



# REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

Date: January 17, 2020

**Overseas Keralites Investment & Holding Limited**

Norka Centre, Thycaud, Thiruvananthapuram, Kerala – 695 014

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## Contents

Data Sheet.....	3
Background.....	4
Scope of Services.....	5
Reporting .....	8
Key personnel required .....	9
Instructions to the bidders .....	10
Brief description of selection process .....	10
Submission of Clarifications .....	10
Submission of Proposals .....	10
Opening of technical proposals .....	11
Negotiations.....	11
Performance Security .....	11
Disqualification.....	12
Evaluation of proposals .....	13
Minimum eligibility requirements .....	13
Evaluation criteria .....	14
Technical evaluation .....	14
Financial evaluation .....	15
Quality cum Cost Based Selection .....	15
Conditions under which RFP is issued .....	15
Format 1 – Letter of Technical Proposal .....	16
Format 2 – Organization Details.....	17
Format 3 – Turnover certificate .....	18
Format 4 – Relevant experience .....	19
Format 5 – Details of Key Personnel.....	20
Format 6 – CVs of Key personnel .....	21
Format 7 – List of recognized awards and recognition.....	22
Format 8 – Access to staff .....	23
Format 9 - Declaration .....	24
Format 10 – Letter of Financial Proposal .....	25

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

## Data Sheet

Sl. No.	Description	Details
1.	RFP No. and Date	OKIH/1/2020
2.	Name of the assignment	Selection of Branding and Marketing Agency (“Agency”) for Overseas Keralites Investment and Holding Limited (“OKIH”)
3.	Issue of RFP document	RFP document can be downloaded from the website <a href="http://www.okih.org">www.okih.org</a>
4.	Cost of RFP/ bid document	Non-refundable cost of RFP is Rs 5,000/- (Rupees five thousand only.) plus GST @ 18% which shall be payable in the form of Demand Draft  Note: Demand Draft shall be drawn from any Nationalized/ Scheduled Bank in favour of “Overseas Keralites Investment and Holding Limited” payable at Thiruvananthapuram
5.	Last date of receiving queries on RFP	January 30, 2020
6.	Last date of submission of proposal (PDD)	February 20, 2020
7.	Opening of technical proposals	To be intimated to all bidders by email
8.	Opening of financial proposals	To be intimated to technically qualified bidders by email
9.	Validity of the proposal	365 days from PDD
10.	Tenure of engagement	48 months

## Background

The Government of Kerala constituted Loka Kerala Sabha (LKS) as a common platform for Keralites living across the globe; it is envisaged as a platform for the cultural, sociopolitical and economic integration of these myriad Kerala's with the home Kerala. The Government of Kerala believes that the knowledge and experiences of the non-resident Keralite, in their capacity as a Global Citizen, can be an asset to the development of the State.

The 351-member LKS comprises the Members of the Legislative Assembly of Kerala, the Members of the Indian Parliament from Kerala, non-resident Keralites of Indian citizenship nominated by the Government of Kerala and select members of the returnee community. The non-resident members are selected from abroad and from other states/UTs within India, taking into account gender, age and occupational status. It also includes eminent non-resident Keralites who have contributed immensely in their respective fields of engagement to achieve public acclaim.

After the first Loka Kerala Sabha held on 12, 13 January 2018 in which several worthy suggestions had emerged, the Government of Kerala constituted seven sector-specific Standing Committees for materializing the viable suggestions. These Standing Committees have conducted meetings and virtual deliberations since their formulation, and have furnished their reports along with 48 recommendations. Based on feasibility, practicality, and availability of funds, the LKS Secretariat has merged/grouped the vital suggestions into the 10 for actualization.

Among this one of the important recommendations was the formation of NRI Investment Company. It was decided to set up a NRI Investment Company as a mother company for investment in the sectors like Tourism, Airport, NRI Township, Public Sector Undertakings, Manufacturing of medicines and medical devices.

For the successful implementation of the proposal, a viable and feasible report in this regard has been submitted to Government and the Government has accorded sanction for the formation of NRI Investment Company in the name Overseas Keralites Investment and Holding Limited (“OKIH”).

As one of the projects, OKIH has identified over 40 locations for development of wayside amenities, of which a couple of pilot projects are to be developed and made functional in next six months. Branded as “**RestStop™**” the wayside amenities will be developed at par with international standards along national and state highways of the state in three to five acres each. Every RestStop™ will have facilities including but not limited as food court, restaurants, convenience store, clinic, mini multiplex, petrol station, vehicle maintenance facilities, police aid post, hygiene washrooms and ample parking for both cars and buses. OKIH has registered an URL and initiated trademark registration of RestStop™.

OKIH is actively engaged in promoting various investment opportunities, including RestStop, in the state to potential investors across the globe. There is a definitive need to take the positive developments and influences that OKIH is creating to its stakeholders, both domestically and globally. It is in this context that a need to establish the OKIH brand to its commanding heights through adoption of a relevant communication strategy is being envisaged.

This necessitates definition and implementation of efficient and effective branding, marketing and communication strategy that is both multi-thronged and innovative, for which dedicated and specialized branding and marketing strategy development services are required.

