten per cent (10%) of the value of the contract or Rs. 5,00,000/- (Rs. Five Lakh) whichever is higher, shall be deposited by the agency selected. Hence, the EMD of Rs. 1,00,000/- (Rs. one Lakh) received from selected agency will be adjusted towards Performance Security. The amount of Performance Security shall be refunded after completion of all contractual obligations.

16.6. The agency will work under the directions and guidance of APEDA. It shall be the sole responsibility of the agency to ensure that all activities undertaken by the agency for APEDA are in accordance with the Indian Laws.

16.7. APEDA requires that agency observes the highest standard of ethics during the period of agreement.

16.8. APEDA will reject a proposal for award of work if it is found that the agency recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

16.9 APEDA reserves the right to:

(i) Extend the deadline for submission of application/bid at its discretion.

(ii) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.

(iii) Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest to do so. The decision of the APEDA shall be final and binding in this regard. APEDA shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.

(iv) Modify terms and conditions of the contract which shall be granted to the successful bidding agency after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.

(v) For interpretation of any clause of this document, the decision of APEDA would be final and binding on the bidder.

17. SELECTION PROCEDURE:

17.1 The selection procedure involves evaluation of documents of bids received, making presentation by the bidders before the selection committee and on the basis of marks of documents and presentation, opening of financial bids to prepare a score sheet of bidders.

17.2 Evaluation of Bids:

17.2.1. A Committee in APEDA will carry out a preliminary screening of the documents received and shortlist the bidder agencies fulfilling the prescribed eligibility criteria. The short-listed agencies will be required to make technical presentation before the selection committee.

17.2.2. The evaluation of bids will be made in two stages – first, Technical Evaluation through presentation, and second, opening of financial bid. For technical evaluation of bids, a presentation will be held on the date and time specified by APEDA, before the Selection Committee in the presence of the bidders or their authorized representatives.

17.2.3 The marks of the presentation will be awarded for the credentials in the following areas:

17.3 TECHNICAL EVALUATION & SCORING PATTERN

The technical evaluation and scoring criteria has been broadly defined hereunder. The Bidder has to provide documentary proof against each criterion as a part of technical evaluation.

S. No.	Criteria		Documentary Evidence
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1	Past Experience of the Bidder	15 Marks	
A	Past Experience: 3 years of experience in social media management. (3 marks for 3 years and 1 mark each for additional year with max 5 marks)	5 Marks	Documents of incorporation / commencement of business / a work order issued to bidder before the said period.
B	2 projects for social media management undertaken for State/Central Government bodies and PSUs. (2 marks for 2 projects and 1 mark each for additional projects with max 5 marks)	5 Marks	- Copies of work orders/ Client Completion Certificate - Self-declaration certified by Bidder's Authorized Signatory
C	3 similar projects undertaken for reputed private organizations. (3 mark for 3 projects and 1 mark each for additional projects with max 5 marks)	5 Marks	- Copies of work orders/ Client Completion Certificate – Self-declaration certified by Bidder's Authorized Signatory.
2.	Experience of key personnel:	15 Marks	
A	Project Head with graduation and/ or Post Graduation in Journalism & Mass Communications, Literature, Graphics Design, Visual Communications, Computer Science, or related field, with 5 years' experience in heading Social Media Management, Conceptualisation, Creation, Graphics Designing content writing, outreach boosting.	5 Marks	Self-declaration certified by Bidder's Authorised signatory

B.	Content writer with Bachelor's degree in communications, marketing, English, Journalism, or related field. 3 years' experience in content writing or copywriting etc.	5 Marks	- Self-declaration certified by Bidder's Authorized Signatory
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C	Creative designers, Video Editors, Illustrators, Animators etc. with diploma and/ or Bachelor's Degree in Journalism, Mass Communications, Film and Television Institutes in India, and/ or Certification in Skills based Professions such as Animation, Visual Effects, Gaming, Comics (AVGC) with at least 3 years' experience in creativity, graphic design, video editing and illustration skills	5 Marks	- Self-declaration certified by Bidder's Authorized Signatory
3	Average annual financial turnover of related services during the last 3 (three) consecutive financial years, ending 31st March 2025.	5 Marks	CA Certificate (Annexure-2)
4	Overall Concept Presentation	8 Marks	
5	Content Development Strategy	12 Marks	
5A	Concept and Methodology for Social Influencer Programmes	4 Marks	Samples of creative material of 2 (two) previous campaigns/ projects such as graphical messaging, infographics, videos, reels, tutorial videos, Podcasts, and creative material for engagement activities on social media.
5B	Best Practices & Innovative Ideas	4 Marks	

5C	Understanding of APEDA's work & the scope of services	2 Marks	
5D	Proposed work plan & milestones	2 Marks	
	Total	55 Marks	

17.4 The marking will be done on all the presentations. **The bidders who secure minimum 70% marks (37 out of 55 marks) in technical presentation, will be short listed and only their financial bids shall then be opened. Financial bid shall carry a maximum of 40 marks.**

17.5 The selection shall be made on Quality and Cost based Selection (QCBS) method. The marking on Financial Bids, under Quality and Cost Based Selection (QCBS) method, will be as per the following method: $L1 = 40$ marks $L2 = 40 \times L1$ (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

17.6 After the marks on financial bids are calculated, the marks of technical presentation and financial bids will be added up and the bidder scoring highest aggregate marks will stand selected.

17.7 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 agencies to bring down the prices or add more facilities.

18. **FORCE-MAJEURE:**

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, Explosion, Epidemic, Pandemic, Quarantine restriction, Strikes and Lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the contract, nor shall either party have any such claims for damages against the other, in respect of such nonperformance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the Chairman, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

19. ARBITRATION:

(a) All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only.

(b) Both the parties shall make all efforts to resolve any dispute by way of reconciliation. In case of any dispute, both the parties shall make all efforts to resolve by way of conciliation process.

(c) In the event of any doubt, question, dispute, or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be appointed by the Chairman, APEDA in accordance with the Arbitration and Conciliation Act, 1996 and the decision given shall be binding on the parties.

(d) The provisions of Indian Arbitration & Conciliation Act 1996(as amended from time to time) shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the Chairman, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Chairman, APEDA.

(e) The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English.

20. INDEMNITY:

Agency shall indemnify, defend and hold APEDA and its officers/officials harmless against any and all proceedings, actions, losses, damages, expenses, costs and third party claims whatsoever whether financial or otherwise, including liability for payment of contributions dues to EPFO/ESIC/Govt. Departments/Local Bodies/Statutory Authorities etc. which APEDA may sustain, incur, suffer or be exposed to at any time during the subsistence of the Contract and subsequent thereto relating to the period of Contract, arising out of a breach by the Agency, its sub-contractors, sub-agents, employees, etc. of any of its obligations under the Contract.

21. INTELLECTUAL PROPERTY RIGHTS:

(a) APEDA's name/logo/other IPRs shall be the sole and exclusive property of APEDA only. For any misuse/ misrepresentation/ unauthorized use of APEDA's name/logo/ IPRs by the Agency, the Agency shall be held solely responsible.

(b) APEDA shall not be responsible for any harm or loss caused to any third party because of any such misuse/ misrepresentation/ unauthorized use of APEDA's name/ logo/ IPRs.

(c) Agency shall indemnify APEDA against any misuse/ misrepresentation/ unauthorized use of APEDA's name/logo/ IPRS and/or any claim(s) relating to infringement of any intellectual property rights committed by the agency.

(d) APEDA shall take necessary legal and other remedial actions, as deemed fit, for such

violations.

22. TERMS OF PAYMENT:

22.1 The payment shall be released after fulfillment of Performance Security requirement. Following are the payment terms & schedules against the completion of the various activities

Description	Schedule of Payment
The agency shall be paid as per the following schedule during 1 st year	
Part-1 On execution of the contract, along with Performance Security deposit (@ 10% of the bid value) within 10 days from the date of execution of the contract	20% of the Bid Value.
Part-2 After 3 months from the date of commissioning and on successful Completion of online social media management to the full satisfaction of the Authority and after incorporation of the suggestion put forth by 1 st quarter evaluation.	20% of the Bid Value.
Part-3 After 6 months from the date of commissioning and After incorporation of the suggestion put forth by 2 nd quarter evaluation.	20% of the Bid Value
Part-4 After 9 months from the date of commissioning and After incorporation of the suggestion put forth by 3 rd quarter evaluation.	20% of the Bid Value
Part-5 After one year from the date of commissioning and Upon completion of one year and after incorporation of the suggestion put forth by 4 th quarter evaluation.	20% of the Bid Value

23 PERFORMANCE ASSURANCE:

APEDA shall have the right to cancel the contract at any time without assigning any reason thereof.

23. 1. Labour laws and safety measures:

- Agency shall comply with all the provisions of labour laws related legislations/ acts as enacted by the central/ state government from time to time and in case of any violation/ prosecution, agency shall be liable for the same.

- Agency shall be liable for the payments of duties viz P. F., Esi. Etc including any compensation payable under Workmen Compensation Act or any other law/ Act, APEDA shall have the responsibility, financial or any other liabilities towards professionals employed by the agency.
- Agency will make/ take all the safety measures/ precautions during the work for any untoward incident/ accident due to the negligence/ any other reason during the period of contract period, it shall be the sole responsibility of the agency and APEDA shall not be held responsible for the same.

23. 2. Insurance and medical:

- It shall be the responsibility of the agency to insure their staff and equipment against any exigency that may occur at site. Agency should also take insurance cover for their party liability which might occur due to damages cause in their manpower/ equipment etc. APEDA shall not be responsible for any such damages.
- Medical facilities (as per the law) for professional including insurance of the professional on site will be provided by the agency.

24. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS: (a)

Conditional bids are not allowed and would be rejected summarily. (b) Misrepresentation of facts/ withdrawals of bids will lead to forfeiture of EMD.

(c) The bidders have to bear the cost connected with the preparation and submission of bid documents to APEDA.

(d) Each page of the bid document is to be signed by the authorized signatory before submission to APEDA. Authorization letter in favour of the signatory is to be enclosed with Annexure-1 and Annexure- 5.

(e) The name of the Bidder Agency must be clearly written on all envelopes with full address, Tel: nos., and Email on the Envelopes.

(f) No modification or substitution of the submitted bid shall be allowed. An applicant may withdraw his application after submission, provided that written notice of the withdrawal is received by APEDA before the end of the time for submission of applications. In case an applicant wants to resubmit his application, he shall submit a fresh application following all the applicable conditions by the stipulated date.

(g) Bids received after the last date of submission of application will not be considered or opened under any circumstances. Bids received through email shall also not be considered.

(h) The Bids shall be submitted in two parts:

- (i) Technical Bid as per Annexure-1 and Annexure 5 along with supporting documents
- (ii) Financial Bid as per Annexure-4.

(I) The duly completed bids are to be submitted in four envelopes as per the following

procedure:

ENVELOPE I: This envelope will contain the following documents:

- (i) Demand draft of Rs. 5,900/- (Five Thousand nine Hundred) in favor of APEDA, payable at New Delhi as Application cum Processing Fee. (ii) Demand Draft of Rs.1,00,000/- (Rupees One Lakhs) in favor of APEDA, payable at New Delhi as Interest-free Earnest Money Deposit (EMD), the envelope should be sealed and marked as “**Application-cum Processing Fee for hiring of Digital Media Agency for Branding.**”

ENVELOPE-II This envelope will contain the following documents:

- (i) Annexure 1 (Duly filled in) with supporting documents
- (ii) Annexure-2 (CA Certificate)
- (iii) Annexure-3 (Not Black-listed Declaration)
- (iv) Annexure-5 (Duly filled in) with supporting documents attached.

This envelope should be sealed and super-scribed as “**Technical Bid for hiring of Digital Media Agency for Branding**”

ENVELOPE III: This envelope will contain Annexure 4 (Financial Bid) duly filled in. The envelope should be sealed and super-scribed as “**Financial Bid for hiring of Digital Media Agency for Branding**”.

ENVELOPE IV: Master Envelope:

This envelope will contain Envelopes I & II & III which should be kept inside the Envelope – IV and again sealed. This Master Envelope should be super-scribed as: “Bid For hiring of Digital Media Agency for Branding” and shall be submitted at the following address:

The Secretary
Agricultural and Processed Food Products Export Development Authority
(APEDA)
3rd- 4th Floor, NCUI Building,
August Kranti Marg,
New Delhi - 110 016

.....

Technical Bid for hiring of Digital Media Agency for Branding

Details of Bidder Agency

(On the Letterhead of the Agency)

S. No.	Particulars	Details	Page no.
1	Name of Agency		
2	Address as per GST Registration (please attach documents)		
3	Name, designation, and contact details of authorized signatory including email id and contact no. (Please also attach Authorization Letter)		
4	Details of Registration /AOA & MOA (Please Attach copy)		
5	GST Certificate of Bidder Agency (Please Attach copy)		
6	Pan Card of Bidder Agency (Please Attach copy)		
7	Detailed Profile of the Agency including the staff strength on its payroll		
8	Details of Demand Draft for Non- Refundable Application cum Processing Fee of Rs. 5,900/- (Rupees Five Thousand Nine Hundred)		

9	Details of Demand Draft for Interest-free Earnest Money Deposit “EMD” for Rs.1,00,000/- (Rupees One Lakh) in favour of APEDA, New Delhi.		
10	“Certificate for exemption from submission of EMD		

	(Please attach a self-certified copy)		
11	CA Certificate (Please Attach duly filled in Annexure-2)		
12	Declaration- the agency has not been blacklisted by a Government organization. (Please Attach Annex-3)		
13	Experience Details (Please attach copies of Work Orders)	Year	Work Orders
		2022-23	
		2023-24	
		2024-25	
14	Turnover Details Minimum turnover Rs.3,00,00,000/- (Rs. Three Crores) per year (Please attach CA Certificate: Annexure- 2)	Year	Turnover
		2022-23	
		2023-24	
		2024-25	

List of Enclosures:

Declaration

I hereby declare and confirm that all the information provided above is true and nothing has been concealed.

