

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

Ministry of Commerce & Industry, Government of India

3rd & 4th Floor, NCUI Building SIRI
Institutional Area, August Kranti Marg,
New Delhi-110016

Sealed bids are invited for DESIGN, CONSTRUCTION and MAINTENANCE of “INDIA PAVILION” at “THE SAUDI FOOD SHOW 2026” scheduled to be held from 27th-29th September 2026 in Riyadh, Saudi Arabia.

1. INTRODUCTION:

- 1.1. 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 Agri and Processed Food Products.

2. About The Saudi Food Show 2026: -

The Saudi Food Show is West Asia’s one of largest trade fair for specialty foods and beverages, showcasing artisanal, organic, plant-based, and ethnic products. It serves as a premier platform for product discovery, networking, and business opportunities for manufacturers, buyers, distributors, brokers, restaurateurs, investors, and press from around the globe.

APEDA is participating in Saudi Food Show 2026 event and will be setting up India Pavilion to showcase and market the Indian Agricultural and Processed Food Products. The event is scheduled to be held from 27th-29th September 2026 at Riyadh Front, Saudi Arabia. (Hereinafter referred to as the “Event”).

3. ABOUT THE ASSIGNMENT:

- 3.1. APEDA is inviting bids from the interested reputed agencies for design, construction, and maintenance of India Pavilion in the above show.
- 3.2. The total area of the India Pavilion for the Event is 288 sqm in hall no. 04. The layout of the pavilion is attached.

The scope of the work and terms & conditions are provided in para 5 to para 7 below.

4. ELIGIBILITY FOR SUBMISSION OF BIDS:

Agencies, **which have been in existence for the last five financial years** and more and meeting the following qualifying criteria in terms of experience/ expertise in execution of similar work at similar platforms and possessing sound financials may participate in the bid process.

A. DOCUMENTS REQUIRED FOR ASSESSMENT OF ELIGIBILITY:

- 4.1 The details like name of the agency, address, GST Registration No., PAN Card, Turnover for the last five financial years, Names and numbers of international Events executed outside India, are to be mentioned as per proforma at Annexure-1.

S. No.	Eligibility Criteria	Documents required
A.1	The agency should have executed at least three (3) international events held outside India requiring Design, Construction and Maintenance of the pavilions on turnkey basis during the last 5 years where, (a) The area of the pavilion should not have been less than 100 sq. mtrs for each event, and (b) The financial value of such event should not be less than Rs. 20,00,000/- (Rs. Twenty Lakh) per event.	CA certificate showing (a) the date of existence of the agency, (b) turnover of the last 5 financial years and (c) no. of events executed during last 5 financial years, (d) year-wise details of events executed,
A.2	The agency should have earned minimum turnover of Rs. 3,00,00,000, (Three Crores) per year from Event management business (related to Design, construction, and maintenance of pavilion(s) in International Trade Fairs) held outside India during any three years out of last 5 financial years. The turnover shall be in the name of applicant organization only and not that in the name of group/ sister organizations.	signed by a practicing CA, (indicating UDIN) and countersigned by an authorized representative of the agency, as in Annexure-2.
A.3	The agency should not have been blacklisted by any government organization	A self-declaration, as per Annexure 3 must be submitted.

B. Application-cum-Processing Fee, EMD and Performance Security:

- 4.3.1 The Application cum Processing Fee, and Earnest Money Deposit (EMD) must be submitted with the Technical Bid as follows:
- (i) A non-refundable Application cum Processing Fee of Rs. 15,000/- plus GST @ 18%= Rs. 2,700/- total Rs. 17,700/- (Rupees Seventeen Thousand Seven Hundred) in the form of a Demand Draft (DD) drawn in favour of "APEDA" payable at New Delhi.
 - (ii) Interest-free Earnest Money Deposit (EMD) in the form of DD for Rs. 5,00,000/- (Rupees Five Lakh) in favor of "APEDA" payable at New Delhi. The EMD received from unsuccessful bidder will be returned after the selection process is complete. The EMD received from successful bidder will be processed as per para 4.3.4.
- 4.3.2 Exemption from submission of EMD to NSIC and MSME registered agency will be applicable as per Government rules.
- 4.3.3 No exemption from submission of Performance Security shall be admissible to the NSIC and MSME registered organizations, as per Government rules.
- 4.3.4 Performance Security @ five per cent (5%) 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 Amount of EMD of Rs. 5,00,000/- (Rs. Five Lakh) received from selected agency will be adjusted towards Performance Security. In case, 5% of the contract value happens to be more than Rs. 5.00 Lakh, the successful agency shall deposit the additional amount over & above Rs. Five lakhs in the form of DD. Both the amounts taken together shall be treated as Performance Security. The entire amount of Performance Security shall be refunded after completion of all contractual obligations.

5. SCOPE OF WORK

5.1 GENERAL GUIDELINES

- 5.1.1 The present assignment is for undertaking the design, construction, and maintenance work for “India Pavilion” at the “**The Saudi Food Show 2026**” on turnkey basis. For a clear understanding, the whole Bid document must be read together, and the duties mentioned elsewhere in the document shall also form part of the duties of the Agency.
- 5.1.2 The construction of India Pavilion at “**The Saudi Food Show 2026**” shall be as per specifications given in the drawing/layout and includes display props/furniture, lights, carpeting, power connections, fascia, carpeting of passage area, title graphics etc. The drawing/ layout plan is attached herewith.
- 5.1.3 The work shall include all activities related to assembling, dismantling, drainage, material handling, transportation, maintenance, cleaning on the day before opening and daily thereafter including waste disposal.
- 5.1.4 The scheduled date and other guidelines regarding construction of the pavilion on the space reserved for India Pavilion shall be available on organizer’s website. For a beforehand knowledge of conditions/ restrictions which are imposed by the space providing authority relating to construction of pavilion/stalls, heights of the stall etc. the agency is advised to visit **The Saudi Food Show 2026** event site. However, the agency shall ensure that entire “India Pavilion” **must be completed** on all parameters latest by **4.00 P.M. (Local Time) on 26th September 2026**.
- 5.1.5 The India Pavilion shall be designed and developed by using **wooden material (Theme Pavilion and for all Individual Booths/stalls)**. The scope of work shall include the design, construction, and maintenance of the following facilities:
- (i) Theme/common area (excluding the exhibitor stalls)
 - (ii) Exhibitor Stalls
 - (iii) Wet sampling area
 - (iv) Bharat/ India and APEDA Branding
 - (v) Other activities / Duties

5.2 SPECIFICATIONS FOR THEME/COMMON AREA

- 5.2.1 The pavilion’s theme must encapsulate India’s rich organic agricultural heritage and its role in global sustainability. By focusing on the journey from farm to table, the design will highlight India’s commitment to organic farming, eco-friendly practices and the diverse range of organic products offered. The aim is to showcase India’s agricultural capabilities especially its Organic Agriculture offerings and emphasize on its contribution to the global sustainable food movement. The design outlook should be modern yet traditional.
- 5.2.2 The Theme Pavilion shall be decorated with live plants and sustainable materials. Theme Pavilion shall comprise of the reception area, display of India’s organic products, aesthetically organized depicting India’s rich organic heritage, meeting room and a separate area for live demo of Indian cuisines, display of cultural art, mehndi etc.
- 5.2.3 The top branding and logos should be backlit. The design elements, colors, imagery and motifs should be inspired by India’s rich cultural heritage and legacy such that it visually showcases the idea of Grown in India for the World. The theme pavilion shall be decorated with live plants and sustainable materials.
- 5.2.4 Theme area measuring approx. **36 sq. mtrs.** should be distinguished with raised wooden floor. Theme area should be covered ‘Wall to Wall’ with new carpet.
- 5.2.5 A meeting lounge should be set up having seating capacity of 6 people and covered by glass, acrylic or lycra material.
- 5.2.6 In the theme area, minimum nine back-lit graphics panels shall be provided with branding of APEDA and India Organic logo.

- 5.2.7 The reception area should have backdrop of backlit collage of glass, acrylic or lycra material and equipped with following items of furniture:
- (i) custom-built reception table with lockable counter and front translight on both sides displaying APEDA logo and seating arrangement for two people,
 - (ii) Two Lockable glass showcases of full size for display of Indian agri- products,
 - (iii) Stands for displaying brochures, exhibitor directory etc.
 - (iv) One standee for Henna Tattoo (please also see para 5.6.5)
- 5.2.8 One large LED video walls of size 3X2 Meters clearly visible for the display of promotional videos of APEDA exhibitors.
- 5.2.9 A storage area including pantry will be built with provision for drinking water, tea/ coffee, microwave oven, electric kettle, refrigerator with adequate supply of snacks, Cookies, Cashew, drinking water, Juice, Tea, Green Tea, Coffee etc. for visitors for all the four days.
- 5.2.10 The agency will assess requirement for furniture items and make arrangement accordingly including EXHIBITOR STALLS.
- 5.2.11 The agency shall make a dedicated area in theme pavilion to showcase the Agricultural and processed food products of India.
- 5.2.12 In the common area, Back-lit Graphics panels shall be provided.
- 5.2.13 The entire pavilion shall be brightly lit with sufficient white lights leaving no room for dark pockets in the complete pavilion including EXHIBITOR STALLS.
- 5.2.14 The products to be displayed at **The Saudi Food Show 2026** will be provided by APEDA. The agency shall coordinate with APEDA officials for transport of the products from APEDA's Delhi office to the APEDA's India pavilion in (Riyadh, Saudi Arabia). The cost of freight and custom duty shall be reimbursed on actual basis. The agency shall keep the proper records relating to quantity and weight of such material for claiming re-imburement of cost. The products for display shall be APEDA scheduled products.

5.3 SPECIFICATIONS FOR EXHIBITOR STALLS

- 5.3.1 All individual Booths/stall should be in **Wooden Materials**. Agency shall undertake construction of maximum number of stalls with each stall having a carpet area measuring 9 sq. mtrs. (as per design/layout plan provided by APEDA) in "India Pavilion" for exhibitors. While this is indicative size, layout may be planned in such a manner that maximum numbers of stalls may be measuring 9 sq. mtrs each so that the space is utilized optimally. The final decision regarding number and size of stalls/ table space lies with APEDA.
- 5.3.2 Agency shall undertake preparation of 3 panel posters of wall, edge to edge graphics size 1 mtrs (w) x 2.5 mtrs. (H) or single panel poster for the backwall and partition wall size 3 mtrs. (w) x 2.5 mtrs. (H) in each stall 9 sq. mts. as per the TPs/design to be arranged from the exhibitors concerned. The panels and the posters prepared by the agency shall be identical in dimension and printing quality should be of international level.
- 5.3.3 Agency shall ensure the printing, supply and pasting of posters as per the designs provided by the exhibitors without any additional cost.
- 5.3.4 Agency shall ensure the promotion of the **Brand Bharat (India) in English and Hindi and Arabic** all around the pavilion and that should be up to the maximum height as permitted by the organizers.
- 5.3.5 All individual stalls should be made of **Wooden Material** and give a modern, contemporary, and elegant outlook. The stalls should be designed in a way that enables the exhibitors to display their products prominently and facilitate interaction with the potential buyers/visitors. Each individual stall of

9 sq. mtrs should be provided with (i) proper wall to newly procured wall carpet, (ii) back lit individual fascia, (iii) 4 chairs, (iv) 1 round table, (v) 1 waste-paper basket, (vi) 8 display shelves, (vii) 1 lockable counter with storage, (viii) 1 Power Point socket, and (ix) 6 lights of 100 watts each.

5.4 SPECIFICATIONS FOR CAFÉ AREA FOR LIVE COOKING AND DEMONSTRATION

- 5.4.1 The India Pavilion shall consist of a live cooking area of 18 sqm to cook and show case popular Indian dishes/international dishes with Indian products for testing by the dignitaries and visitors.
- 5.4.2 The area shall be developed in wooden in the form of a café with contemporary Indian theme with space for the visitors to sample the cooked products.
- 5.4.3 The café area shall be manned by a renowned chef with assistants to produce Indian dishes on the spot.
- 5.4.4 A sample menu for each day of the fair shall be developed and approved by APEDA.
- 5.4.5 Some of the indicative items/raw materials to be produced are as under: -
 - A. Basmati Rice
 - B. 8-10 varieties of GI known basmati rice to showcase different India and international recipes with this rice. Indicative non-basmati varieties are: -
Kala Namak Rice (UP), Govind Bhog Rice (West Bengal), Mushqbudji Rice (J&K), Chak Hao (Manipur), Joha Rice (Assam), Nagri Dubraj Rice (Chhattisgarh), Matta Rice (Kerala), Adam Chini Rice (UP), Katarni Rice (Bihar) and Red Rice.
 - C. Millet Products like noodles, pasta, ice cream, cereals etc.
 - D. Organic food items
 - E. Dishes Made of Fresh Fruits
- 5.4.6 Agency shall make proper arrangements for transportation, delivery, crockery, preparation and serving of delicacies.
- 5.4.7 Digital recipe book to be developed with at least 30 dishes for downloading by the visitors.
- 5.4.8 No separate amount shall be payable for the material to be used at wet sampling area.

5.5 BRANDING “BHARAT (INDIA)” and APEDA

- 5.5.1 The overall appearance of “BHARAT (India) Pavilion” should be contemporary and elegant in look and reflect the colour and vibrancy of modern India.
- 5.5.2 The agency will ensure making and fixing of Façade Boards/ Graphics indicating “BHARAT (INDIA)” title in **English, Arabic and Hindi** at various prominently visible locations.
- 5.5.3 (i) Suitable **backlit branding (High resolution visuals)** of **BHARAT (INDIA)** (in English, Arabic and Hindi) and **APEDA** Logo has to be provided in adequate numbers. The dimensions of the same should be 3 Mtrs. in length and of the maximum permissible height as per the organizer’s guidelines. Branding should not be smaller than the dimensions allowed as per the guidelines of the organizers.
 - (ii) The agency shall make arrangement for installation of at least 1 LED screen of size 3 x 2 meters around the APEDA theme pavilion/common area at a prominent location having good visibility.
 - (iii) The agency shall arrange the **10,000 Eco bags** branded “Bharat / India” for distribution to the visitors. Design to be approved by APEDA
- 5.5.4 **The agency shall arrange a professional photographer on inaugural day only for capturing and forwarding photographs on real-time basis to APEDA for the following occasions: -**
 - (i) **Photos of fully ready pavilion pre-event**
 - (ii) Inauguration Photos clearly showing all dignitaries
 - (iii) Theme Area Photos (with crowd interaction)
 - (iv) Exporter Stall Photos (APEDA schedule Products in focus along with exhibitors)
 - (v) Wet Sampling Area Photos (Chefs, Dishes & visitors)

- (vi) Technical Sessions / MoU Signings / Other Events (As applicable)
- (vii) The photos shall be made available within an hour without fail.**

5.5.5 The agency shall arrange a professional videographer on inaugural day only for recording and transmitting video testimonials on real-time basis to APEDA for the following occasions:

- (a)** Dignitaries-- (3 videos)
- (b)** Exporters- (All exporters' Videos highlighting exporters/ exhibitors of APEDA with the best branding/ display at stalls or eye catching APEDA scheduled products, covering the whole pavilion area from different angles.
- (c)** Partners (3 videos)
- (d)** 5 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)

The agency will share, on real time basis the entire content- raw photos & videos, creatives, GIFs, infographics, and other digital assets based on raw photos & videos to APEDA and the social media Agency engaged. **The videos shall be made available on the subsequent day without fail.**

Procurement of all the branding provisions provided by the event organizer shall be coordinated by the agency on behalf of APEDA.

Credentials of the photographer and videographer should be presented in the PPT during the technical presentation.

The component should be clearly mentioned in the costing sheet

5.5.6 Influencer Engagement for APEDA at The Saudi Food Show 2026

- Engage 2 renowned influencers —including chefs, food bloggers, food enthusiasts, lifestyle and wellness experts, nutritionists, sustainability advocates, celebrities and renowned personalities in the Food & Beverage industry preferably aged between 18–45 years representing the diversity of India. The aim is to engage youth, women entrepreneurs, and food researchers through dynamic digital storytelling in order to increase the outreach of APEDA.
- **Eligibility Criteria:**
 - (a) Minimum 500K+ followers on YouTube, Instagram, LinkedIn and/or Facebook/TikTok
 - (b) Strong presence in wellness, food, and sustainability domains
 - (c) Due Diligence and digital media presence based on demographic analysis shared by agency

Deliverables:

- (a) 5 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)
- (b) 3-5 Testimonial Videos highlighting exporters/ exhibitors of APEDA with the best branding/ display at stalls or eye catching APEDA schedule products (duration 60-90 seconds)
- (c) 3–5 social media posts (Static/ Video/ Gifs/ Animated Creatives)

5.6 OTHER ACTIVITIES /DUTIES:

- 5.6.1 The agency has to assess estimated electricity load and book on behalf of APEDA.
- 5.6.2 The agency has to ensure compliance with the organizer's guidelines/ directions in relation to power supply and main electrical connections, water supply and other support system etc.
- 5.6.3 The agency has to make provision of 2 female attendants-cum-interpreters preferably Indian and attired in Indian costume and 2 male attendants who will be present in Pavilion for all the days of the event.
- 5.6.4 The agency shall arrange 5 (five) bouquets and refreshments on each day for VIP guests.
- 5.6.5 The agency shall make provision of applying organic **Henna tattoo** on visitor's hands and this will include the provision of sufficient manpower, material, and equipment.
- 5.6.6 The agency shall make provision of Media Wall/ Selfie Zone (printed backdrop with Agri and processed food inspired props and hashtags) and this will include the provision of sufficient

manpower, material, and equipment.

