

Promotion Campaign for Basmati Rice- Expression of Interest Terms of Reference

20/10/2015

Basmati rice is one of the major products of export from India. The export of Basmati rice has shown significant increase in last few years going up from about 7 lakh MT in year 2000 to over 37 lakh MT in 2015. It is exported to over 150 countries in different parts of the world. The area and production has also increased during this period and as per crop survey, the production during kharif 2015 is estimated to be about 87 lakh MT of Basmati Paddy.

APEDA promotes the export of Basmati rice along with other agro products monitored by it through participation in about 12 international food fairs every year. Currently, major part of Basmati export from India is in the form of bulk and in private labels owned by importers. Now, APEDA proposes to undertake a campaign for promotion of export of Basmati rice in retail pack with Indian brands. Initially, the campaign is proposed to be undertaken in Saudi Arabia and Iran which account for over 50 % of the total export. The promotion activity may comprise of in store promotion, print and electronic media advertising and an event in the hotel where importers, media and other opinion makers may be invited. The focus of campaign is towards better consumer education and awareness about Indian Basmati rice.

Expression of interest is invited from the advertising and sales promotion agencies for planning and execution of this campaign. The programme is being undertaken by APEDA as an umbrella activity which would help the export of Basmati rice to these markets in general and the participating brands in particular through better consumer education and appreciation of Indian Basmati rice. 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 product.

Scope of Work:

- (i) Developing promotional strategy for Basmati rice in general and in retail packs with Indian Brands in particular; designing and production of creatives including brochures, leaflet, panel, poster, multi-media, banner and other publicity materials for print, electronic and social media, display advertisements etc. as per final scope of work.

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

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

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.

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

Eligibility criteria

- (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) A turnover of minimum Rupees Five Crore during the preceding financial year i.e. 2014-15.
- (iv) 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.
- (v) Agency should have valid INS accreditation.

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 expression of interest may be submitted by interested parties up to 3:00 p.m. on November 9, 2015 addressed to A.K.Gupta, Director (BEDF) in sealed cover super scribed as 'Expression of Interest for Basmati Brand Promotion'

**Agricultural & Processed Food Products Export Development
Authority (APEDA), 3rd Floor, NCU Auditorium Building, August Kranti
Marg, Hauz Khas, New Delhi-110016, Telephone : (011) 26513219,
26515929 Fax: 26534870**

Please see EOI format on next page.

Annexure 1

Expression of Interest for Promotion Campaign for Basmati Rice

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 handling similar nature of work. The company must have 5 years work experience	
8	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.	
9	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.	
10	Permanent Account No. PAN (Self certified copy)	
11	Services Tax/VAT No. (Self certified copy)	
12	Tin No. (Self certified copy)	
13	Tan No. (Self certified copy)	
14	INS registration number	
15	List of Clients	
16	Concept and Strategy for Proposed Basmati Brand Promotion Campaign	To be enclosed separately
17	Other relevant details	
18	List of Enclosures	

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: