

**Brand creatives for Indira Gandhi International Airport, Delhi,
for India Brand Equity Foundation (IBEF)**

Request for Proposal [RFP]

**India Brand Equity Foundation,
Apparel House, 5th Floor,
519-22, Sector 44,
Gurgaon - 122003, Haryana.**

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SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 The India Brand Equity Foundation (IBEF) is a Trust established by Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the *Made in India* label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across Government and Industry to promote Brand India. The objective of IBEF is to generate awareness about Indian products to promote India as a preferred business destination

1.1.2. IBEF proposes to appoint a creative agency for undertaking the project of designing the brand creatives for Indira Gandhi International Airport, Delhi.

1.1.3. The Agency should be a multi-disciplinary design house that has diversified interest in working across sectors. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas. Prior experience of conceptualising and designing of similar branding works will be an added advantage.

1.1.4. The Creative Agency would be appointed for on a project basis for the said project.

1.1.5. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

- (i) A Technical Proposal and
- (ii) A Financial Proposal

1.1.6. It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and
- (ii) IBEF is not bound to accept any of the proposals submitted.

1.1.7. The Agencies are required to provide professional, objective, and impartial service and at all times hold the IBEF's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.8. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of IBEF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.9. Agencies must observe the highest standards of ethics during the selection and execution of the contract. IBEF may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

1.2 Minimum Eligibility Criteria

1.2.1. The Agency should be able to provide a qualified Creative team for undertaking the project for IBEF. The Agency team would work closely with IBEF.

1.3 Scope of Work

1.3.1. The project comprises

a) Theme design for adaptation of business messages on advertising spaces at Indira Gandhi International Airport, Delhi.

b) There are 6 surfaces for which the design adaptations will have to be done for 3 travellers (6 sides).

The size of the branding surfaces will be approximately 228' (L) x 2'.4"(H)

1.3.2. The designs should resonate the essence of Brand India which brings out our strengths of Tradition, Talent, Tourism, Trade and Technology. The designs should be highly impacting, detailed, contemporary, vibrant and should have logical explanation to it.

The business messages can be accessed at

<http://www.ibef.org/Ebook/5-Dimensions-One-Direction/index.html>

1.3.3. Target Audience will be the International travellers

1.3.4. Theme designs for brand creative and one design sample for one surface space is to be submitted as a part of the technical proposal.

1.4 Creative Agency Delivery

1.4.1. The Agency should be able to effectively bring out the essence of brand India through the design concept. The design concept can be derived from the factbook on the same theme, the link for which has been given above for reference.

1.4.2. Agencies need to have a strong design and aesthetic sense with comprehensive ability to conceive and execute design ideas. Prior experience of handling similar projects will be an added advantage.

1.4.3. Samples of similar project done earlier can be submitted along with the proposal

1.4.4 Prints of all the concepts will have to be submitted. This should include:

- Theme design for the traveller
- One sample design adapted to size (228' (L) x 2'.4" (H)), one side of one traveller.

1.4.5. The selected agency will have to submit all the 6 designs in printable PDF and open artwork format (AI) for 3 travellers with 6 branding surfaces.

1.5 Preparation of Proposals

1.5.1 Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

(a) Technical proposal

1.5.2 The Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal.

1.5.3 The Technical Proposal shall contain the following documents:

- (i) Letter of Technical Proposal Submission.
- (ii) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the

financial proposal (**the cost is not to be indicated in the undertaking**). The above undertaking submitted by the agencies would be binding on the Agency.

1.5.4 The Technical Proposal shall not include any financial information.

(b) Financial Proposal

1.5.5 In preparing the Financial Proposal, agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.5.6 Letter of Financial Proposal should include:

(i) Complete cost (in INR) of the project with break-up of costs for each of the items of work listed in the Scope of Work (Para 1.3 of this RFP Document) are to be submitted, namely,

- Cost for the theme design
- Cost for design adaptation for 3 travellers (6 sides). The size of each branding surface is approximately 228' (L) x 2'.4"(H).

1.5.7. Taxes / VAT as applicable in India will be paid as per actuals and the same are not required to be indicated in the financial bid.

1.5.8. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by IBEF.

1.5.9. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

1.6 Submission of Proposals

1.6.1 The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

1.6.2. The Technical Proposal should be placed in a sealed envelope and super scribed "Technical Proposal" for **Appointment of Creative Agency for designing of brand creatives for ndira Gandhi International Airport, Delhi** for IBEF

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed "Financial Proposal" for **Appointment of Creative Agency for designing of brand creatives for Indira Gandhi International Airport, Delhi** for IBEF.

1.6.3. If the Financial Bid is not submitted in a separate sealed envelope duly superscribed as indicated above, this will constitute grounds for declaring the Bid non-responsive

1.6.4. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed "**Technical & Financial Proposal for Appointment of Creative Agency for designing of brand creatives for Indira Gandhi International Airport, Delhi with the due date for submission.**" The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

1.6.5. The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

Ms Monika Choudhry
Associate Director- Communication & Branding
India Brand Equity Foundation
5th Floor, 519-522, Apparel House
Sector-44, Gurgaon
Phone: 0124- 4499616

1.6.6. The Proposal should be submitted on or before August 21, 2014.

1.6.7 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.7 Opening of Proposals and Selection Process

1.7.1. The two bid system will be followed, the technical bids will be opened at first instance. It is clarified that prospective bidders with more than 60% in Technical Proposal will deem to qualify for the second stage. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted.

1.7.2. From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact IBEF on any matter related to its proposal, it should do so **only** in writing. Any effort by the Agency to influence the IBEF in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.

Annexure 1

Technical Proposal – 100% weightage

1. Completeness of proposal - 10%
2. Clarity on the Objective of the proposal - 20%
3. Design and concept – 55%
 - Concept Note
 - Uniqueness of ideas and suggestions presented
 - Samples of the designs provided
4. Agency Credentials - 7%
 - Profile and track record
 - Samples of similar projects undertaken earlier
5. Discipline and commitment to timelines- 8%
6. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted.
7. It is clarified that prospective bidders with more than 60% in Technical Proposal will deem to qualify for the second stage.

Annexure 2

Financial Proposal – L1 bid from among the technically qualifying bidder will be accepted

- Complete cost with breakup for the following:
 - Cost for the theme design
 - Cost of adaptation for 3 travellers (6 sides)