## Scope of Services

### 1. Brand Strategy

- a) Develop brand strategy, architecture and governance. These include positioning, naming, logos, messaging, brand attributes and taglines for the master brand i.e. OKIH and sub-brands of individual projects being undertaken by OKIH through Special Purpose Vehicle (“SPVs”) including RestStop™
- b) Provide strategy and advise on co-branding and partnership strategy
- c) Establish brand design system, corporate identity guidelines for OKIH and its SPVs and those for supporting graphics in key communications which include but not limited to corporate website(s), brochures, advertisements, newsletter, annual report, video, signage, stationary, collaterals, banners, souvenirs etc.
- d) Provide guidance on execution for brand experience, activation and expression.
- e) Develop a budget for branding and marketing exercises

### 2. Creative Designing

- a) Design main brochure of services provided by OKIH and SPVs
- b) Design mailers, posters, teasers, animated videos etc. for projects being undertaken by OKIH and SPVs
- c) Design creative for print media and facilitating the designing of panels, display boards, signages, etc., for participation in various investment promotion events
- d) Conceptualize, design and supervise preparation of promotional literature/ material in print and electronic form
- e) Create advertisements for print media (for newspaper, magazine etc.) and facilitate preparation of advertisement for electronic and interactive media including web banners, animated videos, digital backdrops, etc.
- f) Design publicity material for outdoor formats such as hoardings, gantry, kiosks, animation displays etc.
- g) Design banners and standees for various roadshows
- h) Design merchandise, stationary, souvenirs, calendars etc.
- i) Provide specifications of all the creatives and guide OKIH and its SPVs with the quality of paper to be used for printing
- j) Coordinate with printing agencies selected by OKIH/ SPVs for printing of the publicity material, to ensure quality of production

### 3. Digital Marketing

#### 3.1. Overall digital marketing strategy

The Agency will be responsible for developing the overall digital marketing and communication strategy across all social media and digital campaigns including the following:

- a) Website design and content management
- b) Search Engine Optimization
- c) Paid and organic social media

#### 3.2. Website design and content management

- a) Design, develop and publish a website and manage the content on multiple device types like desktop, laptop, tablet, etc.

- b) Organize the website’s digital assets and web pages using tagging
- c) Ensure easy integration for approved third party websites and applications to connect with the platform
- d) Design and develop the digital experience in a personalized and contextual manner to tailor the interests of the users
- e) Ensure effective error handling on the website
- f) The website shall help both users and search engines navigate the site easily by mapping hierarchical list of pages (with links) organized by topic

### **3.3. Search Engine Optimization (SEO)**

- a) On-page optimization and Off-page optimization
- b) Identify/suggest on best domain name, titles, headings and sub-headings. Creating strong meta & title tags
- c) Use effective search engine keywords in relevant places within website
- d) Suggest and deploy strategies that increase in-bound traffic
- e) Achieve position in the first page of popular search engines
- f) Add blog pages if required and submit articles to directories for getting back-links
- g) Thoroughly monitor website performance and take necessary steps to improve traffic
- h) Provide periodic stats and analytical data on website’s performance

### **3.4. Paid and organic social media**

The Agency will undertake the following activities:

- a) Formulate a result oriented comprehensive social media promotion strategy
- b) Create and subsequently maintain the official Facebook Page, Twitter, Profile, You Tube Channel, Google plus, LinkedIn and Instagram including any other social media platform and hence set up a complete social media networking management system and manage the same
- c) Develop and upload on various social media platforms, creative content or adapt the already available creative content. The content includes but not limited to banners, videos, infographics, graphics, cartoons, animation etc.
- d) Enhance reach of messages and other activities on various social media platforms through non-paid media so that the content would reach to the last mile on internet domain in real time basis.
- e) The content will initially be drafted in three languages (English, Hindi and Malayali) and extended to other languages, if required
- f) Regularly post original blog/ articles related to work, milestones, and achievements
- g) Compile and coordinate news, events and community involvement postings within social media.
- h) Provide accurate, complete, polite, and prompt feedback mechanism to users via social media platforms. The Agency should gather inputs from users and respond back to their requests, queries, suggestions etc. and pass onto authorized official of OKIH/ SPV on regular basis.
- i) Moderate the sites to avoid spam, advertisements and inappropriate content
- j) Track conversations, links and blogs about OKIH and project specific SPVs and issues / topics relating thereto, including tracking sentiments – positive, negative or neutral

- k) Report discrepancies in sentiments and draft a plan to neutralize negative sentiments
- l) Employ requisite analytical and software tools

#### **4. Public Relations Objectives**

The Agency will work in close coordination with OKIH and its SPVs to develop an effective communication and PR plan as per the details below:

##### **4.1. Reputation management in relation to target audience**

- a) Media including financial publications, magazines, regional publications, electronic channels and online media
- b) Government bodies, Non-Residential Keralites, Investors
- c) Creating positive reputation profile for OKIH and its SPVs

##### **4.2. Market Intelligence & Management Reporting**

- a) Present a report on a weekly basis covering news on OKIH, its SPVs and development in relevant sectors like tourism, real estate etc.
- b) Produce a comprehensive report at the end of every month giving a detailed analysis of the coverage on OKIH and its SPVs
- c) Sentiment analysis using proprietary tools/ software

##### **4.3. Crisis Communication in the event of an emergency or similar nature**

- a) Prepare a proactive strategy
- b) Identify the target audience for communication
- c) Chalk out the key messages
- d) Design the communication plan
- e) Ensure effective implementation of the plan for desired results

##### **4.4. Media management**

- a) Develop all communications to be disseminated to the media including information kits, press releases, backgrounders, features, etc.
- b) Assist in providing 360 degree logistics support in organizing media events like press conferences, Press visits and tours, select briefings, talk shows, etc.
- c) Assist in information on a national basis or locally (as per requirements) through press releases and other modes of communication
- d) Prepare impact reports of such initiatives
- e) Identify and maintain a list of media professionals relevant to the OKIH and the SPVs

##### **4.5. Digital PR**

- a) Dissemination of OKIH and SPVs related information, including press communication, in digital space.
- b) 24X7 handling and managing for social media accounts of OKIH and its SPVs on various platforms i.e. Facebook, twitter, YouTube, Instagram, LinkedIn etc. and maintaining a major presence in the social media.
- c) Preparation of monthly report on OKIH and its SPVs related observations in digital space

Any other activity associated with PR as and when required.