I agree to abide by the terms and conditions mentioned in the bid document. I understand that if at any time, I am found to have concealed/distorted any material information or done any act or omission against the interest of APEDA, my contract shall be summarily terminated without any notice to me.

I am authorised to sign all the documents on behalf of the firm/ agency.

Signature of Authorized Signatory

(Name of Authorized Signatory)

Designation

E-mail ID:

Contact No.:

Seal of the agency

Date:

C. A. Certificate

I /We, Proprietor / Partner / Director of (Name of CA Firm) do hereby confirm that M/s. (Bidder), a Proprietorship / Partnership / Company having its registered office at having PANand GST No. which is valid from (copy attached) and hereby declare and affirm as under:

(1) That the business entity is in existence in the present status from (date).

(2) That the details of the turnover from **Branding Activities** (on the basis of the financial statements) are as follows:

S. No.	Financial Year	Names of Client Organizations	Turnover (in Rs.)
1	2022-23		
2	2023-24		
3	2024-25		

(3) That the above work was obtained in the entity's own name and the billing /payment was collected in the entity's own bank account.

Declaration

I have independently verified the above-mentioned details with books of accounts, 26AS statements, GST Returns and found them to be true and correct.

Counter-signed:

Seal

Signature:

Signature of Authorised Signatory

Name & Designation UDIN

Name & Designation

Partner/ Proprietor/ Director **Company**

Seal of CA Firm ANNEXURE-3

Technical Bid for Hiring of Digital Media Agency for Branding

To

**The
Secretary,
APEDA,
New Delhi-110016**

Subject: Declaration for not being Blacklisted

Sir,

With reference to the bid on the subject cited above, I, (Name and designation of the Signatory) hereby declare and confirm that M/s. ... (Name of the Agency) has not been black- listed or declared as ineligible by the Central Government/ State Government / Public Sector Undertaking from participating in future bids due to unsatisfactory performance, corrupt, fraudulent or any unethical business practices or any other reasons, as on the date of submission of the bid.

**Signature of
Authorised Signatory**

Name and Designation

Company Seal

ANNEXURE-4

FINANCIAL BID FOR HIRING OF DIGITAL MEDIA AGENCY FOR BRANDING

To,
The Secretary
APEDA
New Delhi

Sir,

We have read the bid documents regarding hiring of digital media agency for branding of APEDA as contained in the scope of work from Clause 4 to Clause 10. For execution of the contract, our financial bid is as under: -

Activities	Amount for the first Year	Amount of Taxes	Total Amount
Branding Activities (including cost of 3 influencers) to enhance outreach of APEDA as mentioned vide Clause 4 to Clause 9 of the bid document.			

We agree to abide by the terms and conditions mentioned in the bid document. Signature

of Authorised Signatory

Name and Designation
Company Seal

Date:
Place:

Annexure-5**From**

.....

.....

To
The Secretary
APEDA,
New Delhi

S. No.	Particulars	Details
1	Name of the Firm/ Agency	
2	Registered Office/ Business Address of the Agency Telephone No./ Mobile No. Website Email Address	
3	Name of Contact Person	
4	Address of the contact person Telephone No./ Mobile No. Website Email Address	
5	Year of incorporation/ constitution	
6	PAN (attach copy)	
7	GST No. (attach copy)	
8	Turnover during last three years:	
	Years	Turnover (in Rs.)
	2022-23	
	2023-24	
	2024-25	
9	Whether registered with Registrar of Firms/ Companies? If yes, Date of Registration	
10	Customer Profiles (attach Work Orders)	

11	<p>Infrastructure Details</p> <p>(i) Details of Network/ Branches of Agency in India and Abroad</p> <p>(ii) Whether the agency has adequate professionally trained manpower</p> <p>(iii) Whether the agency is providing services to Government of India/ PSUs/ reputed International Organisations/ financial institutions/ banks/ private sector companies etc in past three years</p>	
12	<p>Details of previous experience:</p> <p>Copies of Certificates, Work Orders and proof of work order value be attached)</p>	

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	Details of contracted Organisation, its address and contact numbers		Period of contract			
			From	To	Work Order Value	
13	Other Relevant Information if any					
14	Format for giving details of key personnel of the agency					
	S. No.	Name of key personnel	Designation	with the agency	Contact No.	Any other information
15	<p>Verification: The application for engagement should be signed by the authorised signatory verifying that all the details furnished in the application are true and correct to the best of his/ her knowledge and that in case of furnishing any false information or suppression of any material information would lead to rejection of application besides initiation of penal proceedings by the Authority.</p>					

Name and Signature of Authorised Signatory:

Date:

Name and Seal of Bidder:

Pre-bid Meeting will be held at 15:00 Hrs. on 22.12. 2025 in the Conference Room of APEDA, New Delhi.

Last date for submission of duly completed bids is 01.01.2026 up to 13:00 Hrs.