



**EOI**

**Madhya Pradesh Tourism Board (MPTB)**  
**Corporate Identification Number (CIN) – U75302MP2017NPL043078**  
**6<sup>th</sup> Floor, Lily Trade Wing, Jahangirabad, Bhopal**  
**Tel.: (0755) 2780600**  
**www.tourism.mp.gov.in**

**“EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services”**

**NIT NO: 5619/PUB/MPTB/2023**

**SYSTEM NO. -2023\_MPTB\_303541**

**1<sup>st</sup> September, 2023**

MPTB invites offers for **“EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services”**. Terms and Conditions can be downloaded from website [www.tourism.mp.gov.in](http://www.tourism.mp.gov.in) and [/https://www.mptenders.gov.in](https://www.mptenders.gov.in). For any other information, contact +91-9407057416 or e-mail. at [cs.mptb@mp.gov.in](mailto:cs.mptb@mp.gov.in) Last date for online submission of EOI is **25/09/2023, 15:00hrs.**

**Managing Director**

**Eoi Fact Sheet**

Sr. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	<b>EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services</b>
3.	Availability of the Document	The EOI Document is available and downloadable on following website: <a href="http://www.mptenders.gov.in">http://www.mptenders.gov.in</a> EOI Document Fees (non-transferable & non-refundable) and Processing Fees must be paid online at GoMP e- Procurement portal – ( <a href="http://www.mptenders.gov.in">http://www.mptenders.gov.in</a> ) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	<b>01/09/2023</b> at e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
5.	Pre-Bid Meeting date and place	<b>11/09/2023 at 15:00 hrs</b> Madhya Pradesh Tourism Board 6 <sup>th</sup> Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: <a href="mailto:cs.mptb@mp.gov.in">cs.mptb@mp.gov.in</a>
6.	EOI Submission Start Date	<b>18/09/2023 from 15:00 hrs onwards</b> through e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
7.	Last Date and Time for Submission of EOI	<b>25/09/2023 at 15:00 Hours</b> through e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
8.	EOI Document Fees	Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>

## EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services

9.	EMD Amount	EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) payable through online e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a> EMD submitted will be converted into performance security.
10.	Date, Time and Place of opening of EOI	<ul style="list-style-type: none"><li>• <b>26/09/2023</b> at <b>15:00</b> Hours</li><li>• MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)</li></ul>
11.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
12.	Proposal validity	Proposal should remain valid for <b>120 days</b> from the proposal due date
13.	For any Queries Contact Person Details	Company Secretary Madhya Pradesh Tourism Board 6 <sup>th</sup> Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail : <a href="mailto:cs.mptb@mp.gov.in">cs.mptb@mp.gov.in</a>

## DISCLAIMER

The information contained in this Expression of Interest document ("**EOI**") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

## 1. Background & Objective

### 1.1 Background

Madhya Pradesh Tourism Board also referred to as the “MPTB” or “Authority”, established in 2017 with an objective to promote the tourism in the state of Madhya Pradesh. To develop tourism with public, private partnership in sustainable manner. Investor facilitation, Skill- development, Publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure will be the core objective of the Board.

### 1.2 Objective

Madhya Pradesh Tourism Board invites Expression of Interest (EOI) for Empanelment of State Level Agencies for Marketing Campaigns, Creatives and other Ancillary Services for publicity and promotion from reputed advertising companies / agencies with at least 5 years experience with a proven track record with business houses on major state level campaigns, especially for products in the Tourism Industry for complete seamless 360° solutions through well thought about strategy, innovative creatives, across all media for MPTB.

## 2. Scope of work

The scope of work for the assignment for MPTB shall include one or more of but not limited to, the following:

### A. CATEGORY A - BRAND MANAGEMENT AND MARKETING CAMPAIGN

1. To conceptualize and implement a customized promotional campaign for Madhya Pradesh in the Domestic Markets targeting both tourists and travel trade.
2. Marketing Display –
  - i. Outdoor Media- Hoardings, banners, bus/train panels, bus shelters etc. Frames / Panels & posters in metro rail and metro stations, railway stations and airports, illuminated signage, wall paintings, display panels etc.
  - ii. Digital creative- interactive Digital games, SMS content for mobile marketing, bulk sms, Info-graphics, e-Books, Mobile App etc.
3. Suggest and design collaterals
4. Innovative proposals for Marketing and brand management.
5. Suggest a Feedback and Assessment System for the entire communication, brand management. and marketing strategy.
6. Adaptation and Rendering of the advertisement in various formats
7. The Agencies may be called upon to do any such activity related to tourism to take forward the promotional efforts of the Organization. This would include preparing a strategy and preparing support creatives and promotional material to popularize various initiatives of the department.

8. If deemed fit, the Department may also ask the agency to carry out other short term publicity/marketing related services/ activities, etc.

**B. CATEGORY B- CREATIVE & PRINTING SERVICES**

**Conceptualizing, designing and supervising preparation and procurement of**

1. Corporate booklet, brochures, leaflets, Folders, promotional literature/ material in print and electronic form
2. developing various logos
3. POPs danglers, Diaries and Calendars, Desk calendars,
4. banners, standies, panels, display boards, signage,
5. tableau, mobile exhibition units, etc.
6. Newsletters, communication papers, invitation cards, envelopes,
7. Cards, Visiting Cards,
8. Pendrives or CDs , any other equipment containing promotional material.
9. Guides, Maps, badges, passes, trophies etc.
10. Creative , design and concept for outdoor formats such as hoardings, gantry, kiosks, bus & bus stand panels, animation displays, movable and immovable publicity media, event related theme based designs etc.
11. Arranging for new photographs, relevant to creative requirements
12. Presentations in all digital formats for the various road shows/ meetings/ backdrops, etc.
13. Printing of various materials in-house and by renowned printing agencies.
14. Design development of Speech, Language Translation, Copy writing, Script writing, Content development etc. Such work will need your agency's abilities to complete the work of designing, proof reading, and publication on short notice.
15. Preparation and designing of articles, advertorials, success stories, etc

**C. CATEGORY C- EVENT MANAGEMENT SERVICES:**

1. Exhibition stall designing, fabrication, display, handling, display etc.
2. Overall Management of departmental events.
3. Coordinate with organizers.
4. Agency shall responsible for Stage decoration, tents, audio and video, lights, backdrop, sitting arrangement etc.

**D. CATEGORY D-SOUVENIR:**

1. Conceptualising, designing and procurement of souvenirs
2. Theme based giveaways etc.
3. Provide ideas and recommendations on basis of domestic and National/ international strategies.

**Note-:**

- Depending upon the requirement, above jobs may need to be carried on a short notice but satisfactorily and successfully.
- Empanelled bidder has to ensure regular participation in bids to be called for events by the MPTB, in case of failure to participate, EMD will be forfeited and company may be blacklisted by MPTB.
- The bidder can apply for one or more categories as mentioned above, provided the bidder shall submit documents as mentioned in Clause 6 evidencing experience in the applied category.

### **3. Period of Empanelment & Project timeframe**

The duration of engagement of the agencies shall be for a period of three years, extendable for a further period of up to two years based on the performance. MPTB reserves the right to terminate the empanelment of any agency/ agencies at any time in case of change in the Department/Government Policy/procedures, or unsatisfactory performance, or to blacklist it in the event of highly unsatisfactory performance, services and conduct without assigning any reason.

### **4. Payments**

- 4.1. Payment shall be after successful completion of the work assigned.
- 4.2. The empaneled bidder shall provide supporting documents and invoices in order to claim the payment.
- 4.3. Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the empaneled bidder in Indian Rupees.
- 4.4. If the successful bidder fails to execute the activity as per time lines mentioned in the schedule approved by MPTB, it shall be treated as under performance and penalty shall be imposed as decided by MPTB.

### **5. General terms and conditions**

- 5.1. The competent authority of this office has full right to accept or reject in part or any or all the tenders without assigning any reason and also to cancel the order at any time. The bidder will have no right to claim any loss / damages etc. on cancellation of the work order.
- 5.2. Each page of the application should be signed. The application shall be signed by person having necessary authorization to do so. (Certified copies to be enclosed).
- 5.3. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also, mere fulfilment of the eligibility criteria does not guarantee selection.



- 5.4. The proof of experience must be submitted with the Tender/Application.
- 5.5. **EMD** of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e- procurement portal: <https://www.mptenders.gov.in/> EMD submitted will be converted into performance security. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- 5.6. Empaneled bidder has to ensure regular participation in bids to be called for events by the MPTB, in case of failure to participate, EMD will be forfeited and company may be blacklisted by MPTB.
- 5.7. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the MPTB.
- 5.8. MPTB reserves the right to terminate or cancel the tender at any stage or time without assigning any reason.
- 5.9. Confidentiality of any data and information provided by MPTB and other government agencies to the Consultant should be maintained.

## 6. Eligibility Criteria: -

**\*\*The bidder can apply for one or more categories, provided the bidder fulfills the below mentioned criteria and submits specified documents evidencing the experience in the category applied for.(Eligibility has to be fulfilled separately in each applied category)**

The bidders are required to submit the following documents in order to become eligible for empanelment under category A:

1. The Agency should have **experience of at least 3 (three) years** in the field. (*Proof of experience to be provided in form of work order, completion certificate and other supporting documents*)
2. The **Total turnover for last 3 years (i.e. FY 2019-20, 2021-22 2022-23)** shall be minimum **Rs. 1.00 Crore (One Crore)** (CA Certificate containing valid UDIN to be submitted). (**Note- Financial year 2020-21 shall not be consider due to Covid19**)
3. The Agency shall have a fully equipped office in Madhya Pradesh with the required infrastructure for handling such assignment (Details of office to be submitted) and should have minimum staff strength of 5 persons with suitable experience (Details of the staff to be submitted).

4. The Agency should not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. **(An undertaking will have to be given as provided in Annexure 6).**

5. Work Experience

**A. CATEGORY A - BRAND MANAGEMENT AND MARKETING CAMPAIGN**

The agency should have handled at least three state level campaigns for Govt of MP/PSU/other reputed private firms in the past. (Campaign related work orders / completion certificates to be submitted. Note- State level campaign would mean work having state wide application)

**B. CATEGORY B- CREATIVE & PRINTING SERVICES**

The agency should have handled at least three projects related to creative & printing services for Govt of MP/PSU/other reputed private firms in the past. (Relevant work orders / completion certificates to be submitted.)

**C. CATEGORY C- EVENT MANAGEMENT SERVICES:**

The agency should have handled at least three event management projects for Govt of MP/PSU/other reputed private firms in the past. (Relevant work orders / completion certificates to be submitted.)

**D. CATEGORY D-SOUVENIR:**

1. The agency should have handled at least three work for designing and procurement of souvenirs for Govt of MP/PSU/other reputed private firms in the past. (Relevant work orders / completion certificates to be submitted.)

## 7. Submission of applications

This EOI is advertised through selected newspapers and is posted on the website <https://www.mptenders.gov.in/>, Government of Madhya Pradesh, to give wide publicity and invite a large number of eligible “Applicants” who have the capability to deliver such services, for their participation in the process of Expression of Interest. The information provided by the “Applicant(s)” will be used by the ‘MPTB’ to select potential “Applicant”. The format for submission of EOI application is enclosed as **Annexure 1 to Annexure 6.**

Applicants qualifying as per the criteria mentioned above and who are interested in providing the services detailed above may submit their applications to this EOI as per formats given in annexure along with relevant Documentary evidence latest by **25/09/2023** at **15:00** Hours at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. Any applications not containing information for all the parts of Annexure may be rejected.

The applications must accompany a proof of payment of **Rs. 1,180/-** (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and **Rs. 295/-** (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<http://mpeproc.gov.in>). The fees should be paid online as per instructions given in fact sheet.

## 8. Technical Proposal (to be submitted online only)

The bidder shall prepare “**Technical Documents**” which shall contain:

- a) Covering Letter (please refer to annexure 1)
- b) Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<https://www.mptenders.gov.in/>).
- c) EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e-procurement portal: <https://www.mptenders.gov.in/> (EMD submitted will be converted into performance security. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- d) Details of the company (please refer to annexure 2)
- e) Statement with documentary proof as applicable against each item mentioned in clause 6 above.
- f) Credentials regarding major work done so far

- g) Remarks against each item (A, B & C) of clause 2 above duly mentioning about the capability and credentials against each.
- h) Sample creatives of various kinds should be included. (Agency's Past work along with proposed creatives for MPTB)

**9. PROCEDURE FOR SELECTION/EMPANELMENT**

- 9.1 The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
- 9.2 MPTB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
- 9.3 All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- 9.4 Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation. During the evaluation MPTB will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

**Evaluation parameters for presentation shall be based on the following:-**

S.no	Particulars	Max Marks
1	Portfolio/profile of the bidder	10
2	Capability and Approach and Methodology	25
3	Experience in the applied category	25
4	Award and accolades	10
5	Technical capabilities (relevant to the applied category)	10
6	Sample of work done the applied category	20
	<b>Total</b>	<b>100</b>

The bidders are required to score **minimum 70 technical points** (quality) to qualify for the empanelment.

- 9.5 After empanelment MPTB will accordingly process the award of work, execute MoU and procedure for payments.
- 9.6 Empanelment is not any guarantee for the award of work.
- 9.7 MPTB however reserves its right to get any work done from an agency outside the panel.

**10. SELECTION:**

10.1 After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing minimum 70 technical points as per parameters mentioned point 9.4 will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

10.2 The Authority will announce a list of qualified Bidders who will be empaneled.

**11. Rights of MPTB**

11.1 MPTB reserves the right to accept / reject the offers received, or call for any additional information / clarification, or modify / cancel the bidding process, if so required, without assigning any reason whatsoever.

