

Date: 03/07/2025

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

Ministry of Commerce and Industry, Government of India

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

Sealed Bids are invited for Design, Construction and Maintenance of APEDA PAVILION and Buyer Seller Meet Lounge at “BIOFACH INDIA 2025” scheduled to be held from 30th August to 01st September 2025 at INDIA EXPOSITION MART LIMITED (IEML), Greater Noida, Uttar Pradesh

1 INTRODUCTION:

- 1.1** The Agricultural and Processed Food Products Export Development Authority (APEDA) is premier Organisation for export promotion of its Scheduled Products set up by Government of India.

2. ABOUT BIOFACH INDIA- 2025:

- 2.1** BIOFACH INDIA - India's leading trade fair for the organic industry. This expo is the most important business platform to source, network and learn for the organic, natural and millets industry.
- 2.2** APEDA is participating in BIOFACH INDIA 2025 event and will set up APEDA Pavilion, and BSM Lounge to showcase and market the Indian organic products. BIOFACH INDIA 2025 is scheduled from **30/08/2025 to 01/09/2025** at IEML, Greater Noida, Uttar Pradesh”. APEDA proposes to invite buyers from international markets to showcase and facilitate development and promotion of its scheduled products.

3. ABOUT THE ASSIGNMENT:

- 3.1** APEDA is inviting bids from the interested reputed agencies for design, construction, and maintenance of APEDA Pavilion in the above show.
- 3.2** The total area of the APEDA Pavilion for the Event is 2000 sq. mtrs. in Hall No. 1 of IEML (Layout of pavilion is attached).
- 3.3** The scope of the work and terms & conditions are at para 5 to para 7 below.

4. ELIGIBILITY FOR SUBMISSION OF BIDS:

- 4.1** Agencies, which are in existence for the last five financial years and more and meet the following qualifying criteria in terms of desired experience in execution of the similar work at similar platforms and possessing sound financials may participate in the bid process.

4.1.A. DOCUMENTS REQUIRED FOR ASSESSMENT OF ELIGIBILITY:

S. No.	Eligibility Criteria	Documents required
A.1	The agency should have conducted at least three (3) international events requiring Design, Construction and Maintenance of the pavilions on turnkey basis during the last 5 years organized within India or outside India, where, (a) The area of the pavilion should not have been less than 500 sq. mtrs for each event, and (b) The financial value of such event should not be less than Rs. 25.00 Lakh (Rs. Twenty-Five 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) giving year-wise details of events executed, (e) signed by a practicing CA, (indicating UDIN) and (f) countersigned by an authorized representative of the agency, as in Annexure-2.
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 National/ International Trade Fairs) organized in India/ 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.	
A.3	The agency should not have been blacklisted by any government organization	A self-declaration, as per Annexure 3 has to be submitted.

4.2. The details of the agency like Name, address, GST Registration No., PAN Card, Turnover for the last five financial years, Names and years of the Events conducted in the similar field, are to be mentioned as per proforma at Annexure-1. The copies of the supporting documents may also be attached.

4.3 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 Bid.

4.3.2 A non-refundable Application cum Processing Fee of Rs. 15,000/- (plus GST @ 18%) = 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.

4.3.3 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 bidders will be returned/refunded to them after the selection of agency. The EMD received from successful bidder will be processed as per para 4.3.6.

4.3.4 Exemption from submission of EMD to NSIC and MSME registered agency will be applicable subject to attaching a self-certified copy of "Exemption Certificate" issued by respective authority as per details in Annexure-1.

4.3.5 The successful agency shall be required to furnish a Performance Security of Rs. 5,00,000/- (Rs. Five Lakh) or 5% of the contract value, whichever is higher, and valid up to sixty days after the date of completion of all contractual obligations. No exemption from furnishing Performance Security is admissible to the NSIC and MSME registered organizations, as per Government norms.

4.3.6 Amount of EMD received from successful agency will be adjusted towards Performance Security and the balance amount required to make up to 5% of the contract value shall be deposited by the agency. The Performance Security shall be refunded after the clearance of final dues to the agency.