#### **5. Project specific support to SPVs**

OKIH is in the process of conceptualizing and developing projects in the sectors like Tourism, Infrastructure, Airport, NRI Township, Value addition for farming sector, Skill development, Waste management, Manufacturing including medicines and medical devices. At the outset, OKIH has 20 projects in planning stages. The Agency will continuously support the SPVs in marketing the project through the above scope items. Additionally, the Agency is also required to provide, as and when requested, the following support:

- a) Design logo for the project
- b) Develop logo animation and collaterals for the project
- c) Design templates for temporary signs – barricades, work in progress signs, cautionary signs
- d) Work with the architect/ interior designers, appointed by OKIH/ SPV, on developing the interior design and concepts as well as environmental graphic design for the project
- e) Develop standardized design for ticketing counters and customer care counters
- f) Develop multilingual signage designs

#### **Reporting**

- a) Quarterly brand audit reports
- b) Monthly reports to analyze effectiveness of the social media strategy
- c) Weekly report of activities on various official pages of OKIH/ SPV, including details about geographical areas from where engagement is coming
- d) Weekly analysis reports with suggestions to enhance the social media response and sentiment towards OKIH/ SPV
- e) Monthly project level report indicating the media response and sentiment on social media, queries/ complaints/ grievances, responses sent, time analysis etc.
- f) Weekly performance reports of paid media campaigns.
- g) Monthly impact analysis and performance reports for all SEO efforts.
- h) Weekly report on media coverage
- i) Monthly reports on media market intelligence and PR activities and impact

## Key personnel required

Sl. No.	Position	Educational qualification	Qualification criteria
1.	Project leader cum Brand Design and Communications Expert	Master’s degree in commercial design, business design, strategic design management, or graphic Design from s reputed institute.	<ul style="list-style-type: none"> <li>At least 10 (ten) years’ experience in branding, advertising and/ or Public Relations</li> <li>Minimum 5 (five) years of leadership level experience in development of brand promotion programs, corporate communications, and brand identity assignments.</li> <li>Experience in client handling, management and networking with stakeholders</li> </ul>
2.	Content Developer and Illustrator	Post Graduate/ graduate in Media and Mass Communication or Public Relation or Advertising or Animation	<ul style="list-style-type: none"> <li>Minimum 4 (four) years of work experience</li> <li>Minimum 3(three) years of experience in creating contents such as press releases, blogs, tweets, stories, video, image etc.</li> <li>Experience in managing creative designs</li> <li>Software knowledge such as Photoshop, Coral Draw, Adobe C6, PageMaker, Quark</li> </ul>
3.	Social Media Management Expert	<ul style="list-style-type: none"> <li>Post Graduate/ graduate in Media and Mass Communication or Public Relation or Advertising or Animation</li> <li>Facebook certified Professional</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 4 (four) years of work experience</li> <li>Experience of minimum 2 (two) years in Social Media account handling such as Facebook, Twitter, LinkedIn, Instagram, Snapchat, etc.</li> <li>Knowledge of social media tools such as listening tool, scheduling tool etc.</li> <li>Knowledge of social media analytics and processes</li> </ul>
4.	Subject Matter Expert	Post Graduate in Business Administration	<ul style="list-style-type: none"> <li>At least 7 years’ experience in planning and promotional strategy development, PR strategy in core areas of OKIH including Tourism/ Real Estate development, farming, skill development etc,</li> </ul>
5.	SEO Expert	Post Graduate degree in Engineering/ Computer Science (including knowledge of HTML, CSS, programming language and blogging	<ul style="list-style-type: none"> <li>At least 7 years of SEO and SEM experience across Google, Yahoo etc.</li> <li>In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, etc.</li> </ul>

In addition to the key personnel, the bidder should also submit details of necessary support staff.

## Instructions to the bidders

### Brief description of selection process

This RFP document will be used to empanel minimum 2 (two) Agencies to provide services as per the scope defined and each will be assigned specific future requirements of the group, as per their USP and at the sole discretion of OKIH from time to time. The selection will be according to the combined score based on the QCBS evaluation criteria.

Between the bidders with top two combined scores, the bidder with higher financial bid will be asked to match with the lower financial bid. In case the said bidder does not agree to match with the lower financial bid, OKIH can reject the bidder and proceed with the bidder with next highest combined score.

The Agencies shall commence the services within seven days of their acceptance of Letter of Intent (LOI), or such other date as may be mutually agreed. If the Agency fails to commence the assignment, the LOI may be cancelled /terminated.

### Submission of Clarifications

Bidders may seek clarifications on the RFP document, if any, before the date mentioned in the Data Sheet. Any request for clarification must be sent through email to [RestStop.OKIH@outlook.com](mailto:RestStop.OKIH@outlook.com) marking a copy to [info.okh@kerala.gov.in](mailto:info.okh@kerala.gov.in).

Interested bidders should send an email to the aforementioned email ids confirming their intention to participate in the tender, brief about the firm and a self-certification confirming eligibility as per the minimum eligibility requirements.

Any clarification issued shall be provided to all interested bidders.