11.2 MPTB reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.

11.3 MPTB however reserves its right to get the work done from anyone outside the panel in any cases.

**12. Intellectual property rights**

The IPR of all the creative, registrations, program, formats etc, would vest with MPTB.

**13. Arbitration Clause**

13.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.

13.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.

13.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party, it shall be referred to arbitration before a Sole Arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall

be the Head Office of MPTB at Bhopal. 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 Arbitrator.

**14. Jurisdiction**

The court of Bhopal alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

## Annexure 1: Cover Letter

(To be submitted on letter head by the bidder)

To,

05:

Managing Director  
Madhya Pradesh Tourism Board  
6<sup>th</sup> Floor, Lily Trade Wing  
Jahangirabad  
Bhopal (M.P.)-462008

### **SUB: EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services**

1. With reference to your EOI Document dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as agency for the subject project. The proposal is unconditional and unqualified.
2. I/We acknowledge that the MPTB will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment for the aforesaid Project.
4. I / We shall make available to the MPTB any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I/We declare that:
  - (a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;
  - (b) I / We do not have any conflict of interest as mentioned in the EOI Document;
  - (c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
  - (d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt

practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

6. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

7. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

8. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

9. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

10. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

11. In the event of my/our firm being selected as one of the empaneled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

12. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

13. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Applicant)

Place/Date

Designation:  
Company Seal



**Annexure 2: Details of the bidder**

S.no.	Particular	Details	Supporting Documents submitted
1.	Name of the Agency / Firm		
2.	Date of Establishment		
3.	Address		
4.	Name of the Proprietor / Partners / Directors		
5.	Details of the contact person- Name Designation Mobile No. E-Mail ID		
6.	PAN No.		
7.	GST No.		
8.	No. of years' experience		
9.	No. of branches/offices (if any) & their addresses		
10.	Infrastructure: ( _____ )		
	Creative Artists (Number)		
	Client Servicing (Number)		
	Other Staff (Number)		
	Other (Number)		
11.	Details of key personnel to be assigned who will work on Madhya Pradesh Tourism project with age, qualification experience (in years), notable skills and achievements		
12.	Financial Position: 2019-20, 2021-22, 2022-23 Turnover (Rs. in Crore) each year		
13.			
14.			

## 12.. List of Major Corporate Clients serviced:

Sl.N	Name of the Client	2019-20	2021-22	2022-23

13. List of enclosures :

Place/Date

Name:  
Designation: Company Seal

(Authorized Signatory)

**Annexure 3: Format for Request for Pre- bid Clarifications**

---

**Bidder's Request for Clarification for "EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services"**

Name of Bidder:

Name & position of person:

Full formal address including Telephone, mobile and email address:

Sr. No.	Page No.	Clause No.	Clause heading	Query / Clarification Sought	Suggestion

## Annexure 4

## I. CheckList for submission of EOI

Sl No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Remarks against the applied category of clause 2 above duly mentioning about the capability and credentials against each.		
7	Sample creatives of various kinds should be included. (Agency's Past work along with proposed creatives for MPT)		
8	Documents to be submitted as per Qualification Criteria under Clause 6 for each applied category		
9	The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. <b>(An undertaking will have to be given as provided in Annexure 6).</b>		

**II. Selection of categories**

<u>Sr. No.</u>	CATEGORIES	Tick the category in which applying for	Documents to claim eligibility under Clause (Submitted/Not Submitted)
1.	CATEGORY A - BRAND MANAGEMENT AND MARKETING CAMPAIGN		
2.	CATEGORY B- CREATIVE & PRINTING SERVICES		
3.	CATEGORY C- EVENT MANAGEMENT SERVICES:		
4.	CATEGORY D-SOUVENIR:		

**The bidder can apply for one or more categories, provided the bidder fulfills the criteria mentioned in Clause 6 and submits specified documents evidencing the experience in the category applied for. (Eligibility has to be fulfilled separately in each applied category)**

**Annexure 5: Financial Capacity of the Bidder**

On the letter head of CA

**CA Certificate**

This is to certify that the financial details of the agency is as follows for the year/s:

Year	Name of the Bidder	Annual Turnover (In Rs.)
2019-20		
2021-22		
2022-23		

(Signature, name and designation of the authorized signatory)

Date:

Name and seal of the audit firm:

UDIN -

**Annexure 6: Format for Declaration regarding clean track record**

To,

Dated

Managing Director  
Madhya Pradesh Tourism Board 6<sup>th</sup>  
Floor, Lily Trade Wing  
Jahangirabad  
Bhopal (M.P.)-462008

Ref: “EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services”

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding “EOI for Empanelment of State Level Agencies for Marketing Campaign, Creative and Printing Services”.

I hereby declare that me/my company/firm has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company/firm to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name

Date:

Business Address:

Place: