



EXPRESSION OF INTEREST

Madhya Pradesh State Tourism Development Corporation
Corporate Identification Number (CIN) – U63040MP1978SGC001445
Registered Office: Paryatan Bhavan, Bhad Bhada Road, Bhopal 462003
Tel.: 0755-2774450, Fax: 0755-2775434/2774289

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NIT No.:/MPT and System No.

25th Aug, 2018

**“ EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING
AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS &
SOLUTIONS FOR MPSTDC HOTELS”**

MPSTDC invites offers for **Empanelment & Selection Marketing Agency for designing & creating innovative branding products & solutions for MPSTDC Hotels**. The detailed terms & conditions can be downloaded from website www.mpstdc.com/www.mpeproc.gov.in. For any technical issues contact: Toll free number -18002588684 and 9424796625 / 9424796634. For further information (related to terms and conditions) contact at 7044075646 / 8240706237 or email – vijaykumar@mpstdc.com. Last date and Time for on line submission is 10th Sep 2018 - **17:00hrs.** (Indian Standard Time)

Managing Director

**“ EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF
MARKETING AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING
PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS”**



Madhya Pradesh State Tourism Development

Corporation Bhopal, India

DATA SHEET TABLE

1	Name of the Authority: Managing Director, MP State Tourism Development Corporation Limited, Bhopal
2.	A Pre-Bid Conference will be held: Yes Date: 05th Sep 2018 Time: 2:00 pm Venue: M.P.State Tourism Development Corporation Limited, Paryatan Bhawan, Bhadbhada Road, BHOPAL - 462003.
3.	Proposal should remain valid for 180 days from the proposal due date
4.	The Agency/Firm is required to include with its Proposal written confirmation of authorization to sign on behalf of the Firm:
5.	The Agency/Firm must submit: i. Technical Proposal (To be submitted Online only) ii. Financial Proposal (To be submitted Online Only) iii. The media files /video files or any other relevant documents as part of technical documents which further strengthen your proposal case, can be submitted to the below correspondence address as mentioned in Sl. No. 11 (Data Sheet table)
6.	The Agency/Firms are required to submit Technical Proposal Online. The Bidders shall have to submit their Bids online and upload the relevant documents as per time schedule (key Dates as mentioned in 1.11). All documents / certificates required to be submitted online in Technical Proposal. Mandatory relevant documents details are mentioned under the
7.	Cost of EOI document Rs.1000.00 (Rs. Two Thousands only) + GST @ 18% = 1000+180/= 1180/- to be paid Online only through www.mpeproc.gov.in .

8.	The Amount for EMD : Rs. 2,00,000.00 only (Two Lakh Rupees only)
9	An Earnest Money Deposit (EMD) must be submitted Online Only through www.mpeproc.gov.in
10.	EMD will be returned not later than 120 days from bid Due Date. The EMD shall be returned upon completion of the proposed assignment. Bids not accompanied by the EMD shall be rejected.
11.	All correspondence shall be addressed to : Managing Director, M.P.State Tourism Development Corporation Limited, Paryatan Bhawan, Bhadbhada Road, BHOPAL - 462003 Tele: 0755-2774450 Fax: 0755-2775434/2774289 Website: www.mpstdc.com E-mail: mdoffice@mpstdc.com
12.	Date for opening of Technical Proposal – 12th Sep 2018
13	Date of opening of financial Proposal: To be informed (to the successful candidates /bidders only)
14	The validity of the empanelment would be for next 2 years from the date of engagement and the same would be put for renewal if found satisfactory by MPSTDC management

Disclaimer

The information contained in this Expression of Interest (“EOI”) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the MPSTDC 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 includes statements, which reflect various assumptions and assessments arrived at by the MPSTDC in relation to this specific engagement. 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 MPSTDC and 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 and may raise the clarification through right channel before submitting the proposal. Post submitting the proposal, it is understood and qualifies as the participating bidder has agreed and submitted the proposal in full consent with all terms and conditions and fully abide by the outcome and final results through the selected panel /committee authorized under MPSTDC.

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

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

The MPSTDC 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 MPSTDC is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the required engagement and the MPSTDC reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

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 MPSTDC 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 MPSTDC 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 or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1.0 INTRODUCTION & BACKGROUND

1.1 Terms of Reference (TOR)

In wake of incessant vying proliferation of contemporary changes across the competitive landscape of Hospitality Industries, it has become an imminent need of every entity/institution/companies/corporation to be ready with the best marketing initiatives, experience management through evolved, matured and unprecedented branding concepts, more contemporary, usage of novel and futuristic technology with required platform which should be coherent with the MPSTDC brand image in every aspects of hospitality. In the midst of same, new innovative ideas and technology component has got a special attention from all kind of Hotel entities to ready and prepare themselves with the unique and attractive brand management activities through launching unique marketing products and collaterals to augment and turnaround the revenue for a sustainable business and brand makeover with improved brand equity.

Backed with the same thought and mind-set, MPSTDC has taken a robust initiative as part of transforming existing marketing initiatives in terms of designing various marketing products, collaterals and campaigns through introducing more unique, innovative, simple and effective branding tools and products to attract attention of Tourist and intended customer and to manage the Guest Experience with utmost excellence as required by.

To achieve right, effective and efficient branding experience for MPSTDC targeting all hotel properties, MPSTDC is seeking to shortlist and engage the right Institutions/Agency/Corporate to deliver the desired outcome in a holistic and synchronized way in unison with our organizational policy, existing business intent, location, product segment, customer profile, project partners and other relevant stakeholders partners.

