

**Request for Proposal  
(RFP)  
for appointment of a  
Strategy Execution Consultant for  
Indian Tea Export 2016-2025**



14, B.T.M. Sarani  
Kolkata 700 001  
Phone No. +91 33 2235 1331  
Fax No. +91 33 22215715

*INR 10,000/-*

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**Background:** With a view to promoting export of Indian Tea by volume as well as value, Tea Board of India, a statutory body under the Ministry of Commerce has decided to focus on the following five-pronged strategy during the coming decade:

1. Promotion in penetrated markets
2. Promotion in markets with further potential
3. Promotion of Tea Houses/ Tea Boutiques
4. Promotion of Single Estates as “Marquee Brands”
5. Promotion of ‘Make in India’.

A short note on each of the flagged strategies has been placed at Annexure – 1. Whereas all the strategies revolve around reinforcing brand recall for “India Tea”, the strategy no. 3 & 5 entail setting up physical infrastructure beforehand for undertaking sustained promotion of Indian Tea brands (Tea Houses/Boutiques) and creation of common value-addition facilities based on economy of scale respectively.

India has been the second largest producer and the fourth largest exporter of tea. Globally we are ranked 4<sup>th</sup> after Kenya, China and Sri Lanka with a 12% share of global exports. While India delivers a 76% higher than global average *yield per hectare*, only 18% of the 1200 m. kg produced annually is exported. Our exports have hovered around 200 m. kg for a long time.

The above five pronged strategy will be implemented to enhance exports to 300 m. kg with an average unit price realization of USD 6.0 per kg in the next 10 yrs (2015-2025).

**Key markets:**

India’s major export markets have been Kazakhstan, Russia, USA, Iran, A.R.E., Pakistan, UAE, UK, Germany and Poland over the years. In order to boost export volume and value, it is felt that new markets with good potential like China and Chile should be explored. A new export strategy called ‘**KRUCIAL**’ has been devised in this context. This covers the following countries:

1. Kazakhstan
2. Russia
3. USA
4. China
5. Iran
6. A.R.E (Egypt)
7. Chile (Latin America)

Accordingly, this EOI document has been divided into the following three sections:

## **Section 1 - Terms of reference (TOR)**

- Part I - Objective & Scope of Services
- Part II – Definitions and introduction
- Part III - Terms & Conditions

## **Section 2 - Technical Proposal - Standard Forms & Other Undertakings**

## **Section 3 - Financial Proposal - Standard Forms**

### **Section 1: Terms of Reference**

#### **Part I**

**1.1 Objective** - The objective of this RFP is to select a 'Strategy Implementation Consultant' for Tea Board of India *with the sole aim of enhancing substantial exports to the KRUCIAL markets (by 70 m. kg EOP) and another 10 m. kg to the other markets.* The RFP document provides the Scope of Work (SOW), Term of Reference (TOR), pre-qualification criteria, terms and conditions including evaluation criteria, EMD, application fee and suggested response formats.

**1.2 The Scope of Work (SOW)** - The Tea Board of India wishes to engage with the Consultant/Consulting Agency/ Consortium of companies that can help it deliver the goal of reaching *export volume of 300 m. kg of tea by 2025.* There will be annual KPIs against which the partners would be evaluated and the Agency of Record (AoR) would have a term of five (5) years.

The company/ consortium should be able to help manage the following deliverables effectively and efficiently:

- 1. Devising overall communication strategy encompassing the above specified five strategies*
- 2. Media plan (choice of IMC) based on communication objectives & strategies for effective results for each of the markets targeted including Internet and digital marketing*
- 3. Budgets recommended for each medium and choice of media vehicles based on reach and frequency for each of the markets targeted*
- 4. Periodic monitoring for efficacy and subsequent billing & payments for all communications*
- 5. Formulating Feedback loop through primary research to help KPI delivery and to recommend changes in strategy for the next communication mix*
- 6. Submitting Effectiveness Analysis and MIS Reports to the Client on continuing basis - the Agency must submit, quarterly or as and when required, 'Effectiveness Analysis and MIS reports' to the Client on the effectiveness of the marketing/communication strategy adopted and the advertising/promotional campaigns undertaken keeping in view the desired targets*

7. *Identifying, negotiating and setting up boutiques (green-field or existing) located at Moscow, Dubai & New York who would exclusively sell teas from the Marquee gardens in a nice and aesthetic ambience*

## **Part II**

### **2. Definitions**

2.1 “Client” means The Tea Board of India, which has invited the bids for consultancy services and with which the selected Agency signs the Contract for the Services and to which the selected agency shall provide services as per the terms and conditions and TOR of the contract.