5. SCOPE OF WORK

5.1 General Guidelines

5.1.1 The present assignment is for undertaking the design/construction and maintenance work for APEDA Pavilion at the “BIOFACH INDIA 2025” on turnkey basis. For a clear understanding, the whole 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 APEDA Pavilion at the “BIOFACH INDIA 2025” shall be as per specifications given in the drawing/layout with 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 total area of the APEDA Pavilion for the Event is 2000 sq. mtrs. in Hall No. 1 of IEML. Out of this, an area of 500 sq. mtrs will be dedicated to highlighting the potential of Northeastern Region (NER) and 300 Sq. Mtrs. for BSM Lounge. APEDA’s theme area shall be measuring approx. 54 sq. mtrs. 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 for providing and construction of the pavilion on the space reserved for APEDA pavilion shall be available on organizer’s website. However, the entire pavilion must be completed on all parameters latest by 4.00 P.M. (IST) on 29th August 2025.

5.1.5 The proposed APEDA pavilion will be designed and developed by using Wooden material (Common Area) Octonorm cum Maxima (for all individual Booths/ Stalls). The scope of work shall include the designing, developing and maintenance of the following facilities:

- a) Theme/common area (excluding the exhibitor stalls)
- b) Exhibitor Stalls
- c) Wet sampling area
- d) Branding India
- e) Other activities / Duties

5.2 SPECIFICATIONS FOR THEME/COMMON AREA:

- 5.2.1 Theme area measuring approx. 54 sq. mtrs. should be distinguished with raised wooden floor.
- 5.2.2 Theme area should be covered 'Wall to Wall' with new carpet.
- 5.2.3 The reception area should have backdrop of backlit collage of glass, acrylic or lycra material.
- 5.2.4 A meeting lounge for APEDA having seating capacity of 8 people will be covered by glass/acrylic or equivalent material.
- 5.2.5 A storage area including pantry will be built with provision for tea/coffee, drinking water, microwave oven, electric kettle, refrigerator, and deep freezer with adequate supply of snacks, drinking water etc. for visitors.
- 5.2.6 The agency will assess requirement for furniture items and make arrangement accordingly including for EXHIBITOR STALLS.
- 5.2.7 **Out of 2000 sq. mtrs, an area of 500 sq. mtrs will be dedicated to highlighting the potential of Northeastern Region (NER) and 300 Sq. Mtrs. for BSM Lounge.**
- 5.2.8 In the common area, Back-lit Graphics panels shall be provided.
- 5.2.9 The agency will provide two Video walls of 3 X 2 Meters for branding in common area.
- 5.2.10 The entire pavilion shall be brightly lit with sufficient white lights leaving no room for dark pockets in the complete pavilion including EXHIBITOR STALLS.
- 5.2.11 The products to be displayed at BIOFACH INDIA 2025 shall 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 pavilion at the venue. The products for **display shall include organic food products in the category of Basmati rice, organic millets products, ready-to-eat food/curries, fresh and frozen fruits, vegetables and wine etc.**
- 5.2.12 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 BIOFACH INDIA-202 event site i.e. <https://www.biofach-india.com>

5.3 Specifications for EXHIBITOR STALLS:

- 5.3.1 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) 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 lies with APEDA.

- 5.3.2** Agency shall undertake preparation of 3 panel posters of size 3' X 6' totaling 18 sq. ft. each for each stall (of 9 sq. mtrs.) as per the TPs/design to be arranged from the concerned exhibitors. 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 arranging TPs/designs from the concerned exhibitors. The panels and the posters prepared by the agency shall be identical in dimensions to maintain symmetry.
- 5.3.5** Agency shall ensure the promotion of the Brand "Organic India" all around the pavilion and that should be up to the maximum height as permitted by the organizers.
- 5.3.6** All individual stalls should be made of Octonorm cum maxima and give a modern, contemporary and elegant outlook. The stalls should be designed in a way that it enables the exhibitors to display their products prominently and facilitate interaction with the potential buyers/visitors. Each individual stall should be provided with the following articles:
 (i) proper wall to newly procured wall carpet, (ii) back lit individual fascia,
 (iii) 4 chairs, (v) 1 round table, (vi) 1 wastepaper basket, (vii) 6 display shelves, (viii) 1 lockable counter with storage, (ix) 1 Power Point socket, and
 (x) 6 lights of 100 watts each.

5.4 Specifications for WET SAMPLING AREA:

- 5.4.1** The APEDA Pavilion shall consist of a wet sampling area and the agency shall make necessary arrangements for the same as per the following specifications.
- 5.4.2** Such area shall be utilized for wet sampling of specified organic beverages, Basmati rice, organic millets products and other organic processed food products and shall have display counters, shelves etc.
- 5.4.3** For wet sampling the quantity of the specified products will be as under:
(a) 10 Kg organic Basmati rice for veg biryani per day (made from Organic sourced Raw Materials)
(b) 10 Kg Basmati rice for non-veg biryani per day
(c) 5 Kg millets for recipes like pasta, noodles, khichdi, etc. per day
(d) Organic Tea, Organic Coffee & Organic Turmeric Latte etc. per day.
(e) Fresh and organic fruits like banana, pomegranate, grapes etc.

Agency shall make arrangement for wet sampling of organic products. The Bidder shall present the proposed organic menu for sampling and the chef along with sourcing of NPOP Certified raw materials during the technical presentation. All these aspects will also be evaluated in final marking.

No separate amount shall be payable for the material to be used at wet sampling area.

5.5 BRANDING “APEDA”:

- 5.5.1** The overall appearance of “APEDA 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 “APEDA” title in English at various prominently visible locations.
- 5.5.3** The agency will ensure provision of two Video wall of 3 X 2 Meter for branding in common area.
- 5.5.4** Suitable backlit branding of **APEDA** (Both English & Hindi) **APEDA Logo** and **India Organic logo** has to be provided in adequate numbers. The dimensions of the same should be that of **3 Mtrs.** in length and of the maximum permissible height as per the organizer’s guidelines. The branding shall be placed at prominent place all over the pavilion.
- 5.5.5** The agency shall ensure that dimension of Backlit branding of ‘APEDA Pavilion’ should not be smaller than the dimensions allowed as per the guidelines of the organizers.
- 5.5.6** The agency shall provide generic branding banners which should be made of wrinkle free stretchable lycra or flex to avoid wrinkles in the overall get up of pavilion. These banners should have bright-white lightings.

5.5.7 Influencer Engagement for APEDA at BIOFACH 2025

- 5.5.7.1** Engage 3–5 renowned Indian 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.

5.5.7.2 Eligibility Criteria:

- (a) Minimum 100K+ followers on YouTube, Instagram, LinkedIn and/or Facebook
- (b) Strong presence in organic, wellness, food, and sustainability domains
- (c) Due Diligence and digital media presence based on demographic analysis shared by agency

5.5.7.3 Deliverables:

- (a) 2 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)

5.5.7.4 Content Guidelines:

- (a) All content must be original, engaging and aligned with APEDA's messaging
- (b) Content must highlight India's organic strengths and APEDA's role at BIOFACH
- (c) No content referencing APEDA may be published without prior approval from the competent authority at APEDA
- (d) All content copyright and digital rights rest with APEDA.

5.5. 8 Terms of Reference for **Branding, Digital Media, & Merchandise**

5.5.8.1 Overview of Branding and Promotional Merchandise Deliverables:

S. No.	Branding Provision	Quantity	Details	Format/ Material
1	Pavilion Branding	1	APEDA-themed walls, arches, backdrops	Vinyl, flex, wood, fabric
2	LED/Backlit Panels	4-6	High-res visuals & key messages	Digital prints
3	Signage & Wayfinding	4-6	Direction boards with branding and QR standees	Foam board/metallic/flex
4	Promotional Merchandise	100 each (Total 500)	Eco-bags, T-shirts, Cups, Brochures, and Lapel Pins	Cotton/jute/ paper/fabric
5	Digital Display Screens with live feed on APEDA's social Media (YouTube, Facebook, Instagram)	1-2	Looping APEDA videos & reels Display a curated live feed of APEDA's social media activity using hashtags like #APEDAxBiofachIndia2025	HD LED Screens
6	Media Wall / Selfie Zone	1	Engaging photo op zone with APEDA branding	Printed backdrop with agri and processed food inspired props and hashtags

5.5.8.2 Overview of Digital Media Deliverables:

S. No.	Deliverable	Quantity	Format	Deadline
1	Event Recap Video for YouTube	1	Full HD (1080p+) (Duration: 60–90 sec)	Within 2 business days post-event
2	Vertical Reel (for social media like Instagram, Facebook & LinkedIn)	1	9:16 vertical, Full HD	Within 2 business days post-event
3	Static Posts / GIFs for social media (pre-event announcement)	2–3	JPEG/GIF (Optimized for FB, IG, Twitter/LinkedIn)	7-10 days before event
4	Website Banner Adaptations (pre-event announcement & post-event reporting)	1–2	Static/Animated banners	5-7 days before event and/ or same day of event
5	Photography (Approx 50) <ul style="list-style-type: none"> • Inauguration Photos clearly showing all dignitaries • Theme Area Photos (with crowd interaction) • Exporter Stall Photos (APEDA schedule Products in focus along with exhibitors) • Wet Sampling Area Photos (Chefs, Dishes & visitors) • Technical Sessions / MoU Signings / Other Events (As applicable) 	10–15 each	High-res JPEG/RAW	Same day of event
6	Video Testimonials (15): - Dignitaries (2–3) - Exporters (10) - Partners (2–3) - Others (2)	15–20 total	MP4 (60–90 sec each)	Same day / within 3 business days post-event

5.6 BUYER SELLER MEET LOUNGE (BSM)

5.6.1 Following Special arrangements shall be made for facilitating Buyer Seller Meet (BSM) in an area of 300 sq. mtrs. in APEDA Pavilion:

- (i) To maintain a serene ambience suited for business meetings, the area shall be apportioned in three glass partitions, where each block will be packed to seating capacity for organising B2B meetings.
- (ii) In each mini block, seating will be arranged beside a rectangular table with 3 chairs, one chair for buyer and two chairs for exporters. Audio-system with mic and Smart TV approx. 55 inches outside the lounges to display details of buyers present.
- (iii) At the entry point of BSM lounge, to welcome the buyers and exporters, a seating space will be earmarked for a Helpdesk which shall be manned by 2 (two) trained persons.
- (iv) BSM lounge will have the facility of an attendant for making and serving tea, coffee, juice, drinking water, cookies etc. with adequate supply for the day for the B2B participants.
- (v) The entire area shall be brightly lit with ambient lights and ventilated.
- (vi) A provision of Dias may be made in the lounge in case a meeting is required to be organised by senior officers with buyers/ exporters.
- (vii) The agency must coordinate and organize scheduling of B2B meetings with exhibitors and buyers in the exhibitor's booth and Meeting lounge in batches and ensure that meetings are organised as per schedule.
- (viii) The agency must deploy appropriate number of trained personnel and staff for smooth organizing the BSM meeting.
- (ix) The agency may be asked for arranging of translators & Interpreters in case need arises, and the agency shall be reimbursed for the charges as per actuals, after the event. A prior written approval of APEDA shall be required to claim the reimbursement by the agency.
- (ix) Any other activity, as directed by APEDA, required for efficient execution of the BSM shall be organized by the EMC

5.7 OTHER ACTIVITIES /DUTIES:

- 5.7.1** The agency has to assess estimated electricity load and book on behalf of APEDA.
- 5.7.2** The agency has to ensure compliance of organizer's guidelines/ directions in relation to power supply and main electrical connections, water supply and other support system etc.
- 5.7.3** Provision of 3 female hostesses, 3 male attendants in the day shift and six security guards in all shifts and for all the days of the event.
- 5.7.4** The agency shall develop system of gathering of feedback from both the exhibitors and visitors/buyers. A good IT based system with QR code points at

prominent locations along with required manpower shall be arranged by the vendor. A demo is to be shown during the technical presentation.