### Submission of Proposals

All proposals must be in English language. The proposal is to be submitted in the prescribed form shown below:

#### Technical Proposal

All information (except item 1) as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD, including the presentation for approach and methodology

1. Non refundable RFP fee in form of Demand Draft
2. A copy of this RFP with all pages duly signed and sealed, indicating your acceptance of conditions. (Attached to the covering letter)
3. Letter of Proposal as per Format - 1
4. Organizational contact details as per Format – 2
5. Turnover certificate as per Format - 3
6. Experience of the organization as per Format - 4
7. Key personnel details as per Format – 5
8. CVs of Key personnel as per Format – 6
9. List of awards and recognition as per Format – 7
10. Access to staff as per Format - 8
11. Declaration as per Format – 9
12. Audited account statement of the last three financial years attested by the responsible officer/ authority.
13. Power of Attorney/ Board Resolution for Authorized Signatory of the Bidder (1 original and 1 copy)

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

The proposal should be submitted by 15:00 hrs on February 20, 2020 to

The Managing Director  
Overseas Keralites Investment and Holding Limited  
6th floor, Norka Centre,  
Thycaud, Thiruvananthapuram – 695 014

### **Financial Proposal**

The Financial Proposal should be submitted in a separate sealed envelope. The proposal should be submitted as per the Format - 10. The Financial Bid shall be only in Indian Rupees.

The total amount indicated in the financial proposal shall be without any condition attached or subject to any assumption and shall be final and binding. In case any assumption or condition is indicated in the Financial Bid, it shall be considered nonresponsive and liable to be rejected.

The proposal should be submitted by 15:00 hrs on February 20, 2020 to

The Managing Director  
Overseas Keralites Investment and Holding Limited  
6th floor, Norka Centre,  
Thycaud, Thiruvananthapuram – 695 014

### **Opening of technical proposals**

The proposals will be opened by the selection committee at the board room in 6<sup>th</sup> Floor, Norka Centre, Thycaud, Thiruvananthapuram, Kerala. The date and time shall be intimated, one week in advance, to all bidders by email.

### **Negotiations**

The top bidders with highest combined scores may, if necessary, be invited for negotiations. If such negotiations do not result in a conclusion, OKIH shall have the right to invite the next bidder for negotiations and finalization.

The right to negotiate with any of the bidders whose offer has been found to be responsive and attractive to the OKIH or to empanel more than two bidders is reserved with OKIH. OKIH reserves the right to cancel the bidding process at any stage of bidding and call for fresh proposals. OKIH reserve its right to use multiple agencies for different tasks simultaneously.

### **Performance Security**

Upon receipt of Letter of Intent (LOI), the successful Agencies shall furnish the Performance Security of an amount Rs. 100,000/- (Rs. One Lakh Only) by way of Bank Guarantee for the due performance of the Contract. The Performance Security shall be furnished by the selected Agencies within the time specified in LOI but prior to execution of Agreement. The validity period of Bank Guarantee of Performance Security shall be 54 months from the date of LOI and the Agencies shall have to provide an extended Bank Guarantee, before the expiry of 48 months, if required, which shall be valid for the period of six months beyond the date of completion of assignment.

## Disqualification

OKIH may at their sole discretion and at any time during the evaluation of the proposals, disqualify any bidder, if the bidders have,

- Submitted the documents after the last date.
- Submitted the proposal without required documents.
- Misled or false representation in the forms, statements and supporting documents with the proposal.
- Declared ineligible by the Government of India or any state government for corrupt and fraudulent practices or black listed.

The bidders are requested to examine all instructions, forms, terms and other details before submitting the application.

## Evaluation of proposals

### Minimum eligibility requirements

Sl. No.	Description	Details	Supporting documents
1.	Company registration	<p>Bidder should be:</p> <ul style="list-style-type: none"> <li>A company incorporated in India under the Companies Act, 1956 (and subsequent amendments thereto) and in operation for a minimum period of 15 years as on 1st April 2019 or Registered LLP as per schedule 3 of the LLP Act 2008 and in operation for a minimum period of 15 years as on 1st April 2019</li> <li>Should have offices in Kerala</li> </ul>	<ul style="list-style-type: none"> <li>Certificate of Incorporation</li> <li>Proof of office premises in Kerala (electricity bill/ landline bill/ any other relevant documents)</li> </ul>
2.	Financial strength	The company should have a minimum average turnover from brand consulting of INR 2 Crores in each of the last three financial years	<ul style="list-style-type: none"> <li>Certified account statements</li> <li>Turnover certificate from a statutory auditor</li> </ul>
3.	Technical capacity	The Bidder must have experience in providing online and offline brand marketing consultancy for a minimum period of 5 years as on 01st April 2019.	<ul style="list-style-type: none"> <li>Letter of Award/ Work Order/ Completion Certificate</li> </ul>
		The Bidder should have handled online and offline brand marketing consultancy work for a minimum of three (03) projects for state or central governments or listed private organizations	<ul style="list-style-type: none"> <li>Letter of Award/ Work Order/ Completion Certificate</li> </ul>
4.	Recognition	Recognition in the form of recognized state/ national/ international awards for digital/ social/ offline marketing campaigns in the last 5 (five) years	<ul style="list-style-type: none"> <li>Proof of receipt of award</li> </ul>
5.	No major litigations	The Bidder shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.	<ul style="list-style-type: none"> <li>Undertaking on company letter head</li> </ul>
6.	No blacklisting	The Bidder shall not have been blacklisted/debarred by any Central /State Government/Public or Private Sector Undertakings or any related bodies of the media/ advertising industry	<ul style="list-style-type: none"> <li>Undertaking on company letter head</li> </ul>

Proposals which satisfy the minimum eligibility requirements will be further evaluated based on the evaluation criteria.

