



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

Date: 10/03/2016

Expression of Interest is invited in sealed cover for Product Promotion Campaigns in the identified overseas markets planned by APEDA. The detailed Terms of Reference, Scope of Work, Eligibility Criteria, etc may be accessed from APEDA website www.apeda.gov.in under icon "Tenders" in the General information section and also in ANNOUNCEMENTS. The Expression of interest may be submitted within 21 days from the date of issue of this advertisement.

EXPRESSION OF INTEREST FOR PRODUCT PROMOTION CAMPAIGN

1. INTRODUCTION

With the objective of increasing the export of value added products APEDA has been working for some time to evolve the strategy including identification of products to be covered and markets to be focused upon. In this context, a study was awarded by APEDA to ILFS, specially for identification of value added products with potential and target markets and a gist of findings of the report is given below:

- In India though wastages in agriculture are massive, value addition is still at a low level of around 6%. On the contrary, in developing countries the level of value addition is much higher and shift is taking place in from consumption of basic staples to processed food products. In high income countries demand for value added products is increasing through processed ready-to-eat products.
- India mainly exports value added products like pulverized guar gum, wheat flour, groundnut kernels, mango pulp, dehydrated vegetables etc. and top products with substantial value addition are biscuits & confectionery, Indian ethnic foods etc.
- India' strength lies in Wheat, onion, garlic, fruits, vegetables, maize, cassava, potato, grapes, tomatoes, black gram, and spices and based on these raw materials the value added products may be identified. One recommendation of IL&FS study for APEDA was to consider entering into agreements with major retailers in target countries for product placement and visibility and also consider undertaking specific studies to understand the consumer behaviour towards such products. In this regard APEDA proposed to get a strategy formulated immediately to identify the modalities and instrumentalities for campaigning in international markets for Indian processed foods. It was also considered that major players do carry out market studies

either in- house or by engaging market analysts before launching a new product or entering a new market, but the information is not available to small players. Even in the case of Indian food processors that are using world-class production processes and maintain high quality, it is often viewed as an unreliable source of food and agro products in foreign market. Some immediate steps are needed towards brand building of Indian food products in foreign markets. It was suggested that APEDA may consider embarking on promotional campaign to promote high value added "Made in India" food products in the international markets.

2. IDENTIFIED PRODUCTS

- i) Mango pulp
- ii) Other tropical fruit pulps (viz. banana, guava, papaya)
- iii) Fruit concentrates & juices
- iv) Dehydrated vegetables (viz. onion, garlic)
- v) Gherkins
- vi) Indian curries, condiments & spices
- vii) Ready to eat (prepared) Indian foods & snacks
(canned/retort/frozen)
- viii) Ready to cook products
- ix) Pickles and chutneys
- x) Peanuts & its products
- xi) Cereal preparations (pasta, vermicelli)
- xii) Starch (viz. maize, tapioca)
- xiii) Dairy products (viz. SMP, ghee, paneer)
- xiv) Wines & other alcoholic beverages
- xv) Papads
- xvi) Biscuits
- xvii) Other confectionary items
- xviii) Basmati Rice

3. IDENTIFIED MARKETS

- i) Indonesia
- ii) Vietnam
- iii) South Africa
- iv) Kenya
- v) Russian Federation

4. TERMS OF REFERENCE

Expression of interest is invited from the advertising and sales promotion agencies for planning and execution of campaign proposed as above. The programme is being undertaken by APEDA as an umbrella activity which would help the export of identified products to the identified markets in general and the participating exporters in particular through better consumer education and appreciation of India as reliable, consistent supplier of quality food products. The programme will be fine tuned with ideas contributed by participating agencies.

Therefore, agencies are required to submit broad concept and composition of various activities under the campaign as per their concept and understanding of the identified markets and the products.

5. SCOPE OF WORK

- (i) Developing promotional strategy for identified products targeting both B2B and B2C; designing and production of creatives including brochures, leaflets, panels, posters, multi-media, banners and other publicity materials for print, electronic, digital and social media, display advertisements etc. as per final scope of work.

- (ii) PR Activities including media relations, advertorials, social media, newsletters etc.

6. ELIGIBILITY CRITERIA:

Agencies having following minimum qualifications are hereby invited to submit Expression of interest (EOI):

- (i) Must be a registered business entity. TAN/Direct tax/Income tax/Trade Tax/VAT etc. as applicable may be mentioned in the EOI and copy of the certificate/proof must be attached. These documents should be in the name of applicant organisation only and not that of group/sister organisations.
- (ii) A minimum of 5 years experience in relevant field according to scope of work.
- (iii) The agency must have organised at least one international event/programme for a Government organisation as per the Scope of Work in the past.
- (iv) A relevant turnover of minimum Rupees Five Crore during the preceding financial year i.e. 2014-15.
- (v) A self certified undertaking has to be submitted mentioning that they have never been blacklisted by any government organization and the same is not applicable as on date.
- (vi) Agency should have valid INS accreditation.

7. SELECTION PROCEDURE

The applicant firms will be shortlisted by APEDA selection committee on the basis of their technical competence, prior experience of undertaking such campaign in foreign markets, preferably in food products and core team for the proposed campaign.

Shortlisted firms will be required to present their concept before a selection committee. After harmonization of the concept and the strategy, APEDA would share the same with all shortlisted bidders. Financial bids will be obtained on the basis of a programme content shared with technically acceptable shortlisted organisations submitting expression of interest.

8. APEDA RESERVES THE RIGHT TO:

- (i) Accept or reject any proposal at any time prior to selection, award of contract/order, without assigning any reason and without any liability on APEDA.
- (ii) Modify terms and conditions of the selection procedure.
- (iii) Interpretation of any clause. The decision of Chairman APEDA would be final and binding on both the parties i.e. bidder and APEDA.

There will be no cost of rejection/not selection of any art work etc.

The interested agencies should submit the Expression of Interest along with desired documents as per the format enclosed at **Annexure 1**.

9. Pre Bid Meeting

A pre bid meeting will be held on **18.03.2016** at 11.00 AM at APEDA, New Delhi.

The Expression of Interest may be submitted by interested parties within 21 days from the appearance of the advertisement in newspapers to Mr. Sunil Kumar, Director in sealed cover super scribed as 'Expression of Interest for 'Product Promotion Campaign' at the following address:

**Agricultural & Processed Food Products Export Development Authority
(APEDA),**

3rd Floor, NCUI Auditorium Building, August Kranti Marg, Hauz Khas,

New Delhi-110016, Telephone: (011) 26513219, 26526186,

Fax: 26534870

Annexure 1

Expression of Interest for Product Promotion Campaign:

1	Name of Organization	
2	Correspondence Address	
3	Contact Person	
4	Contact Details Telephone No. Cell No. Email:	
5	Profile of the agency including the staff strength on payroll	
6	Details of work/ services being offered	
7	Experience of organising similar nature of work. The company must have 5 years work experience	
8	Details of organizing International Event. The company must have organized at least one international event/programme	
9	A CA certificate certifying the turnover of the applicant bidder for the last 5 financial years including 2014-15. The turnover should be pertaining to applicant organisation only and not that of group/ sister organisations.	
10	Self attested photocopies of latest Income Tax Returns for the last 5 years and self attested photocopy of the PAN Card. These documents should be in the name of applicant organisation only and not that of group/sister organisations. In other words, name of applicant organisation should be same in all the documents submitted.	
11	Permanent Account No. PAN (Self certified copy)	
12	Services Tax/VAT No. (Self certified copy)	
13	Tin No. (Self certified copy)	
14	Tan No. (Self certified copy)	
15	INS registration number	
16	List of Clients	
17	Concept and Strategy for Proposed Product Promotion Campaign	To be enclosed separately
18	Other relevant details	
19	List of Enclosures	

Authorised Signatory
Name
Designation with Company Seal

Date:
Place:

Undertaking

I/We hereby certify that the information given above is true and nothing has been concealed therein. The applicant firm has never been blacklisted by any government organization. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance enquiry is pending by any agencies/courts.

Authorised Signatory

Name

Designation with Company Seal

Date:

Place: