



**Tea Board of India,**  
North-East Zonal Office,  
Ministry of Commerce & Industry, Govt. of India,  
Housefed Complex, Central Block, 5<sup>th</sup> & 6<sup>th</sup> Floor,  
Dispur, Guwahati – 781006, Assam.

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Ref. No.TB/GAU/TEA PROMOTION/2019/P(1)/913

Date: 01.10.2019.

Notice Inviting Quotation for hiring of potential agency to engage tailored made mobile van along with manpower for Promotional activities of Assam Tea across the state of Assam in phase manner.

The Tea Board, North Eastern Zonal office, Guwahati intends to engage a potential and experienced agency for engagement of a tailored made mobile van (Tata ACE/Winger etc) for aggressive promotion of Assam Tea to reach out to the targeted consumer of Tea, specially, the young generation, who are drifting away from Tea towards Coffee and other beverages.

**Objective**

- Promote all varieties of Assam Tea
- Raise awareness about the role of Tea Board India.
- Trust Tea Board India to give them the right leads
- For procuring the best teas at fair prices.

**Scope of work**

- It is a turnkey project executed through the tailored made mobile van for promotion of all varieties of Assam Tea across the state of Assam
- The entire project will consists of four phases:
- Phase-I, Guwahati tentatively from 18.10.2019 to 22.10.2019 (5 days). The mobile van to cover 05 places per day from 4 PM to 10 PM ( name of places will be intimated later on)
- Phase-II, Golaghat tentatively from -- to -- (5 days). The mobile van to cover 05 places per day from 4 PM to 10 PM ( name of places will be intimated later on)
- Phase-III, Dibrugarh tentatively from ---- to--- (5 days). The mobile van to cover 05 places per day from 4 PM to 10 PM ( name of places will be intimated later on)
- Phase-IV, Tinsukia tentatively from ---- to---- (5 days). The mobile van to cover 05 places per day from 4 PM to 10 PM ( name of places will be intimated later on)
- The duration, length of coverage on road per day and number of location covered by the mobile van is open to the agency. The agency should categorically mention these parameters in their quotations for consideration and comparative evaluation.
- Creative inputs for all types of promotional communication/branding regarding Assam Tea
- Being able to implement and carry forward all communication packages/ branding for the Assam Tea
- Undertake public awareness campaigns involving 360 degree approach and work out complete communication packages for promotion of Assam Tea.
- Being able to co-ordinate with all media including, print, audio, audio visual, digital and on-ground activities
- Have good networking with press and PR firms for furthering the promotion of Assam Tea.

**Accordingly**, sealed quotations are invited from the potential /leading agency in the field of promotional activities to provide the required services through engagement of a tailored made mobile van with required manpower for this purpose.

**Sealed quotations** (Financial bid as mentioned in the table below) is to be submitted to the Executive Director, NE Zonal office, Tea Board Guwahati on or before 11<sup>th</sup> October, 2019 by 1 PM. Please write on the top of the envelop **Quotation for hiring of potential agency to engage tailored made mobile van along with manpower for Promotional activities of Assam Tea across the state of Assam in phase manner.** The name, address and contact number of the agency should be clearly mentioned on the left side of the envelope. The quotations will be opened on 11<sup>th</sup> October, 2019 at 3 PM in the presence of the willing bidders. Copies of the valid documents/papers with respect to the profession including PAN & GST No. should be enclosed with the quotations.

**TERMS AND CONDITIONS FOR SUBMITTING NOTICE INVITING QUOTATION**

- 1 Quotations are required to be submitted in the Quotationer’s (bidder) own Letter Head Pad duly signed and stamped with date as per the format of the financial bid given in the Notice Inviting Quotation.
- 2 The Lowest price will be selected and offer will be given to L-1 bidder to supply the vehicle.
- 3 The service should be provided at the places mentioned in the scope of work. The price should include GST, all Taxes, charges and expenditure whatsoever, no extra payment **other than the quoted price** will be paid for the delivery of the services.
- 4 The service should be delivered immediately from the issuance of work order.
- 5 A sum Rs.4,000/- (Rs. four thousand only) on account of Earnest Money deposit shall be deposited through DD/Pay Order or electronic transfer in favour of “Tea Board Imprest Accounts” A/c No. The proof of depositing EMD should be attached with the quotation. Quotation not supported by the receipt of EMD will be invalid & will not be considered for comparison.
- 6 The EMD of unsuccessful bidders will be refunded without any interest after issuance of purchase order to the L-1 bidder and delivery of the vehicle.
- 7 The quoted price should be valid for one year from the date of opening the quotation.
- 8 The Executive Director, NEZO Tea Board, Guwahati reserves the right to accept/reject any offer without assigning any reason thereof and also reserves the right to accept any offer wholly or in part at its option. Bidder shall have to supply the vehicle at the quoted rate only.
- 9 The Executive Director, NEZO Tea Board, Guwahati also reserves the right to cancel the Notice Inviting Notice at any time without assigning any reason.

**Financial bid**

Mobile van (Tata ACE/Winger etc)	Quoted price Rs. (Including GST and all Taxes and charges)	Signature of the bidder with seal and date
Providing tailored made mobile van as per the scope of work mentioned in Notice Inviting Quotation on turnkey basis		

**BY ORDER**  
Executive Director.

**Distribution:-**

1. Programmer – for uploading in Board’s website.
2. Notice Board – for displaying, with its all terms & conditions.
3. DDTP(JB), Tea Board, Guwahati – for information please.
4. EA to ED/ Guard File.



**चाय पियो मस्त जियो! Chai piyo mast jiyo !**