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
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Evaluation criteria

**Technical evaluation**

Sl. No.	Details	Maximum Marks
1.	Minimum average turnover in last 3 years  <INR 5 crore/ year – 5 marks >INR 5 crore/ year – 10 marks	10 marks
2.	Number of recognized awards and recognition received for brand strategy/ online and offline marketing in the last 5 years*	10 marks
3.	In the last 5 years, experience in developing comprehensive branding and communication strategy for at least 3 organizations including positioning, naming, logos, messaging, brand attributes taglines etc.  3 - 7 organizations – 5 marks >7 organizations – 10 marks	10 marks
4.	In the last 5 years, experience in designing creatives for at least 3 major investment promotion events (at least 1 at an international level)  3 – 5 engagements – 5 marks >5 engagements – 10 marks	10 marks
5.	In the last 5 years, experience in developing brand and marketing strategy for at least 2 projects in hospitality/ tourism/ retail and allied sectors  2 – 3 projects – 5 marks >3 projects – 10 marks	10 marks
6.	CVs of key personnel – 4 marks per CV adhering to requisite qualifications.	20 marks
7.	Number of qualified key personnel, with experience relevant to the scope of work, engaged by the firm <ul style="list-style-type: none"> <li>• &lt;=20 personnel: 5 marks</li> <li>• &gt;20 personnel: 10 marks</li> </ul>	10 marks
8.	Presentation on the proposed approach and methodology including <ul style="list-style-type: none"> <li>• Understanding of the assignment</li> <li>• Proposed approach including <ul style="list-style-type: none"> <li>○ Understanding of OKIH's target market</li> <li>○ Draft marketing strategy for OKIH and RestStop™</li> <li>○ Two draft plans on how the bidder proposes to position OKIH and RestStop™ each</li> <li>○ At least one innovative idea for promotion of projects being undertaken by OKIH including RestStop™</li> </ul> </li> <li>• Case study for promotion of RestStop™ project</li> <li>• Implementation plan</li> <li>• Timelines</li> <li>• Team capability and expertise</li> </ul> <p><i>This presentation is also to be included in the CD.</i></p>	20 marks

\*Note: While awarding marks for category 2 and 6, bidder with highest number of awards/ eligible clients will be awarded the highest marks for the respective categories and all other competing bidders shall be entitled proportionate score.

Bidder must score at least of 70 marks (from 100 marks) from technical proposal to qualify for opening of financial bid. Financial proposal of only those bidders shall be opened who will be declared qualified in technical proposal.

### **Financial evaluation**

Financial proposal would preferably be opened on the same day after the completion of the technical presentation. However, the final date of opening of the financial proposal shall be decided by OKIH. The proposals would be opened on given date and time, even if the representatives are not present.

OKIH will correct any arithmetical errors in Financial Proposals. While correcting arithmetical errors, in case of discrepancy between the amounts mentioned in words and figures, the amount quoted in words shall only.

The Financial Score would be calculated as follows:

$$\text{Score calculation} = \frac{(\text{Lowest Price quoted by a bidder})}{(\text{Price quoted by the bidder being evaluated})} * 100$$

### **Quality cum Cost Based Selection**

The evaluation of proposals shall be on the principle of Quality Cum Cost Based Selection (QCBS) based on the final weighted score. The Assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

The Technical Score obtained, and the Financial Score obtained would be multiplied (in percentage) with the weightage (in percentage) to arrive at Composite Evaluation Score for each bid. The respective weightage for the Composite Technical Score and the Composite Financial Score is as below

- Composite Technical Score – 80%
- Composite Financial Score – 20%

### **Conditions under which RFP is issued**

The RFP is not an offer and is issued with no commitment. OKIH has the right to withdraw RFP and or vary any part thereof at any stage. OKIH has further right to disqualify any bidder, should it be so necessary at any stage.

## Format 1 – Letter of Technical Proposal<sup>1</sup>

To,

The Managing Director,  
Overseas Keralites Investment and Holding Limited  
6th Floor, Norka Centre,  
Thycaud, Thiruvananthapuram – 695 014

Dear Sir,

Sub: Submission of Technical Proposal for Branding & Marketing Services

In response to the Request for Proposal published on \_\_\_\_\_ for the above purpose, we would like to submit our proposal for the above proposed task. We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as \_\_\_\_\_. We have enclosed the non-refundable RFP Fee of INR 5,000 (plus GST@ 18%) in form of Demand Draft number \_\_\_\_\_ dated \_\_\_\_\_ drawn on \_\_\_\_\_ (Name of issuing bank).

The Proposal is unconditional and unqualified. We understand you are not bound to accept any Proposal you receive.

As instructed, we attach 2 copies of the following documents in separately sealed envelopes and one soft copy, also in separate sealed cover:

1. Organizational contact details as per Format – 2
2. Turnover certificate as per Format - 3
3. Experience of the organization as per Format - 4
4. Key personnel details as per Format – 5
5. CVs of Key personnel as per Format – 6
6. List of awards and recognition as per Format – 7
7. Access to staff as per Format - 8
8. Declaration as per Format – 9
9. Audited account statement of the last three financial years attested by the responsible officer/ authority.
10. Power of Attorney/ Board Resolution for Authorized Signatory of the Bidder (1 original and 1 copy)

We are also enclosing a copy of the RFP with all pages signed and sealed to confirm our agreement to the terms.

We agree to keep this offer valid for three hundred and sixty-five (365) days from the PDD specified in the RFP.