1.2 Objectives:

1. To design and create innovative Corporate Album for MPSTDC comprising all units across the state.
2. To create coffee table book for MPSTDC Units.
3. To create unique and innovative cost effective marketing solutions for MPSTDC branding at various strategic locations as an outdoor advertising solutions
4. To create unique platforms and solutions for extending a remote experience management for MPSTDC Hotels and services offered across to the intended Guests and Tourists
5. Small attractive teaser videos and short documentary related to our unique destination based properties, rooms and amenities
6. Unique concepts and marketing solutions promoting strategic service offerings and give a wider service line to MPSTDC for their different set of target customers

1.2.1 Mandatory Documents to be submitted online (Except point no.4):

1. Company Presentation : *Preferable Format-PDF / PowerPoint*
2. **Past Customer credential (Few Creative & Branding Samples for your previous projects):** *Preferable Format : Pen Drive in Sealed envelope*
3. Proposal for MPSTDC (Innovative Ideas , Suggestion , Sample Branding Concepts): *Preferable Format-PDF, JPEG,PNG,GIF,Word Doc, Excel, PowerPoint*
4. **Sample Creative(/s) & Sample Video(/s) Link :** *Preferable Format : Pen Drive in Sealed envelope*
5. New Innovative technology Use case (if any): *Preferable Format-PowerPoint, PDF, Word Doc etc.*
6. Engagement Approach and Delivery Management presentation: *Preferable Format-PowerPoint, PDF, Word Doc etc.*

1.3 Engagement Approach Preferred (Post Selection):

1. Brainstorming Session with Marketing Team and HOD, Marketing for Idea Generation
2. Demo Session and Concept Walkthrough
3. Product Simulation and Visuals POC for concept proofing
4. Product building from Scratch for Branding & Campaign

5. Feedback Incorporation and Concept/Product Improvisation based on VoC (Voice of Customer)
6. On-Site engagement for all Unit level and explore key selling points and highlight /incorporate same in the branding activities
7. Create distinct branding differentiators to stand out unique
8. Usage of New and Smart Technologies

1.4 Sample Size and Target Group (Post Selection):

The activity has to be done for all MPSTDC Hotels spread across the Madhya Pradesh and need to evolve a common branding approach for these units. This must covers the splendid landscape, destination promotion as well as the various leisure activities or services extended by MPSTDC as the bundled offerings for their target customers.

1.5 Scope of Work (Post Selection):

This engagement put varied range of expectations for the selected agency/institution/corporate and under the purview of same, below is the key scope of work formulated as part of the project:

1. The agency must engage at property level and survey all required Hotels of MPSTDC and nearby area to come out with suitable and best possible branding solutions for same
2. As per the available database of the Photos and Videos, the agency must try to identify and use the existing data bank of images, videos for making teasers or documentary as required by.
3. Agency may suggest and put up the proposal to the management to carry out fresh photo shoot and video if required for few properties or location to make the branding exercise more effective and impactful.
4. The selected agency must do the brainstorming session and concept walkthrough with relevant personnel from Marketing and with the Management for new idea generation, review and implementation
5. The agency need to come up with new and emerging technologies to keep MPSTDC branding ahead of peers and to attract target customer
6. Agency will dedicate resources for regular coordination and for carrying out work seamlessly

1.5.1 Review & Measurement (During Engagement)

Each assignment will be categorically put on various parameters including the feedback and inputs from relevant department and personnel and regular MIS will be included as submitted by the selected Institution/agency/firm/entity for periodic check and review the progress and impact

1.5.2 Go-Live & Support (During Engagement)

As the program progress and contents are finalized and delivered, the same should be shared with MPSTDC team to configure and upload the content under various heads through IT support and existing infrastructure. The initiative has to be carried out in such a way that the complete programs can be available across the web and Mobile App.

1.6 Schedule for completion of Task

The intended branding activity is an on-going engagement for month on month on rotation basis with the selected Institution /agency/firm while the status and impact assessment will be reviewed as per existing inherent guidelines and could be terminated at any point of time during the tenure if found unsatisfactory or not meeting to the expectations without setting any explanations or citation. Moreover each task/project will be conducted in consideration with set timeline by marketing department and will always be informed to the selected agency in advance to avoid any kind of failure in meeting the deadline towards the final delivery of the assignment.

1.7 Commercial Guidelines and Conditions

In this bid, all participating agencies are requested to submit their indicative price point in line with their submitted sample creative and other use cases. Each creative and use cases as samples, have to be numbered and named and the respective pricing has to be declared to guesstimate one's cost of engagement as per their sample work only. The indicative price point by each participating agencies would be non-deterministic in nature in relation to the quality of the work and hence the same would be in conjunction with the selection committee decision criteria on pricing based on non-scientific approach.

The selected agency would have to propose their **commercial*** based on the below policy and guidelines for keeping the overall cost of project at rational level. The same would be used to understand overall pricing approach of respective firm/agency/company:

1. RESOURCE MOBILISATION FEE: Man-Hour Cost (*an indicative pricing for such kind of work*). For Example : *if the successful agency resource is engaged with MPSTDC for extending consulting services in arriving branding solutions or other project based engagement on man-hour basis then the applicable man-hour cost would be considered as the resource mobilization fee as asked for.*
2. CONTENT DEVELOPMENT FEE: One Time price quote for developing all kind of project specific content in both the language –Hindi & English including visuals and simulations developed to enhance the experience and review.*(indicative price point(s) for the sample creative or use case as submitted. Separate Price point for respective creative and mention against the File No. Name and Description of Work)*
3. IT SUPPORT : All kind of Web & Mobile App Interface development as one-time price Quote for specific project as and when required *(.indicative price point(s) for the sample creative or use case if submitted)*

***Commercial** : While each participating agency/firm/company has to share the commercial as per the above mentioned guideline while the value will be just considered as to understand the pricing approach of each agency based on several relevant parameters like amount of work, quality of work, speed of work, concept, innovation, idea newness, aesthetic , freshness of art/content etc.

1.8 Terms of payment to the selected Marketing entity/agency:

- 1.8.1 RESOURCE MOBILISATION FEE: Payment will be made within 15 days of submission of Bills post every assignment/project.
- 1.8.2 CONTENT DEVELOPMENT FEE: Payment will be made post execution of the assignment/project undertaken.
- 1.8.3 IT SUPPORT: Payment of 30% of IT support fee will be made towards advance to kick off the project and rest 70% post successful development and implementation of the software.
- 1.8.4 The Goods and service tax and cess shall be paid as applicable. The applicable TDS will be recovered from the invoice amount while making payments and form-16 will be issued after end of the financial year.

1.9 Payment of Compensation Clause

1.9.1 Compensation for error/variation

In case any error or variation is detected in the reports submitted by the Agency and such error or variation is the result of negligence or lack of due diligence or any act of omission or commission on the part of the Agency, the consequential damages thereof shall be quantified by MPSTDC in a reasonable manner and sought from the as compensation, which shall be subject to a maximum of **10%** (ten percent) of the Contract Value.

1.9.2 Compensation for delay

In case of delay in completion of Services, compensation not exceeding an amount equal to **0.2%** of the Contract Value per day, subject to a maximum of 10% (ten percent) of the Contract Value will be payable and shall be recovered by appropriation from the Performance Security or otherwise. However, in case of delay due to reasons beyond the control of the Agency, the MPSTDC may agree to grant suitable extension of time.

1.10 Termination of contract

MPSTDC may besides such terms and conditions as may be enumerated in the contract terminate the contract of the Marketing agency/Organisation in case of the occurrence of any of the events specified below:

- a) If the Marketing agency/Organisation becomes insolvent or goes into compulsory liquidation.
- b) If the Marketing agency/Organisation, in the judgment of MPSTDC, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c) If the Marketing agency/Organisation submits to MPSTDC a false statement which has a material effect on the rights, obligations or interests of MPSTDC.
- d) If the Marketing agency/Organisation places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to MPSTDC.
- e) If the Marketing Agency/Organisation fails to provide the quality services as envisaged under this Contract or violates any of the clauses of the contract. Reasons for the same would be recorded in writing.
- f) In such an occurrence as mentioned above, MPSTDC shall give a written advance notice of 15 days before terminating the Contract of the Marketing agency/Organisation.
- g) Otherwise by giving 30 days advance notice without assigning any reason.

1.11 Schedule of Bidding Process

MPSTDC shall endeavor to adhere to the following bidding schedule:

SI No	Event Description	Estimated Date/Time
1	Issue of Bid Documents	25 th Aug'18 , 11:00 AM
2	Pre Bid meeting	5 th Sep'18, , 2:00PM
3	Online EOI Purchase Last Date	10 th Sep'18, 5:00PM
4	Online Bid submission Last Date (EMD, Technical Bid)	10 th Sep'18, 5:00 PM
5	Opening date of Proposals	11 th Sep'18, 11:00 AM
6	Date of presentation	Will be informed to successful Candidates on 13 th Sep'18 by 11:00AM)
7	Final Result and EOI Award	Will be informed to successful candidate

2. INSTRUCTIONS TO BIDDER

2.1 Eligibility Criteria

The bidder must possess requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the EOI documents. The bidder must also possess the technical know-how and the financial wherewithal that would be required for successfully providing services sought by the MPSTDC, for the entire period of the contract. The bids must be complete in all respect and should cover the entire scope of work as stipulated in the EOI document.

The invitation to proposal is open to all bidders who qualify the eligibility criteria as given below:

1. The applicant bidder should be a professional agency / organization engaged in imparting branding and marketing activities on regular basis.
2. The applicant should have minimum experience of 02 years in the field of Media & Marketing and other related activities in line with branding solutions
3. The institution/agency/company must have core members with sufficient experience and would have carried out significant amount of work to qualify for such project
4. The company/agency must demonstrate the IT capability in terms of creating new era of branding solutions in contemporary style
5. The institution/agency/company having local office at Bhopal would be an added advantage for extending smooth and prompt service.
6. The agency should have minimum average annual turnover of Rs 1.0 Crore of past 2 years i.e. 2016-17 & 2017-18

Note: - the following documents must be submitted along with Annexure 1 to 6 and No more documents would be accepted.

1. **Attach relevant document proof as per point no 1 to 6.**
2. **Registration or incorporation certificate of bidder.**
3. **Photocopy of PAN card.**
4. **The EMD in the form online Receipt.**
5. **The EOI Fee in the form online Receipt.**
6. **GST registration certificate.**

Note: - Only those bidders who meet the pre-qualification criteria specified above will be eligible to respond to this EOI. The bidder's pre-qualification proposal shall contain the relevant information & supporting documents to substantiate the eligibility of the bidder vis-à-vis the pre-qualification criteria.

2.2 Technical Evaluation Criterion

Bidders who meet the pre-qualifications/eligibility requirements would be considered as qualified to move to the next stage of Technical evaluations. Project Evaluation Committee (PEC) will evaluate the Technical Proposals of the Pre-Qualified bidders as per the following criteria.

2.3 Selection of Winning Consultant / Agency/Firm/ Entity (CQCCBS method):

1. Under CQCCBS, all proposals will be allotted weightage of 100%
2. Proposal with the lowest cost may be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices.
3. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

Highest points basis: On the basis of the combined weighted score for quality parameters, the agencies/participating bidders shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be recommended for the intended engagement.

MPSTDC team will prepare a final bid evaluation report based on the scores of technical bid under CQCCBS method and may give the recommendation for award of study.

Sl. No.	Technical Evaluation Criteria	Document proof	Max Score
1	Company Turnover 1-2 Cr : 5 Marks 2-5 Cr : 10 Marks >5 Cr : 15 Marks	ITR (FY17 & FY18)	15
2	Past Projects Credentials (Quality & Newness of Work)	Sample Presentation	10
3	Presentation to Panel Committee (Competency , Clarity , Uniqueness & Idea Newness, Innovation)	Proposal / presentation	40
5	Engagement Approach & Project Execution	Presentation	10
6	Smart IT & Disruptive Technology Use Case in Branding & Advertising Space (if any)	Presentation	10
7	Financial Evaluation(Indicative) Criteria (Rationale Pricing Approach Evaluation)	Financial template (Annexure VI)	15
	TOTAL SCORE		100

Other basic guidelines:

1. The financial evaluation is just an indicative number to understand each party pricing approach and metrics so that the future engagement would be done based on same. Each party need to put up the cost metrics with sufficient assumptions and hypothesis and the same to be mentioned and explained accordingly.
2. For making financial cost metrics, each agency is requested to carefully understand the objective and decided the price level accordingly for rationalizing the cost of ownership of the project. Pricing approach is very important to keep MPSTDC marketing budget in consideration while making expenditure towards these projects.

2.4 For financial evaluation, the total cost indicated in the Financial Proposal as specified in **Annexure - VI**, will be considered.

2.5 Combined Final Evaluation

Proposals will finally be ranked according to their combined technical (ST) and financial (SF) under the technical evaluation bid itself as per qualifying parameters and different indicative metrics for price rationalization.

2.6 Instruction to Service Providers

General

- While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Service Provider must form their own Conclusions about the consulting services required. Service Provider and recipients of this EOI May wish to consult their own legal advisers in relation to this EOI.
- All information supplied by Service Provider may be treated as contractually binding on the Service Provider, on successful award of the assignment by the MPSTDC on the basis of this EOI.
- No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the MPSTDC. Any notification of preferred bidder status by the MPSTDC shall not give rise to any enforceable rights by the Service Provider. The MPSTDC may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the MPSTDC.
- MPSTDC reserves the right to revise the timelines for submission of bid or issue any clarification/corrigendum as deemed necessary
- Service Provider is required to adhere to the conditions mentioned in RFP.

2.7 Compliant RFPs / Completeness of Response

Service Providers are advised to study all instructions, forms, terms, requirements and other bidders are advised to study all instructions, forms, requirements, appendices and other information in the EOI documents carefully. Online submission of the bid / proposal shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications

Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Service Provider must:

- Comply with all requirements as set out within this EOI
- Include all supporting documentations specified in this EOI
- Key Requirement of the Bid

2.8 Right to Terminate the Process

MPSTDC may terminate the EOI process at any time and without assigning any reason. MPSTDC make no commitments, express or implied, that this process will result in a business transaction with anyone.

This EOI does not constitute an offer by MPSTDC, the bidder's participation in this process may result MPSTDC selecting the bidder to engage towards execution of the contract.

2.9 EOI Fees and Earnest money Deposit

EOI documents can be downloaded from website www.mpeproc.gov.in . However, the EOI document of those bidder shall be acceptable who have made online payment for the EOI documents fee of Rs. 1000/- + processing fee as applicable (non-refundable) to be paid online through the eProcurement portal (website www.mpeproc.gov.in), without which bids will not be accepted.

Service and gateway charges shall be borne by the bidders.

2.10 Earnest Money Deposit

2.10.1 The Bidder shall furnish, as part of its Bid, an Earnest Money Deposit (EMD) amount of Rs. 2, 00,000/- (Two Lakh rupees only) to be submitted Online Only. The EMD shall be refundable to unsuccessful bidder not later than 120 (one hundred and twenty) days from the Bid Due Date, except in case of the 2 Lowest-ranked bidders. The selected bidder's EMD shall be returned upon completion of the proposed assignment.

2.10.2 Any Bid not accompanied by the EMD shall be summarily rejected by the Authority as non- responsive.

2.10.3 The EMD of unsuccessful Bidders will be returned promptly without any interest.

2.10.4 The EMD shall be forfeited as Damages without prejudice to any other right or remedy that may be available to the Authority under the Bidding Documents and/ or under the Agreement, or otherwise, under the following conditions:

- a) If the Bidder withdraws its Bid during the Bid Validity Period as specified in this EOI and as extended by mutual consent of the respective Bidder(s) and the Authority;
- b) If the Bidder submits a conditional Bid which would affect unfairly the competitive position of other Bidders who submitted substantially responsive Bids.
- c) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice;
- d) In the case of the Preferred Bidder, if the Bidder fails within the specified time limit to:
 - i) To sign and return the duplicate copy of LOI;
 - ii) To furnish the required Performance Security within the period prescribed there;
 - iii) Sign the Agreement.
- e) Any other conditions, with respect to the Preferred Bidder, for which forfeiture of Bid Security has been provided under this EOI.

2.11 Preparation and Submission of Proposal

2.11.1 Submission of Responses

The Service Provider shall submit their Proposals electronically on the portal: www.mpeproc.gov.in. For participation in e-RFPing, it is mandatory for prospective bidders to get registered on website www.mpeproc.gov.in. Therefore, it is advised to all prospective bidders to get registration by making on line registration fees payment at the earliest.

2.11.2 Proposal Preparation Costs

The Service Provider shall be responsible for all costs incurred in connection with participation in the EOI process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by MPSTDC to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process. MPSTDC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

2.11.3 Language

The Proposal should be filled by the Service Provider in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

2.11.4 Evaluation Process

MPSTDC will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders. The Proposal Evaluation Committee constituted by the MPSTDC shall evaluate the responses to the EOI and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

The decision of the Proposal Evaluation Committee in the evaluation of responses to the EOI shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.

The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.

The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.

Each of the responses shall be evaluated as per the criteria and requirements specified in his EOI.

2.11 Bid Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of opening of EOI.

2.12 Non Responsive Proposal

Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive, If Proposals;

- Are not submitted in as specified in the EOI document.
- Received without the Letter of Authorization (Power of Attorney).
- Are found with suppression of details.
- With incomplete information, subjective, conditional offers and partial offers submitted.
- Submitted without the documents requested in the checklist.
- Have non-compliance of any of the clauses stipulated in the EOI.
- With lesser validity period.

All responsive Bids will be considered for further processing as below-

Proposal evaluation Committee will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the EOI. All eligible bids will be considered for further evaluation by a Committee according to the Evaluation process define in this EOI document. The decision of the Committee will be final in this regard.

2.13 Modification and withdrawal of Bids

The Service Provider is allowed to modify or withdraw its submitted proposal online any time prior to the last date and time prescribed for receipt of bids, by giving a written notice to the MPSTDC.

Subsequent to the last date for receipt of bids, no modification of bids shall be allowed online.

2.14 Proposal Forms

Wherever a specific form is prescribed in the Proposal document, the Service Provider shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form or additional sheets shall be used to convey the required information.

For all other cases, the Service Provider shall design a form to hold the required information.

MPSTDC shall not be bound by any printed conditions or provisions in the Bidder's Proposal.

2.15 Contacting the MPSTDC

Any effort by a Service Provider to influence the proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the proposal.

Service Provider shall not approach MPSTDC officers after office hours and/or outside MPSTDC office premises, from the time of the proposal opening till the time the Contract is awarded.

Contact Person Name: Vijay (Marketing Executive)

Email id- vijaykumar@mpstdc.com

Contact Person Mobile Number: 07044075646

2.16 Opening of Proposal

An online opening of the Technical Proposals will be conducted as followed. The procedure for online opening of Technical Proposals can be seen at www.mpeproc.gov.in

Sequence of online Bid is as follows:

- Technical
- Financial
- Deciding Award of Contract

The MPSTDC reserves the right to ask for a technical elaboration/clarification in the form of a technical presentation from the Service Provider on the already submitted Technical Proposal at any point of time before opening the Commercial Proposal. The Service Provider shall furnish the required information to MPSTDC and its appointed representative on the date asked for, at no cost to the MPSTDC. The MPSTDC may at its discretion, visit the office of the Service Provider any-time before the signing of Agreement.

MPSTDC shall inform those Service Provider whose proposals did not meet the eligibility criteria or were considered non-responsive, informing that their Commercial Proposals will be returned unopened after completing the selection process. MPSTDC shall simultaneously notify those Bidders who qualify for the Evaluation process as described in this EOI Document, informing the date and time set for opening of Commercial Proposals. The notification may be sent by mail or fax.

The Service Provider's name, the Proposal Price, the total amount of each proposal and other such details as the RFPing MPSTDC may consider appropriate, will be announced and recorded by the MPSTDC at the opening of bid.

MPSTDC shall inform those Service Providers whose proposals are accepted via issuance of Letter of Acceptance (LoA) in duplicate copy. Bidder shall acknowledge the LoA and return the duplicate copy duly sealed and signed, within seven days from the issue of LoA by MPSTDC.

After acceptance of LoA, Performance Security shall be deposited as specified in this document for signing an Agreement with MPSTDC.

2.17 Execution of Agreement

After acknowledgement of the LoA by the selected Service Provider, a performance security of 10% of minimum contract value for 6 months has to be deposited in the form of Bank Guarantee / Demand Draft / Banker's Cheque /Fixed deposit of any nationalized /Scheduled bank in the name of EE, MPSTDC in the name of MPSTDC, till the completion of the project and shall sign the Agreement with in Twenty one days from the issue of LoA.

2.18 Liability of the Service Provider

2.18.1 The Service Provider's liability under this Agreement shall be determined by the Applicable Laws and the provisions hereof.

2.18.2 The Service Provider shall, subject to the limitation specified in Clause 2.18.3, be liable to the MPSTDC for any direct loss or damage accrued or likely to accrue due to deficiency in Services rendered by it.

2.18.3 The Parties hereto agree that the Service Provider or any person or firm acting on behalf of the Service Provider in carrying out the Services, shall not be liable to the MPSTDC:

(i) for any indirect or consequential loss or damage; and

(ii) for any direct loss or damage or claims connected with this Agreement (including negligence or willful misconduct) that exceeds the Agreement Value set forth in Clause 39 of this Agreement

2.18.4 This limitation of liability specified in Clause 2.18.3 shall not affect the Service Provider's liability, if any, for damage to Third Parties caused by the Service Provider or any person or firm acting on behalf of the Service Provider in carrying out the Services subject, however, to a limit equal to 3 (three) times the Agreement Value.

2.19 Amicable settlement

The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Agreement or the interpretation thereof.

2.20 Dispute resolution

1 Any dispute, difference or controversy of whatever nature howsoever arising under or out of or in relation to this Agreement (including its interpretation) between the Parties, and so notified in writing by either Party to the other Party (the "**Dispute**") shall, in the first instance, be attempted to be resolved amicably in accordance with the conciliation procedure set forth in Clause 2.21.

2 The Parties agree to use their best efforts for resolving all Disputes arising under or in respect of this Agreement promptly, equitably and in good faith, and further agree to provide each other with reasonable access during normal business hours to all non-privileged records, information and data pertaining to any Dispute.

2.21 Conciliation

In the event of any Dispute between the Parties, either Party may call upon Secretary, Tourism Department and the Chairman of the Board of Directors of the Service Provider or a substitute thereof for amicable settlement, and upon such reference, the said persons shall meet no later than 10 (ten) days from the date of reference to discuss and attempt to amicably resolve the Dispute. If such meeting does not take place within the 10 (ten) day period or the Dispute is not amicably settled within 15 (fifteen) days of the

meeting or the Dispute is not resolved as evidenced by the signing of written terms of settlement within 30 (thirty) days of the notice in writing referred to in Clause 44 or such longer period as may be mutually agreed by the Parties, either Party may refer the Dispute to arbitration in accordance with the provisions of Clause 2.22.

2.22 Arbitration

- 1 Any Dispute which is not resolved amicably by conciliation, as provided in Clause 2.21, shall be finally decided by reference to arbitration subject to the provisions of the Arbitration and Conciliation Act,1996. The place of such arbitration shall be Bhopal, Madhya Pradesh where the MPSTDC has its headquarters and the language of arbitration proceedings shall be English.
- 2 There shall be [a sole arbitrator whose appointment] / [an Arbitral Tribunal of three arbitrators, of whom each Party shall select one, and the third arbitrator shall be appointed by the two arbitrators so selected, and in the event of disagreement between the two arbitrators, the appointment shall be made in accordance with the Rules.
- 3 The arbitrators shall make a reasoned award (the "**Award**"). Any Award made in any arbitration held pursuant to this Clause shall be final and binding on the Parties as from the date it is made, and the Service Provider and the MPSTDC agree and undertake to carry out such Award without delay.
- 4 The Service Provider and the MPSTDC agree that an Award may be enforced against the Service Provider and/or the MPSTDC as the case may be, and their respective assets wherever situated.
- 5 This Agreement and the rights and obligations of the Parties shall remain in full force and effect, pending the Award in any arbitration proceedings hereunder.

ANNEXURE - I

Letter Comprising the Bid

Ref.

Date:

To,
The Managing Director
Madhya Pradesh Tourism Development Corporation Limited,
Bhadbhada Road,
Bhopal – 462003
Madhya Pradesh, India

Sub: - **“EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS”**

Dear Sir,

Being duly bidder to represent and act on behalf of _____ (hereinafter referred as the "**Bidder**"), and having reviewed and fully understood all of the qualification requirements and information provided, the undersigned hereby expresses its interest and apply for qualification for undertaking the **EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS.**

We are enclosing our Bid, in conformity with the terms of the EOI, and furnishing the details as per the requirements of the Bid Document, for your evaluation.

The undersigned hereby also declares that the statements made and the information provided in the Proposal is complete, true and correct in every detail.

We confirm that the application is valid for a period of 180 days from the due date of submission of application and is unconditional.

We hereby also confirm the following:

1. The Proposal is being submitted by M/s _____ *...+ (name of the Bidder, in accordance with the conditions stipulated in the EOI.
2. We have examined in detail and have understood the terms and conditions stipulated in the RFP Document issued by MPSTDC (hereinafter referred as the "**Authority**") and in any subsequent communication sent by Authority.
3. We agree and undertake to abide by all these terms and conditions. Our Proposal is consistent with all the requirements of submission as stated in the EOI or in any of the subsequent communications from Authority)
4. The information submitted in our Proposal is complete, is strictly as per the requirements stipulated in the EOI, and is correct to the best of our knowledge and

understanding. We would be solely responsible for any errors or omissions in our Proposal.

5. We confirm that we have studied the provisions of the relevant Indian laws and regulations required to enable us to prepare and submit this Proposal for undertaking the Project, in the event that we are selected as the Preferred Bidder.

6. We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitration tribunal or a judicial authority or judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

7. I/ We declare that:

a. I/ We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and

b. I/ We do not have any conflict of interest in accordance with the EOI document; and

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, as defined in the EOI document, in respect of any EOI 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

8. I hereby certify that we have taken steps to ensure that in conformity with the provisions of the EOI, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice;

9. I/ We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Bid that you may receive nor to invite the Bidders to Bid for the Project, without incurring any liability to the Bidders

10. I further certify that in regard to matters relating to security and integrity of the country, we, have not been convicted by any Court of Law or indicted or adverse orders passed by the regulatory authority which could cast a doubt on our ability to undertake the contract or which relates to a grave offence that outrages the moral sense of community.

11. I further certify that in regards to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by the Court of Law.

12. I further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/ Managers/ employees.

13. I hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Bidders, or in connection with the Bidding Process itself, in respect of the above mentioned EOI and the terms and implementation thereof.

14. In the event of me being declared as the Preferred Bidder, I agree to enter into an Authorization Agreement in accordance with the draft that provided to me We agree not to seek any changes in the aforesaid draft and agree to abide by the same.

15. I have studied all the Bidding Documents carefully and also surveyed the project details. We understand that except to the extent as expressly set forth in the bid document 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 Bidding Process including the award of Authorization.

16. The amount has been quoted by me/ after taking into consideration all the terms and conditions stated in the EOI, our own estimates of costs and after a careful assessment of the identified locations of the hotels and all the conditions that may affect the Bid.

17. I agree and understand that the Bid is subject to the provisions of the Bidding Documents. In no case, I shall have any claim or right of whatsoever nature if the Project / Authorization is not awarded to me or our Bid is not opened or rejected

18. I agree and undertake to abide by all the terms and conditions of the RFP document which inter alia includes furnishing of the Performance Security to the Authority in the manner provided in respect thereof in the EOI.

19. We confirm that all the terms and conditions of the Proposal are firm and valid for acceptance for a period of 180 days from the Proposal Due Date.

20 I/we offer an Earnest Money Deposit (EMD) of **Rs. 2, 00,000/- (Two Lakh Rupees Only)**

21. I agree and undertake to abide by all the terms and conditions of the EOI document. In witness thereof, I submit this Bid under and in accordance with the terms of the EOI document.

Thanking You,

Yours Sincerely,

Date: _____

Place: _____

For and on behalf of: (name of the Bidder and the Company Seal)

Signature: (Bidder Representative & Signatory)

Name of the Person:

Designation

Annexure II
Statement of Legal Capacity

(To be forwarded on the letterhead of the Bidder)

Ref. Date: To,
The Managing Director
Madhya Pradesh State Tourism Development Corporation Limited
Bhadbhada Road, Bhopal –
462003
Madhya Pradesh, India

Sub: “EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS”

Dear Sir,

We hereby confirm that we satisfy the terms and conditions laid out in the RFP document.

We have agreed that _____ (insert individual's name) will act as our representative and has been duly authorized to submit the RFP.

Further, the bidder signatory is vested with requisite powers to furnish such letter and authenticate the same.

Thanking you,

Yours faithfully,
For and on behalf of
Bidder signatory

Annexure III

Power of Attorney for signing of Application

Know all men by these presents, We _____ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and bidder Mr./ Ms (name),

_____ son/daughter/wife of _____ and presently residing at _____, who is [presently employed with us and holding the position of _____], as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the ***** Project*s+ proposed or being developed by the ***** (the "Authority") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Applications and other conferences and providing information/ responses to MPSTDC, representing us in all matters before MPSTDC, signing and execution of all contracts including the Authorization Agreement and undertakings consequent to acceptance of our bid, and generally dealing with MPSTDC in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into of the Authorization Agreement with MPSTDC.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, _____, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ____ DAY OF

_____, 20**

For -----

(Signature)

(Name, Title and Address)

Witnesses:

1 1. [Notarized]

2 Accepted

(Signature)

(Name, Title and Address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

Annexure IV: Technical Bid Format

Detail of Bidder

Sr. No.	Particulars	Remarks/Details (Page No.)
1.	Name of Agency/ Applicant	
2.	Category apply	
3.	Details about office of agency :	
	Address :	
	Phone No :	
	E-Mail ID :	
	Website :	
	Contact person:	
	Mobile No. and contact person:	
4..	Details about registered office of Applicant and Contact No.	
5.	Status of Applicant [proprietorship /partnership firm/ Pvt. Ltd. Co. / Public Ltd Co.]	
6.	Details about Director/Partners List to be attached	
7.	Copy of registration certificate/ Memorandum to be attached	
8.	Total experience of applicant [No. of years]	
9.	Certified copy of the Turnover of Agency/ Applicant during last financial three years	
10.	P.A.N. No. (Copy to be attached)	
11.	GSTIN Provisional Certificate	
12.	Start Up recognition from DIPP	
13.	MSME registration certificate	
12.	Details of RFP Fees attached	
13.	Details of EMD attached	

Signature & Seal of the

Bidder

Date:

DECLARATION

1. I / We have read the instructions appended to the Pro forma and I/We understand that if any false information is detected at a later date, any contract made between ourselves and MPSTDC on the basis of the information given by me/us can be treated as invalid by the MPSTDC and I / We will be solely responsible for the consequences.
2. I/We agree that the decision of MPSTDC in selection of Successful Bidders will be final and binding to me/us.
3. All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.
4. I / We agree that I / We have no objection if enquiries are made about the work listed by me / us here in above and/or in the accompanying sheets.

Place.

Date.