5.7.5 The agency has to make provision of applying organic Henna tattoo on visitor's hands and this will include the provision of sufficient manpower, material, and equipment.

5.7.6 The agency shall arrange 5 bouquets each day during the event for VIP visits and arrange refreshments for them as directed by APEDA.

5.7.7 The agency shall arrange 10 corporate gifts for dignitaries visiting APEDA pavilion in the range of Rs. 4,000/- only as approved by APEDA. A bill thereof shall be submitted to APEDA as proof.

5.7.8 The agency shall make arrangement of good quality vegetarian/non-vegetarian and lunch for approximately 10 people every day for three days.

5.7.9 The agency shall make provision for creation and printing of the following documents, which should be **QR Code Based and downloadable on Mobile:**

- (a) **200** copies of Exhibitors Directory (in English) (size: 6x8 inch approx.) containing details of the participants of **BIOFACH INDIA-2025** (out of which 10 copies shall be submitted to APEDA office along with the bills).
- (b) 200 copies of Corporate Brochure of APEDA (size 7-inch x 9.5 inches) in English.

5.7.10 The agency shall make arrangement for installation of 2 LED screens of size 3 x 2 meters in or around the APEDA theme pavilion/common area at a prominent location having good visibility for displaying video of exhibitors for advertisement. The agency shall also make coordination with the exhibitors for running the advertising videos of their products on such LED screens in the APEDA theme pavilion/common area. For this, the exhibitor will have to pay to APEDA at the rates fixed by APEDA. The video of the products shall be supplied by the exhibitor and the agency will get it converted in the required format for running on the screens.

5.7.11 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.

5.7.12 The agency shall make arrangement for complete fire prevention and firefighting arrangements in and around India pavilion (i.e., both the halls).

5.7.13 The agency shall make arrangement for addressing of concerns of exhibitors relating to the facilities made available by the organization.

5.7.14 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.

5.7.15 It shall be duty and responsibility of the agency to provide necessary facilitation to exporters during exhibition including distribution of exhibitor badges, visitor passes, entry passes, exit passes, labor passes etc.

5.7.16 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.

5.7.17 The agency will be given the assignment on turnkey basis-from designing and fabrication, maintaining and managing the pavilion up to dismantling. The agency will also be required to coordinate with the APEDA exhibitors with regard to setting up of individual stalls and their additional requirements, if needed.

6. Other Instructions- General:

6.1 The agency shall adhere to Guidelines/ Regulations of BIOFACH INDIA-2025 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 “APEDA 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 APEDA pavilion on daily basis and maintain cleaning throughout the day.

6.8 The agency shall make arrangement for leaving of no scrap, leftovers, garbage etc. at the venue after completion of the exhibition/ fair and handing over of the 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 Important Instructions –Technical

- 6.10 It shall be the responsibility of the agency to provide 3D images/presentation of APEDA pavilion (both hard and soft copy) clearly showing the complete projection of “APEDA 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. Images 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 observes the highest standard of ethics during the period of agreement.
- 7.3 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.
- 7.4 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 submission of application/bid 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.

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

In case, any additional activity is required to be performed, then the specific prior approval shall be needed from APEDA in writing.

8. SELECTION PROCEDURE:

8.1 The selection procedure involves pre bid meeting, 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.

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 bid.

8.3 Evaluation of Bids:

8.3.1 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.

8.3.2 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.