- 5.6.7 The agency shall arrange Ten Corporate gifts with Bharat (India) branding for dignitaries visiting APEDA pavilion in the range of Rs. 4,000/-. A bill thereof shall be submitted to APEDA as proof.
- 5.6.8 The agency shall also make suitable arrangements for good quality vegetarian/ non- vegetarian packed lunch for approximately 6 (six) people all the days of the event.
- 5.6.9 The agency shall make provisions for creation and printing of the following documents, which should be **QR Code Based and downloadable on Mobile:**
- (a) **100** copies of Exhibitors Directory (in English) (size: 6x8 inch approx.) containing details of the participants of **The Saudi Food Show 2026** (out of which 10 copies shall be submitted to APEDA office along with the bills).
 - (b) 500 copies of Corporate Brochure of APEDA (size 7-inch x 9.5 inches) in English.
- 5.6.10 The agency shall make arrangement for proper maintenance and regular cleaning of the whole pavilion well before the start of activities during each day of exhibition.
- 5.6.11 The agency shall make arrangement for complete fire prevention and firefighting arrangements in and around India pavilion.
- 5.6.12 The agency shall make arrangement to address the concerns of exhibitors relating to the facilities made available by the organization.
- 5.6.13 The agency shall make arrangement so that suitable manpower remains present at the site for construction and maintenance of the pavilion and coordination of the event till the end.
- 5.6.14 The agency shall make arrangement for handing over the vacant and cleaned possession of the pavilion site after removal of all the furniture, fixture and other material to the Fair organizer after the conclusion of the event as per the guidelines of the Show Organizer/Venue Owner in this regard.

6 Other Instructions- General

- 6.1 The agency shall adhere to Guidelines/ Regulations of The Saudi Food Show 2026 as available on their website.
- 6.2 The agency shall ensure timely submission of necessary documents and application forms to the concerned authorities for the use of venue and approval of plans etc.
- 6.3 The agency shall be responsible for obtaining main electricity/power connection(s) and arranging flawless distribution of power supply at each point/stall across the “India Pavilion” during the exhibition period. The agency shall access estimated electricity load and book on behalf of and in consultation with APEDA. The actual cost paid by the agency for obtaining electric supply shall be reimbursed by APEDA. The reimbursement of such expenses shall be made at the time of clearing of the agency’s bill for the event on submission of the Organizer bills and proof of payment by the agency to the organizer entity.
- 6.4 However, supply of additional electricity load, more than the prescribed limits, to the exhibitors shall be done by the agency strictly on payment by the exhibitors themselves. The Agency shall be the responsible for collection of such charges from the exhibitors itself. APEDA will not pay for any extra electricity load.
- 6.5 The agency shall make arrangement for newly procured carpets for the entire India Pavilion and, that too, as per the color finalized by APEDA.
- 6.6 The agency shall make use of high-quality material for construction as well as employ qualified

- workman for making wall panels, furniture, display aids etc.
- 6.7 The agency shall make arrangement for cleaning of the India Pavilion well before the start of activities on each day and maintain cleanliness throughout the day.
 - 6.8 The agency shall make arrangement for leaving no scrap, leftovers, garbage etc. at the venue after completion of the exhibition/ fair and handing over fully cleaned and cleared space to the concerned fair authority in all respects.
 - 6.9 The agency shall make arrangement for settlement and/or payment of all the dues related to show organizers and other vendors before vacating and handing over the venue to the approved agency.

Other Instructions –Technical

- 6.10 It shall be the responsibility of the agency to provide 3D images/presentation of India pavilion (both hard and soft copy) clearly showing the complete projection of “India Pavilion” from different angles. It must also show the complete 3D look of all sizes of booth with complete display aids and furniture. The presentation should also show graphics etc. in detail.
- 6.11 The material such as wall panels, wood material, furniture, display aids etc. to be used by the agency has to be of good quality. photographs of the furniture to be provided shall be shown, submitted, and got duly approved at the time of presentation before technical committee.

7 TERMS & CONDITIONS

- 7.1 The agency will work under the directions and guidance of APEDA. It shall be the sole responsibility of the agency to ensure all activities undertaken by them for APEDA are in accordance with the legal framework.
- 7.2 APEDA requires that agency, undertaking execution of this contract, observes the highest standard of ethics during the period of agreement and action of agency does not fall under vigilance enquiry.
- 7.3
- 7.4 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.
- 7.5 APEDA reserves the right to:
 - (i) Have ownership on Copy right of designing of Pavilion and graphics.
 - (ii) Make changes in the Design plan at any stage.
 - (iii) Extend the deadline for the submission of applications/bid documents at its discretion.
 - (iv) Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
 - (v) 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.
 - (vi) 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.
- 7.6 For interpretation of any clause of this document, the decision of APEDA would be final and binding on the bidder.

8 SELECTION PROCEDURE

- 8.1 The selection procedure involves pre-bid meeting, evaluation of bid documents received, making presentations by the bidders before the selection committee and on the basis of marks of documents and presentation, opening of financial bids to prepare a scoresheet of bidders and declaration of successful agency.

8.2 The minutes of the pre bid meeting shall be posted on the APEDA website. The bidders are advised to wait for minutes of pre bid meeting for submission of their bid.

Evaluation of Bids:

8.3 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.

8.4 The **evaluation of bids** will be made in two stages – first, technical evaluation, and second, opening of Financial bid.

8.5 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.

8.6 The marks will be awarded for the credentials in the following areas:

No.	Areas	Maximum Marks	
(i)	Concept and design.	30	
(ii)	Overall aesthetics of design in terms of the pavilion and the exhibitor stall, innovative idea(s) for the pavilion and exhibition area and for visitor engagement. Technological innovation and fresh ideas will be graded higher.	30	
(iii)	The agency should have earned a minimum turnover of Rs. 3,00,00,000/- (Rs. Three Crores) per year from Event management business related to Design, Construction and Maintenance of pavilion(s) in international Trade Fairs organized outside India during any three years out of last 5 financial years. The turnover shall be in the name of applicant organizations only and not in the name of group/ sister organizations. Breakup of marks is given below:	5	
	a. Rs. 3-5 crores		3 marks
	b. Above Rs. 5 crores		5 marks
(iv)	The agency should have conducted at least three international events requiring Design, Construction and Maintenance of the pavilions on turnkey basis during the last 5 years organized outside India, where (a) The area of the pavilion should not have been less than 100 sq. mtrs for each event, and (b) The financial value of such event should not be less than Rs. 20.00 Lakh per event.	5	
	Breakup of marks is given below:		
	a		3-5 Events
	b	Above 5 Events	5 Marks

8.7 The marking will be done on all the presentations. The bidders who secure minimum 70% marks (49 out of 70 marks) in technical presentations, will be short listed and only their financial bids shall then be opened. Financial bid shall carry a maximum of 30 marks.

8.8 The selection shall be made on Quality and Cost Based Selection (QCBS) Method. The marking on Financial Bids, under QCBS method, will be as per the following criterion: L1 = 30 marks

8.9 $L2 = 30 \times L1$ (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).

8.10 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.

- 8.11 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.

9. 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.

10. ARBITRATION:

- 10.1 All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only.
- 10.2 Both the parties shall make all efforts to resolve any dispute by way of reconciliation.
- 10.3 In case of any dispute, both the parties shall make all efforts to resolve by way of conciliation process.
- 10.4 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.
- 10.5 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.
- 10.6 The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English.

11. 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.

12. INTELLECTUAL PROPERTY RIGHTS:

- 12.1 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.
- 12.2 Agency shall indemnify APEDA against 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 them/their sub-agents/sub- contractors/employees. etc.
- 12.3 APEDA shall take necessary legal and other remedial actions, as deemed fit, for such violations.

13. Responsibility on Award of Contract:

- 13.1 Performance Security @ five per cent (5%) of the value of the contract or Rs. 5,00,000/- (Rs. Five Lakh) whichever is higher, shall have to deposited by the agency selected. Hence, the Amount of EMD of Rs. 5,00,000/- (Rs. Five Lakh) received from selected agency will be adjusted towards Performance Security. In case, 5% of the contract value happens to be more than Rs. 5.00 Lakh, the selected agency shall be required to deposit the additional amount over & above Rs. Five lakhs in the form of DD within three working days of award of work. Both the amounts taken together shall be accounted for as Performance Security.
- 13.2 The entire amount of Performance Security shall be refunded after completion of all contractual obligations.

14.1 TERMS OF PAYMENT:

- 14.1.1 Payment of an advance up to 30% of the contract value shall be admissible on a written request from the agency with submission of proof of expenses incurred or against bank guarantee in favour of Agricultural and Processed Food Products Export Development Authority (APEDA) for the similar amount. The advance payment shall be accounted for at the time of final payment.
- 14.1.2 The advance payment shall be released after satisfying the fulfillment of Performance Security obligation as stated in clause 13.1.
- 14.1.3 Balance amount of the value of the contract will be released on completion of the event and satisfactory report of the officer deputed for the event.
- 14.1.4 Payment will be released only for the actual work done at site as per scope of work which could increase or decrease as per requirement.

14.2 Conditions precedent for making of Final Payment

- 14.2.1 Agency has to submit the soft copy of final design of pavilion, panels/posters (in CDR format), soft copy of exhibitor's directory, event report (pdf format) prepared for APEDA within 10 days after completion of event. 2 hard copies of event report also to be submitted. This will be treated as property of APEDA.
- 14.2.2 High resolution still photography/ video of APEDA Pavilion as highlighted at clause 5.5.4 and 5.5.5.
- 14.2.3 A satisfactory performance Report from the APEDA official deputed at the exhibition site to oversee the event.
- 14.2.4 It is reiterated that no additional cost, except that has been approved by APEDA for additional activities, will be considered.

15. PERFORMANCE ASSURANCE/PENALTY:

If performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then the performance security along with any additional amount shall be forfeited/deducted from the balance payment depending upon the deficit in performance of the agency. Decision of APEDA shall be final in this regard.

16. GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS:

- 16.1 Conditional bids are not allowed and would be rejected summarily.
- 16.2 Misrepresentation of facts/ withdrawals of bids will lead to forfeiture of EMD.
- 16.3 The bidders have to bear the cost connected with the preparation and submission of bid documents to APEDA.
- 16.4 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.
- 16.5 The name of the Bidder Agency must be clearly written on all envelopes with full address, Tel: nos., and Email on the Envelopes.
- 16.6 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.
- 16.7 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.
- 16.8 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. 17,700/- (Seventeen Thousand Seven Hundred) in favor of APEDA, payable at New Delhi as Application cum Processing Fee.
- (ii) Demand Draft of Rs.5,00,000/- (Rupees Five Lakh) 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 and EMD for The Saudi Food Show 2026

ENVELOPE-II: This envelope will contain the following documents:

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

This envelope should be sealed and super-scribed as **TECHNICAL BID FOR DESIGN CONSTRUCTION AND MAINTENANCE OF ‘INDIA Pavilion AT “THE SAUDI FOOD SHOW 2026”**.

ENVELOPE III: This envelope will contain

- (i) Annexure 4 (Financial Bid).
- (ii) Annexure 5 (Quotation for Optional Items)

The envelope should be sealed and super-scribed as “FINANCIAL BID FOR DESIGN, CONSTRUCTION AND MAINTENANCE OF ‘INDIA Pavilion AT “**THE SAUDI FOOD SHOW 2026**”

ENVELOPE IV: Master Envelope: Envelopes I & II & III should be kept inside the Envelope – IV and again sealed. This Master Envelope should be super-scribed as:

BID FOR DESIGN, CONSTRUCTION AND MAINTENANCE OF 'INDIA Pavilion AT "THE SAUDI FOOD SHOW 2026"' 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

For any clarifications/further information, please contact:

Ms. Meena Singh, Assistant General Manager

Agricultural and Processed Food Products Export Development Authority (APEDA) 3rd Floor, NCUI Building,

August Kranti Marg,

New Delhi - 110 016

Mail: meenasingh@apeda.gov.in

Pre-bid Meeting will be held at 14:30 Hrs. on 09.06.2026 in the Conference Room of APEDA, New Delhi.

Last date for submission of duly completed bids is 29.06.2026 up to 13:00 Hrs.

Technical Bid for Design, Construction & Maintenance of India Pavilion at “THE SAUDI FOOD SHOW 2026”

Details of Bidder Agency

S. No.	Particulars	Details		Page no.
1	Name of Agency and Address			
2	Address as per GST Registration (also attach documents)			
3	Name, designation and contact details of authorized signatory including email id and mobile/ telephone no. (Please 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 payroll			
8	Turnover Details (Minimum turnover Rs. 3,00,00,000/-) (Three Crores) per year (from business related to design, construction and maintenance of Pavilions for international Trade Fairs held outside India during any of the three years during the last 5 years) The turnover shall be in the name of applicant organization only and not that of group/ sister organizations. (Please attach Annex. 2)	Year	Turnover	
		2020-21		
		2021-22		
		2022-23		
		2023-24		
		2024-25		
9	Experience Details (Please attach copies of Work Orders for Design Construction and Maintenance of the pavilions on turnkey basis during the last 5 years, held outside India, where (a) The area of the pavilion should not have been less than 100 sq. mtrs for each event, and (b) The financial value of such event should not be less than Rs. 20.00 Lakh per event.	Year	Work Orders	
		2020-21		
		2021-22		
		2022-23		
		2023-24		
		2024-25		

10	Details of Demand Draft for Non- Refundable Application cum Processing Fee of Rs. 17,700/- (Rupees Seventeen Thousand Seven Hundred)		
11	Details of Demand Draft for Interest-free Earnest Money Deposit “EMD” for Rs.5,00,000/- (Rupees Five Lakh) / irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi.		
12	Self-certified copy of Certificate of MSME registered agency issued by respective authority. (Please Attach a copy)		
13	Self-Declaration that the agency has not been blacklisted by any Government office/ PSU/ any other Government organization and the same is not applicable as on date. (Please Attach duly filled in Annexure-5)		

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 this 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.

Signature of Authorised
Signatory

(Name and Designation)
Company Seal

Date:
Place
:
E-mail ID:
Tel. No.:
Mobile No.:

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 PAN _____and 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 **International Events Executed Outside India** (on the basis of the financial statements of the entity) are as follows:

S. No.	Financial Year	No. of events executed Outside India	Name of the Event, Place and Country	Name of Hosting Organization	Turnover (in Rs.)
1	2020-21				
2	2021-22				
3	2022-23				
4	2023-24				
5	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:

Signature of Authorized Signatory

Name & Designation Partner/
Proprietor/ Director **Company**
Seal

Signature:

Name & Designation

UDIN

Seal of CA Firm

(To be provided on the Letter Head of the Agency)

BID FOR Design, Construction & Maintenance of India Pavilion at “THE SAUDI FOOD SHOW 2026” SCHEDULED TO BE HELD FROM 27TH-29TH SEPTEMBER 2027 IN RIYADH, SAUDI ARABIA

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

FINANCIAL BID FOR THE SAUDI FOOD SHOW 2026” SCHEDULED TO BE HELD FROM 27TH-29TH SEPTEMBER 2027 IN RIYADH, SAUDI ARABIA

M/s. (Name of the firm) offer to complete the work assigned as per terms & conditions provided in para 5 to 7 of the bid notice dated as per following details:

Sr. No.	Activity/ Component	Amount in Rs.
1	Designing, Construction and Furnishing of Theme/ Common Area as per plan submitted covering details mentioned in clause 5.2 of bid	
2	Designing, Construction and Furnishing of Exhibitor Stalls as per plan submitted covering details mentioned in clause 5.3 of bid	
3	Activities for Wet Sampling Area as per clause 5.4 of bid	
4	Activities for Branding Bharat as per clause 5.5 of bid excluding clause no. 5.5.4 and 5.5.5	
5	Activities mentioned as per clause number no. 5.5.4 (Photographer) and 5.5.5 (Videographer)	
6	Other activities as per clause 5.6 of bid	
7	Sub-Total of (1) to (6) above	
8	Amount of Applicable taxes	
9	Total Amount (with taxes)	

Total Amount in words: Rupees

I undertake that no additional cost shall be claimed, unless specific prior approval through written email in this regard is conveyed from the office of the Chairman APEDA.

Signature of
Authorized Signatory

Date: -
Place: -

BID FOR Design, Construction & Maintenance of India Pavilion at “THE SAUDI FOOD SHOW 2026” SCHEDULED TO BE HELD FROM 27TH-29TH SEPTEMBER 2027 IN RIYADH, SAUDI ARABIA

Quotation for Optional Items if Required by Exporter

(Note: - This quotation is not part of the Financial Bid.)

S. No	Item	Unit	Price in Rs.
1.	Shelves	Per unit	
2.	Showcase (Glass Counter)	Per unit	
3.	Table	Per unit	
4.	Chair	Per unit	
5.	Spotlights	Per unit	
6.	Lockable Counter	Per unit	
7.	Refrigerator	Per unit	
8.	Microwave	Per unit	
9.	Hot case	Per unit	
10.	LED with stand (minimum 50 inch)	Per unit	
11.	Magazine Rack	Per unit	
12.	Center Table	Per unit	
13.	Sofa with (3-Seater)	Per unit	
14.	Sofa with (2-Seater)	Per unit	

Date:

Signature of Authorized Representative

Place:

Name and Designation

Company Seal