SIGNATURE:

Name & Designation

& seal of the Company:

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

Annexure V

Sno	Region	Unit
1	Bhopal	Bhimbetka-Highway Treat
2	Bhopal	Bhopal-Palash Residency
3	Bhopal	Bhopal-Piknik@Bhopal
4	Bhopal	Bhopal-Shan-E-Bhopal
5	Bhopal	Bhopal-Wind & Waves
6	Bhopal	Biaora Tourist Motel
7	Gwalior	Chanderi -Tana Bana
8	Bhopal	Dodi-Highway Treat
9	Bhopal	Halali-Halali Retreat
10	Bhopal	Sagoun Retreat Salkanpur
11	Bhopal	Sanchi-Gateway Retreat
12	Bhopal	Tourist Motel Dodi
13	Bhopal	Udaygiri Jungle Resort
14	Gwalior	Gwalior-Tansen Residency
15	Gwalior	Orchha-Betwa Retreat
16	Gwalior	Orchha-Sheesh Mahal
17	Gwalior	Shivpuri-Tourist Village
18	Indore	Burhanpur-Tapti Retreat
19	Indore	Choural Resort Choural
20	Indore	H.W.T Mandsaur
21	Indore	Hanuwantiya Tourist Complex
22	Indore	Hotel Ujjani Ujjain
23	Indore	Jhabua-Tourist Motel
24	Indore	Maheshwar-Narmada Retreat
25	Indore	Mandu-Malwa Resort
26	Indore	Mandu-Malwa Retreat
27	Indore	Omkareshwar-Narmada Resort
28	Indore	Sailani Island Resort

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

29	Indore	Ujjain-Hotel Avantika (Yatri Niwas)
30	Indore	Ujjain-Shipra Residency
31	Jabalpur	Amarkantak-Holiday Homes
32	Jabalpur	Baghira Jungle Resort Mocha
33	Jabalpur	Bandhavgarh- White Tiger Forest Lodge
34	Jabalpur	Bargi-Maikal Resort
35	Jabalpur	Bhedaghat-Motel Marble Rocks
36	Jabalpur	Gawa Kanha Resort Malajkhand
37	Jabalpur	Jabalpur-Kalchuri Residency
38	Jabalpur	Katni-Tourist Motel
39	Jabalpur	Mandla-Tourist Motel
40	Jabalpur	Mukki-Kanha Safari Lodge
41	Jabalpur	Pench-Kipling Court
42	Khajuraho	Chitrakoot-Tourist Bungalow
43	Khajuraho	Khajuraho-Hotel Jhankar
44	Khajuraho	Khajuraho-Hotel Payal
45	Khajuraho	Khajuraho-Tourist Village
46	Khajuraho	Madla-Jungle Camp
47	Khajuraho	Maihar-Hotel Surbahar
48	Khajuraho	Mandakni Resort Chitrakoot
49	Khajuraho	Parsili Resort Parsili
50	Khajuraho	Satna-Hotel Bharhut
51	Khajuraho	Vindhya Retreat Rewa
52	Pachmarhi	Bison Resort Madhai
53	Pachmarhi	Pachmarhi Devdaru & Karnikar Bungalow
54	Pachmarhi	Pachmarhi-Amaltas
55	Pachmarhi	Pachmarhi-Champak Bungalow
56	Pachmarhi	Pachmarhi-Glen View
57	Pachmarhi	Pachmarhi-Hotel Highlands
58	Pachmarhi	Pachmarhi-Panchvati
59	Pachmarhi	Pachmarhi-Rock-End Manor

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

60	Pachmarhi	Pachmarhi-Satpura Retreat
61	Pachmarhi	Pipariya-Tourist Motel
62	Pachmarhi	Tawa - Tawa Resort
63	Pachmarhi	Tourist Motel Tamia

S.No	MARKETING OFFICE-	REGIONAL OFFICE-
1	AHMEDABAD	BHOPAL
2	NEW DELHI	GWALIOR
3	HYDERABAD	INDORE
4	KOLKATA	JABALPUR
5	MUMBAI	PACHMARHI
6	NAGPUR	KHAJURAHO

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR
DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR MPSTDC HOTELS**

Annexure VI

**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY
FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS & SOLUTIONS FOR
MPSTDC HOTELS FINANCIAL BID LETTER & FORMAT FOR FINANCIAL OFFER**

To,

The Managing Director
Madhya Pradesh State Tourism Development Corporation Limited
Bhadbhada Road, Bhopal – 462003
Madhya Pradesh, India

Sub: Financial Bid

Dear Sir,

As a part of the Bid for Selection “**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT & SELECTION OF MARKETING AGENCY FOR DESIGNING AND CREATING INNOVATIVE BRANDING PRODUCTS SOLUTIONS FOR MPSTDC HOTELS**” in Madhya Pradesh, we hereby make the following Financial Offer (Price Bid) to Madhya Pradesh State Tourism Development Corporation Limited.

S.No	Description	Quoted Value (in INR)
1.	RESOURCE MOBILISATION FEE: Average Man-Hour Cost(for the indicative objective as discussed in Clause no. 1.2)	
2.	CONTENT DEVELOPMENT FEE: One Time fee quote for developing kind of sample creative as enclosed in Technical proposal) 1. File No. XXX 2. File No. XX 3. File No. XXXX 4.	1..... 2..... 3..... 4.....
3.	CONTENT DEVELOPMENT FEE: Average and Approximate Cost for One Time fee quote for developing your sample video (Please quote for the sample video submitted) 1. File No. XXX 2. File No. XX 3.	1..... 2..... 3.....
4.	IT SUPPORT : All kind of Web & Mobile App Interface development & Cost as one-time fee Quote (for sample interface if any) 1. Use Case A 2. Use Case B 3.	1..... 2..... 3.....
	Total	

Note-

1. The rates should be exclusive of all taxes.

FOR AND ON BEHALF OF _____

SIGNATURE _____