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

S. No.	Areas	Maximum Marks				
A	Overall concept and design of Pavilion, Exhibitor Stalls and BSM Lounge	30				
B	Significant portrayal of APEDA theme pavilion, wet sampling as powerful source of food / organic products by use of images, graphics, attractive color schemes etc. The agency shall make a demo for of the proposed organic menu for sampling and the chef along with sourcing of NPOP certified raw materials.	30				
C	Annual Turnover of the agency from Event management business (related to design, construction, and maintenance of pavilion(s) in national/ international Trade Fairs) 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. Breakup of marks is given below: <table><tr><td>a. Rs. 4-6 crores</td><td>4 marks</td></tr><tr><td>c. Above Rs. 6 crores</td><td>5 marks</td></tr></table>	a. Rs. 4-6 crores	4 marks	c. Above Rs. 6 crores	5 marks	5
a. Rs. 4-6 crores	4 marks					
c. Above Rs. 6 crores	5 marks					
D	Experience of execution of works of national/ international trade fairs for design, construction, and maintenance of pavilions on turnkey basis. where (i) at least one pavilion should have been covering an	5				

	<p>area of 500 sq. mtrs or more, and</p> <p>(ii) the agency must have executed at least 3 (Three) events of the value of not less than Rs. 25.00 Lakh/ Rs. Twenty-Five Lakh per event.</p> <p>Breakup of marks is given below:</p> <table><tr><td>a. 4-6 Events</td><td>4 marks</td></tr><tr><td>b. Above 6 Events</td><td>5 marks</td></tr></table>	a. 4-6 Events	4 marks	b. Above 6 Events	5 marks	
a. 4-6 Events	4 marks					
b. Above 6 Events	5 marks					

- 8.4** The marking will be done on all the presentations. The bidders who secure minimum 70% marks (49 out of 70 marks) in technical presentation, will be short listed and only their financial bids shall then be opened. Financial bid shall carry a maximum of 30 marks.
- 8.5** 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:
 $L1 = 30$ marks
 $L2 = 30 \times L1$ (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of parties).
- 8.6** 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.
- 8.7** 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.

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:

- (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.

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:

- (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 and/or their sub-agents/sub-contractors/employees etc., 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 them/their sub-agents/ sub-contractors/employees. etc.

APEDA shall take necessary legal and other remedial actions, as deemed fit, for such violations.

13. Terms of Payment:

13.1. Payment of an advance up to 30% of the total cost, on submission of proof of expenses incurred or against bank guarantee in favour of Agricultural and Processed Food Products Export Development Authority for the similar amount or equal amount.

13.2 Balance amount will be released as per clause 13.4 and 14.

13.3 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.

13.4 Conditions precedent for making of Final Payment

13.4.1 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.

13.4.2 High resolution digital photography/ video of APEDA Pavilion covering the whole pavilion area from different angles of the entire event for all the days.

13.4.3 A 3-minute video of all the days of show must be submitted after the event for uploading on social media platform. For these activities, services of a professional photographer/Videographer should be taken.

13.4.4 The agency must submit, in Pen Drive, at least 150 (50 for each day) photographs of 5-inch x 7- inch size covering each booth as well as other areas of pavilion.

13.4.5. Submission of electricity bill for the Pavilion area along with bank statement in support of such payment.

13.4.6 A satisfactory performance Report from the APEDA official deputed at the exhibition site to oversee the event.

It is reiterated that no additional cost, except that has been approved by APEDA for additional activities, will be considered.

14. Performance Assurance:

If performance of the agency in respect of measurable output is deficient than envisaged as per scope of work, then a part of the total amount of bid will be retained by APEDA, proportionately to the extent of performance at the time of final payment. Decision of APEDA shall be final in this regard.

15. 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.
- (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 duly completed bids are to be submitted in four envelopes as per the following procedure:

ENVELOPE I: This envelope will contain the following documents:

Demand draft of Rs. 17,700/- (Seventeen Thousand, Seven Hundred) in favor of APEDA, payable at New Delhi as Application cum Processing Fee.

Demand Draft of Rs.5,00,000/- (Rupees Five 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 and EMD for BIOFACH INDIA 2025".

ENVELOPE-II This envelope will contain the following documents:

Annexure 1 (Duly filled in) and supporting documents attached therewith.

Annexure-2 (CA Certificate)

Annexure-3 (Not Black-listed Declaration)

This envelope should be sealed and super-scribed as Technical Bid for Design, Construction and Maintenance of 'APEDA PAVILION' AT BIOFACH INDIA 2025

ENVELOPE III: This envelope will contain

Annexure 4 (Financial Bid) duly filled in.

Annexure 5 (Quotation for Optional Items)

The envelope should be sealed and super-scribed as "Financial Bid for Design, Construction and Maintenance of 'APEDA PAVILION' AT BIOFACH INDIA 2025".

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 Designing, Construction And Maintenance Of 'APEDA Pavilion' at BIOFACH INDIA 2025**" 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**

15.6 For any clarifications or 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**

Important Dates:

- (i) Last date for submission of bids is 23rd July 2025 till 12.00 Noon.**
- (ii) Pre bid Meeting will be held at 03:00 PM on 9th July 2025 in APEDA HQ.**

Technical Bid for Designing, Construction and Maintenance of APEDA's Pavilion at BIOFACH INDIA 2025 scheduled for 30/08/2025 to 01/09/2025)

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. 17,700/- (Rupees Seventeen Thousand Seven Hundred)		
9	Details of Demand Draft for Interest-free Earnest Money Deposit "EMD" for Rs.5,00,000/- (Rupees Five 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 for execution of at least three international trade events for Design, Construction and Maintenance of Pavilion(s) on turnkey basis, conducted within India/outside India where (a) the area of pavilion should not have been less than 500 sq. mtrs for each event and (b) the financial value of each such event should be not less than Rs. 20.00 Lakhs (Rs. Twenty Lakh).	Year	Work Orders	
		2020-21		
		2021-22		
		2022-23		
		2023-24		
		2024-25		
14	Turnover Details Minimum turnover Rs.3,00,00,000/- (Rs. Three Crores) per year from Design, Construction and Maintenance of Pavilions on turnkey basis, in International Trade events conducted outside India during any of the three years out of the last 5 financial years. (Please attach CA Certificate: Annexure- 2)	Year	Turnover	
		2020-21		
		2021-22		
		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 PAN No. _____ 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 Event Management Business (on the basis of the financial statements of the entity) are as follows:

S. No.	Financial Year	No. of National/ international events executed	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:**

**Signature of Authorized
Signatory
Name and Designation
Proprietor / Partner/ Director**

Name and designation

**Seal of CA firm
UDIN**

Company Seal

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

Technical Bid for Design, Construction and Maintenance of

APEDA's Pavilion at BIOFACH INDIA 2025

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

Date:

Place:

**FINANCIAL BID for Design, Construction and Maintenance of
'APEDA PAVILION' at BIOFACH INDIA 2025
from 30/08/2025 to 01/09/2025 at IEML, Greater Noida, Uttar Pradesh.**

Sir,

We, M/s. (Name of the firm) offer to undertake “**Design, Construction and Maintenance of 'APEDA PAVILION' at “BIOFACH INDIA”** in accordance with the bid notice. Our Financial Bid against the Scope of Work is submitted hereunder

Sr. No.	Activity/ Component	Amount in Rs.
1	Design, Construction and Furnishing of Theme/ Common Area as per plan submitted covering details mentioned in clause 5.2 of Bid	
2	Design, Construction and Furnishing of Exhibitor Stalls as per plan submitted covering details mentioned in clause 5.3 of Bid	
3	Wet Sampling Area as per clause 5.4 of Bid	
4	Branding, Digital Media etc. as per clause 5.5 of Bid	
5	Buyer Seller Meet Lounge as per clause 5.6 of Bid	
6	Other activities as per clause 5.7 of Bid	
7	Sub-Total of 1-6 above	
8	Amount of Applicable taxes	
9	Total Amount (with taxes)	

Total Amount in words: Rupees

**Signature of Authorised Representative
(Name and Designation)
Company seal**

Date:

Place:

**BID FOR DESIGN AND CONSTRUCTION OF
APEDA PAVILION AT “BIOFACH INDIA 2025”**

**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:

Place:

**Signature of Authorized Representative
(Name & Designation)**

Seal