

Dated: 23.12.2023

2nd ADDENDUM

ToRs for submission of bids for designing and construction of APEDA pavilion during 07th Edition of Indus Food 2024 scheduled from 08-10 January, 2024 at IEML, Greater Noida, UP.

APEDA has received few queries from M/s. 6thP Marketing on the ToR uploaded on APEDA website for inviting bids for design and construction of APEDA pavilion during 7th Edition of IndusFood 2024 scheduled from 08-10 January, 2024 at IEML, Greater Noida, UP.

The point wise reply to the queries is as given below:

Query no. 1: Quantity of Exhibitors Directory to be printed.

Reply: Approx 500 numbers of Directory as per specifications given in point no. 5.4 of the ToR.

Query no. 2: Quantity of Corporate Brochures to be printed.

Reply: APEDA will use the existing brochures available hence no corporate brochures are to be printed.

Query no. 3: Quantity of Organic brochures to be printed.

Reply: (i) Approx 500 numbers of brochures of Organic products as per specifications given in point no. 5.4 of the ToR.
(ii) Approx 500 numbers of brochures of Alcoholic products as per specifications given in point no. 5.4 of the ToR.

Query no. 4: Elaborate and provide exact scope of work of the bidder and quantify the items mentioned in point no. 5 i.e. Publicity & Press conference

Reply: Point no. 3.11 - Stands deleted.
Point no. 5.1 - The bidder shall coordinate and identify the reputed media agencies for APEDA activities in the form of press release (at least 3), newspaper coverage (at least 10), electronic media coverage (at least 10), and advertisement in social media (at least 10 count down still clippings).
Point no. 5.2 - Everyday during the event a 3-5 minutes video capsule to be prepared and provided for uploading on APEDA YouTube channel. The same video capsules may be used for electronic media coverage.
Point no. 5.3 - No change
Point no. 5.4 (a&b) - No change
Point no. 5.4(c) – the products brochure is to be developed in 4 pages using 130 GSM imported art paper. Soft copy in CDR form is required for each of the brochure.

Additional activities:

1. APEDA has booked a bare space of 36 sq mtr in the Wine & Spirit section and 18 sq mtr in Fresh Fruits & Vegetables section in Hall No. 15. The area is to be designed and constructed in wooden structure in/or environment friendly material matching the design structure of entire pavilion of APEDA.
2. The agency has to propose at least 6 booths in Wine & Spirit section and 3 booths in the Fresh Fruits & Vegetables section with chair, table and other required provisions.
3. The agency has to submit the bid with design along with consolidated financial proposals for the entire APEDA pavilion in hall no. 15.