Sincerely yours,

Signature of the Bidder  
Full name of the Bidder  
Stamp and date  
Encl. As above

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<sup>1</sup> Note: This is to be furnished on the company letter head

## Format 2 – Organization Details

SI.No.	Organization details	
1.	Name of organization	
2.	Main areas of business	
3.	Type of organization	
4.	If firm is a company/partnership firm: A. Registration no. B. Name of country	
5.	Address of registered office with telephone no & fax & e mail	
6.	Whether the firm has been blacklisted by any authority in the country If yes, details thereof	
7.	Whether the firm has been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. If yes, details thereof	
8.	Address of offices in India	
9.	Contact person with telephone no. & e-mail id	

Enclose:-

- Copy of Certificate of Incorporation.
- Copy of Article of Association in respect of 4 above.
- Undertaking in respect of 6 and 7above
- Proof of office premises in Kerala (electricity bill/ landline bill/ any other relevant documents)

Signature of the applicant  
Full name of the applicant  
Stamp & Date

### Format 3 – Turnover certificate<sup>2</sup>

Description	FY _____	FY _____	FY _____
Annual turnover			
Net worth			
Profit			

This is to certify that (name of the Bidder) has Annual Turnover as shown above against the respective/s financial year/s

Signature  
Name of the Statutory Auditor  
Membership no  
Designation  
Name of the Audit Firm  
FRN

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<sup>2</sup> Note: The turnover certificate should be accompanied by audited account statements

### Format 4 – Relevant experience<sup>3</sup>

Name of the Bidder	
Type of Experience (in line with requirements stated in Minimum eligibility and Technical evaluation section of RFP)	
Name of the Project	
Period of assignment	
Description of services performed by the Bidder firm	
Name of the client and address	
Name, telephone no. and fax no. of client's representative	
Contract value of the assignment (in INR)	
Start date and finish date of services (month/ year)	
Brief description of the Project	

<sup>3</sup> Note:

1. Use separate sheets for each relevant experience
2. Each relevant experience should be supported by a work order/ agreement/ client certificate

### Format 5 – Details of Key Personnel<sup>4</sup>

Sl. No.	Details of key personnel			
	Position	Educational qualification	Number of years of experience	List of relevant experience
1.	Project leader cum Brand Design and Communications Expert			
2.	Content Developer and Illustrator			
3.	Social Media Management Expert			
4.	Subject Matter Expert			
5.	SEO Expert			

<sup>4</sup> In addition to the key personnel, the bidder should also submit details of necessary support staff. However, for evaluation purposes, only the details of the key personnel will be considered.

## Format 6 – CVs of Key personnel

1. **Proposed position:**
2. **Name of Firm:**
3. **Name of Personnel:**
4. **Date of Birth:**
5. **Nationality:**
6. **Educational qualifications (With degree, institution and year of completion):**

Degree	Institution	Year of Completion

7. **Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:**

Language	Speaking	Reading	Writing

8. **Employment record (Starting with present position, list in reverse order every employment held by staff member since graduation and tenure):**

From	To	Employer	Position Held

9. **Work undertaken that best illustrates relevant experience and capability to handle the tasks assigned:**

<b>Name of project</b>	
<b>Name of client</b>	
<b>Location</b>	
<b>Main project features</b>	

**Certification:**

10. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Signature of Key Personnel

### Format 7 – List of recognized awards and recognition

<b>Sl. No.</b>	<b>Name of the Award/ Recognition</b>	<b>Campaign Details</b>	<b>Client Name</b>	<b>Date</b>

Each award/ recognition should be substantiated by a letter from the client/ copy of certificate or any other proof.

Format 8 – Access to staff<sup>5</sup>

Sl. No.	Type of experience (in line with scope of work)	Number of qualified staff
Total number of staff		

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<sup>5</sup> Format 8 should be provided in company letterhead certified by the Authorized Signatory/ Head HR

## Format 9 - Declaration<sup>6</sup>

To,

The Managing Director,  
Overseas Keralites Investment and Holding Limited  
6th Floor, Norka Centre,  
Thycaud, Thiruvananthapuram – 695 014

Dear Sir,

We hereby confirm that we are interested in competing for the services to undertake the task related to branding and marketing services for Overseas Keralites Investment and Holding Limited. All the information provided herewith is genuine and accurate.

Signature of the Bidder  
Full name of the Bidder  
Stamp and date

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<sup>6</sup> Note: This is to be furnished on the company letter head

## Format 10 – Letter of Financial Proposal<sup>7</sup>

To,

The Managing Director,  
Overseas Keralites Investment and Holding Limited  
6th Floor, Norka Centre,  
Thycaud, Thiruvananthapuram – 695 014

Dear Sir,

Sub: Submission of Financial Proposal for Branding & Marketing Services

In response to the Request for Proposal published on \_\_\_\_\_ for the above purpose, we would like to submit our proposal for the above proposed task.

We offer to provide the above-mentioned services as per fees provided below. We understand and agree that quantity mentioned is only an estimation for evaluation purpose and our rate will be same even when quantity vary.

### A. Branding and designing

Sl. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
1.	Positioning, naming, logos, messaging, brand attributes and taglines for the master brand i.e. OKIH and sub-brands for individual projects being undertaken by OKIH through Special Purpose Vehicle (SPVs)  Estimated Requirement: 20	20 nos	Each		

<sup>7</sup> Note:

1. This is to be furnished on the company letter head
2. Cost of printing of creatives will not be borne by the Agency and hence should not be included in the financial bid
3. Any items outside the scope of work which will be asked for from the selected agency will be paid as per actuals, supported by invoice from third party, without any handling charges or other loading.

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)**

<b>Sl. No.</b>	<b>Item</b>	<b>Quantity</b>	<b>Unit</b>	<b>Rate/Quantity Excluding all taxes (INR)</b>	<b>Total Excluding all taxes (INR)</b>
2.	<p>Promotional movies/ advertisements or commercials with a duration of one minute or lesser in HD format (Broadcast Quality)</p> <p>(Shooting in any one location within Kerala and no artistes or models)</p> <p>Deliverable – Final version of the movie as data file</p> <p>Estimated Requirement: 20 videos</p>	20 nos	Each		
3.	<p>Creation of ads/ printed material on services provided by OKIH and SPVs for print media (Shooting of Real image from one location/ ad)</p> <p>Estimated Requirement: 20</p>	20 nos	Each		
4.	<p>Creation of advertorial to communicate the projects being undertaken by OKIH and SPVs</p> <p>Estimated Requirement: 20</p>	20 nos	Each		
5.	<p>Print ads for OKIH and its SPVs</p> <p>Estimated Requirement: 50</p>	50 nos	Each		

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)**

<b>Sl. No.</b>	<b>Item</b>	<b>Quantity</b>	<b>Unit</b>	<b>Rate/Quantity Excluding all taxes (INR)</b>	<b>Total Excluding all taxes (INR)</b>
6.	Creation of social media content (illustrations, motion graphics, animation, infographics, etc) to promote awareness about the services provided by OKIH and SPVs  Estimated Requirement: 100	100 nos	Each		
8.	Creation of specific goal-oriented Presentations (Power point/ Plug and Play) with in (25 Slides/ 5 mins)  Estimated Requirement: 25	25 slides	Per presentation		
9.	Management of the social media handles (Facebook, Instagram)  Estimated Requirement: For 1 year/ Handle	1 job	1 job		
10.	Content development charges Rate per word for English  Estimated Requirement: 25,000 words	25,000 words	Per 100 words		
11.	Translation charges per word for foreign languages. Estimated Requirement: 25,000 words	25,000 words	Per 100 words		
12.	Translation charges per word for Indian regional languages  Estimated Requirement: 25,000 words	25,000 words	Per 100 words		

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED ("OKIH")

<b>Sl. No.</b>	<b>Item</b>	<b>Quantity</b>	<b>Unit</b>	<b>Rate/Quantity</b> Excluding all taxes (INR)	<b>Total</b> Excluding all taxes (INR)
	<b>Total in Rupees</b>				

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

**B. Digital marketing management**

Sl. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
	<b>Facebook</b>				
1.	Getting (followers) on Facebook page within India and outside India  Rate per 50,000 followers  <i>Estimated Requirement: minimum 1 lakh followers</i>	1 nos	Per 50,000 followers		
2.	Facebook Page Boost and Event Promotions  Rate per promotion per 50,000 likes  <i>Estimated Reach: Minimum of 1 lakh likes per year</i>	100 nos	Per 50,000 likes		
	<b>Twitter</b>				
3.	Twitter Page Management and Monitoring  Rate per month  <i>Estimated requirement: One year</i>	12 months	Per month		
4.	Twitter Live updates  Rate per live update  <i>Estimated requirement: 30 per month</i>	360 nos	Per Live update per month		
5.	# promotion and content creation based on hashtags: 20 per month	240 nos	Per promotion per month		
	<b>LinkedIn</b>				

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

Sl. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
6.	LinkedIn Page Management and Monitoring –  Rate per month  <i>Estimated requirement : One year</i>	12 months	Per month		
7.	LinkedIn Email Marketing -  DB Collection and Content Management	12 months	Per month		
	<b>Instagram</b>				
8.	Instagram Page Management and Monitoring Rate per month  Estimated requirement: One year	12 months	Per month		
9.	Online Promotional Activities Publishing stories in web portals for website/project promotion  Publishing video channels or website/project promotion	36 nos	Per activity		
	<b>YouTube</b>				
10.	YouTube Page Management and Monitoring Rate per month  Estimated requirement: One year	12 months	Per month		
11.	Video campaign - Cost per video view from within India  No separate charges for developing and creative  Estimated Requirement: 1,00,000 video views	1,00,000 views	Per view		

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

SI. No.	Item	Quantity	Unit	Rate/Quantity Excluding all taxes (INR)	Total Excluding all taxes (INR)
	Video campaign on video sharing platforms like YouTube – Cost per video view from outside India  No separate charges for developing and creative  Estimated Requirement: 1,00,000 video views	1,00,000 views	Per view		
	<b>Total in Rupees</b>				

**C. Web hosting charges**

No.	Item	Cost per unit Excluding all taxes (INR)	Total cost Excluding all taxes (INR)
1.	<p>Web hosting in dedicated server</p> <ul style="list-style-type: none"> <li>• Charges per annum for up to 50 GB Server Space</li> <li>• Server feature: Reliable Servers with fast loading time and minimum maintenance periods, Web Security with automatic updates, spam filtering, virus scans, and firewall configurations, 100 GB data transfer facility per month, 8 GB RAM, 2 vCPU, Linux OS, 64-bit processor, Constant Support (24 x7), Backups to prevent lost data.</li> </ul> <p>Estimated requirement: 100GB</p>		
2.	<p>Web Hosting in Dedicated Cloud Instance</p> <ul style="list-style-type: none"> <li>• Charges per annum for up to 50 GB Server Space</li> <li>• Server feature: Reliable Servers with fast loading time and minimum maintenance periods, Web Security with automatic updates, spam filtering, virus scans, and firewall configurations, 100 GB data transfer facility per month, 8 GB RAM, 2 vCPU, Linux OS, 64 bit processor, Constant Support (24 x7), Backups to prevent lost data.</li> </ul> <p>Estimated requirement: 100GB</p>		
3.	<p>SSL Certification (Wildcard Secure Sockets Layer and 'extended-validation) charges per annum</p> <p>Estimated Requirement: one certificate</p>		
4.	<p>Domain registration / renewal charge per domain for .com and .org domains per year</p> <p>Estimated Requirement: five domains</p>		

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)**

<b>No.</b>	<b>Item</b>	<b>Cost per unit Excluding all taxes (INR)</b>	<b>Total cost Excluding all taxes (INR)</b>
5.	Business email through Gmail Email ID creation / renewal charge per email ID per year with 15 GB storage  Estimated Requirement: 50 e-mail IDs	Rs. /- per email id per year for 100 GB storage	
6	Business email through Gmail Email ID creation/ renewal charge per email ID per year with 100 GB storage  Estimated Requirement: 10 email-IDs	Rs. /- per email id per year for 100 GB storage	
7	Business email through Gmail Email ID creation/ renewal charge per email ID per year with 1 TB storage  Estimated Requirement: 10 email-IDs	Rs. /- per email id per year for 100 GB storage	
8	Home Page – Responsive Design – Website home page or home page of Micro sites (special pages for locations, campaigns or events)  Estimated Requirement: 10 pages		
9	Second level page – Responsive design for website  Estimated Requirement: 20 pages		
10	Third level page – Responsive design for website  Estimated Requirement: 60 pages		
11	Content development charges Rate per word for English  Estimated Requirement: 2000 words		
12	Translation charges per word for foreign languages  Estimated Requirement: 25000 words		
13	Translation charges per word for Indian regional languages  Estimated Requirement: 25000 words		

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)**

<b>No.</b>	<b>Item</b>	<b>Cost per unit Excluding all taxes (INR)</b>	<b>Total cost Excluding all taxes (INR)</b>
15	Content development for newsletter for OKIH and SPVs – Up to 5000 - 10000 words with 5 - 10 photos on one time use basis  Estimated Requirement: 12 issues		
16	High resolution photographs with enough quality for printing (one time use basis) Estimated Requirement: 50 photographs		
17	High resolution photographs with sufficient quality for printing for distributing as royalty free content  Estimated Requirement: 50 photographs		
18	Mass Mailing up to 10,000 copies per month  Estimated Requirement: Mass mailing up to 10,000 copies per month for 12 months		
19	Maintenance of Address Book Maintenance of up to 50,000 contact ids per month  Estimated Requirement: Maintenance of up to 50,000 contact Ids per month for 12 months.		
20	Sourcing broadcast quality stock HD video clips for the website – (one time use basis)  Rate for video up to three minutes Estimated Requirement: 20 videos		
21	Sourcing broadcast quality stock HD video clips for video sharing platforms – (one time use basis) Rate for video up to three minutes  Estimated Requirement: 20 videos		
22	Video documentation in HD format for one day at any one location/event within Kerala – (Output: Broadcast quality – Upto four hours of video material) Rate for four hours of video material per day  Estimated Requirement: 10 days		
23	Sourcing stock audio for the website (one time use basis) Rate for audio up to three minutes		

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)**

<b>No.</b>	<b>Item</b>	<b>Cost per unit Excluding all taxes (INR)</b>	<b>Total cost Excluding all taxes (INR)</b>
	Estimated Requirement: 20 audios		
24	Making promotional movies, advertisements or commercials with a duration of one minute or lesser in HD format (Broadcast Quality)  (Shooting in any one location within Kerala and no artistes or models) Deliverable –  Final version of the movie as data file Estimated Requirement: 20 videos		
25	Making banner ads for the website with single image in 20 different sizes  Estimated Requirement: 20 ads		
26	Web application development (PHP) Programming charges per hour  Estimated Requirement: 200 hours		
27	Mobile application development Programming charges per hour Android platform/for iOS platform  Estimated Requirement: 200 hours		
28	National pay-per-click campaign to drive traffic to website – Cost per click from within India. No separate charges for developing and creative  Estimated Requirement: 100,000 clicks		
29	International pay-per-click campaign to drive traffic to website – Cost per click from outside India No separate charges for developing and creative  Estimated Requirement: 100,000 clicks		
30	E-Greeting cards  Cost of photograph (one time use basis), designing and programming charges  Estimated Requirement: 15 cards per year		
33	360-degree video (4k) of location, events or artforms		

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED (“OKIH”)

No.	Item	Cost per unit Excluding all taxes (INR)	Total cost Excluding all taxes (INR)
	Duration: Upto one minute Estimated Requirement: 10 videos		
34	Plotting locations on maps developed with GIS (Track and record geocode, collection of location information and plotting) Estimated Requirement; 100 points		
	<b>Total in Rupees</b>		

REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AND MARKETING AGENCY FOR OVERSEAS  
KERALITES INVESTMENT AND HOLDING LIMITED ("OKIH")

**D. Public Relations Management**

No.	Item	Cost per month Excluding all taxes (INR)	Total cost for 48 months Excluding all taxes (INR)
1	Monthly retainer fee		
	<b>Total in Rupees</b>		

<b>Grand total (A+B+C+D) in numerals and in words</b>	
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\* Statutory taxes, duties and levies as applicable at the time of the billing will be extra and paid at actual.

1. The aforesaid fee payable to the Agency will cover the costs of all travel, transport, telephone/ fax, etc. No additional charges in respect thereof will be due or payable
2. The payments will be made to the Agency after completion of every month on submission of invoice and required reports/ documents
3. The fees will be valid for a tenure of 48 months from start of assignment date

Sincerely yours,

Signature of the Bidder  
Full name of the Bidder  
Stamp and date