2.2 “Agency” means any interested firms/companies/agencies who submit their proposals that may provide or provides the Services to the Client under the Contract.

2.3 “Contract” means the Contract signed by the Parties and all the attached documents listed in its Clause 1, that is the General Conditions (GC), the project Specific Conditions (SC), and the Appendices.

2.4 “Project specific information”, means such part of the Instructions to Agency(s) used to reflect specific project and assignment conditions.

2.5 “Day” means calendar day.

2.6 “Government” means the Government of India.

2.7 “Instructions to Agency (s)” (Section 1 of the RFP) means the document, which provides Agency with all information needed to prepare their proposals.

2.8 “Personnel” means professionals and support staff provided by the Agency or by any Sub-Agency and assigned to perform the Services or any part thereof.

2.9 “Proposal” means the Technical Proposal and the Financial Proposal.

2.10 “RFP” means the Request for Proposal prepared by the Client for the selection of Agency.

2.11 “Assignment/Job” means the work to be performed by the Agency pursuant to the Contract.

2.12 “Sub-Agency” means any person or entity with whom the Agency subcontracts any part of the assignment/job.

2.13 “Terms of Reference” (TOR) means the document included in the Section 1 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Client and the Agency, and expected results and deliverables of the assignments/job.

### **Part III**

#### **3. Introduction**

3.1 The Client will select a consulting firm/organization (the Agency) in accordance with the method of selection specified in the Clause 14.

3.2 The name of the Assignment/job as well as detailed scope of the Assignment/job has been described in the Terms of Reference in Section 1.

3.3 The date, time and address for submission of the proposals have been given in Clause 18 & 20.

3.4 The Agencies are invited to submit their Proposal for consulting Assignment/job named in the Section 1. The Proposal will be the basis for signed Contract with the selected Agency.

3.5 The Client will provide to the Agencies the inputs and facilities specified in the Section 2 without any cost and make available relevant project data and reports.

3.6 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to award of contract, without assigning any reason and without incurring any liability to the Agencies.

#### **4. Pre-qualification criteria:** The following will be the important qualifying criteria

4.1 Prior experience of agency or its personnel in communication/ advertising/ media planning on commodity brands globally.

4.2 The Agency should furnish as part of the Technical Proposal details of the marketing/communication/advertising/promotional campaigns undertaken for its clients globally. Success case stories of the Agency may be mentioned also.

4.3 Local advertising/ media agency presence in all/ most of the countries the Client wishes to reach – please attach documentary proof in support of the above with the Technical Proposal

4.4 5+ years in business in the respective vertical for the company or 10+ years of professional experience of each team lead or both

4.5 At least 30 crores of gross billing each year for the last 3 years

4.6 INS accredited agency

## **5. Eligibility of Association of Agencies or Sub-Agencies:**

If the agency has formed an association of agencies, each member of the said association shall be evaluated as per the eligibility criteria set above. The combined score of each member of the association of agency shall be taken into account for final evaluation. If any member of the association of agencies is dropped at the RFP stage, such association of agency is liable to be rejected by the client. However, the client, at its sole discretion, may decide to evaluate for short listing of such association of agencies without considering the strength of the dropped member and if found eligible, may allow such association of agencies to submit its proposal.

An Agency may associate with other Agency and/or individual expert at the time of submission of proposal. Under such circumstances each member of the association of agencies shall be evaluated as per the qualification/ eligibility criteria. The combined score of the each member of the association of Agency shall be taken into account for evaluation purpose. However, the lead member of the association of the Agency shall be the Agency who has submitted the proposal and Client shall deal with only the lead member for the purpose of this assignment. Although, the contract shall be signed by all the members of the associations of the Agencies, the lead member of the association of the Agency shall be responsible and liable to the Client for every aspect of their proposal, contract, execution etc.

### Clarification and Amendment of RFP Documents

Agencies may request a clarification on any clause of the RFP documents up to 20 numbers of days before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Client's address indicated at the end of the document. The Client will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Agencies. Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure specified under para below.

At any time before the submission of Proposals, the Client may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Agencies and will be binding on them. Agencies shall acknowledge receipt of all amendments. In order to give Agencies reasonable time in which to take an amendment into account in their Proposals the Client may, if the amendment is substantial, extend the deadline for the submission of Proposals suitably.

## **6. Conflict of Interest**

6.1 The Client requires that Agencies provide professional, objective, and impartial advice and at all times holding the Client's interests paramount, strictly avoiding conflicts with other Assignment/ jobs or their own corporate interests and act without any consideration for future work.

6.2 Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interests of their Client, or that may reasonably be

perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Agency fails to disclose the said situations and if the Client comes to know about any such situation at any time, it may lead to the disqualification of the Agency during the bidding process or the termination of its contract during execution of assignment.

6.3 No agency or current employees of the Client shall work as Agencies under their own ministries, departments or agencies.

## **7. Unfair Advantage**

7.1 If an Agency could derive a competitive advantage from having provided consulting Assignment/job related to the Assignment/job in question and which is not defined as conflict of interest as per para 6 above, the Client shall make available to all Agencies together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agencies.

## **8. Proposal**

8.1 Agencies shall only submit one proposal. If an Agency submits or participates in more than one proposal, such proposals shall be disqualified. However, this does not limit the participation of the same Sub-Agency, including individual experts, to more than one proposal.

### **Preparation of Proposals**

8.2 The proposal as well as all related correspondence exchanged by the Agencies and the Client, shall be written in English language, unless specified otherwise.

8.3 In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

8.4 While preparing the Technical Proposal, if an Agency considers that it may enhance its expertise for the Assignment/job by associating with other Agencies in sub-consultancy, it may associate with an Agency as deemed appropriate.

8.5 Depending on the nature of the Assignment/job, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section 2. It indicates the formats of the Technical Proposal to be submitted. *Submission of the wrong type of Technical Proposal will result in the Proposal being deemed as non-responsive.* The Technical Proposal shall provide the information indicated in the following paras from (a) to (d) using the attached Standard Forms in Section 2. Form TP-1 in Section-2 is a sample letter of technical proposal which is to be submitted along with the technical proposal. The Technical Proposal is to be submitted in a sealed cover within the main envelope.

(a) A brief description of the Agency's organization and in case of a consortium/ joint venture, description of each partner will be provided in Form TP-2 of Section - 2. In the same Form, the Agency and in the case of a consortium/ joint venture, each partner will provide details of experience of assignments which are similar to the proposed assignment/job as per the terms of reference. For each Assignment/job, the outline should indicate the names of Sub-Agencies/Professional staff who participated, duration of the Assignment/job, contract amount, and Agency's involvement. Information should be provided only for those Assignment/jobs for which the Agency was legally contracted by the Client as a corporation or as one of the major firms within a joint venture. Assignment/jobs completed by individual Professional staff working privately or through other consulting firms *can also be claimed* as the experience of the Agency, or that of the Agency's associates, and can be claimed by the Professional staff themselves in their CVs. Agencies should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award/copy of contract for all the assignments mentioned in the proposal. In case of confidentiality agreements with clients, a self-certification from the Managing Director of the Agency should be provided.

(b) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/ effectiveness of the Assignment/job; and on requirements for facilities including administrative support, office space, data, etc. to be provided by the Client (Form TP-3 and TP-4 of Section 2).

(c) CVs of the Professional staff as mentioned above signed by the staff themselves or by the authorized representative of the Professional Staff.

8.6 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared as non responsive.

**8.7 Financial Proposals:** The Financial Proposal shall be prepared using the attached Standard Forms (Section 3). The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily. The Financial Proposal has to be submitted in another sealed cover (separate from the cover containing the Technical Proposal) within the main envelope.

## **9. Proposal Validity**

The proposal shall be valid for 180 (one hundred and eighty) days from the date of opening of the proposal.

## **10. Taxes**

The Agency shall fully familiarize themselves about the applicable Domestic taxes (such as Value added, services, income taxes, fees, levies, etc) on amount payable by the Client under the contract. All such taxes must be included by the Agency in the financial proposal except Service Tax. Service Tax shall be reimbursed by the Authority.



## **11. Currency**

Agency shall express the price of their Assignment/Job in Indian Rupees.

## **12. Conditions regarding Earnest Money Deposit (EMD)**

### **12.1 Earnest Money Deposit (EMD)**

- i. An EMD of Rs. 1,00,000.00 (Rupee One Lakh only), in the form of Demand Draft(DD) drawn in favor of Tea Board of India, payable at Kolkata has to be submitted along with the proposal.
- ii. Proposal not accompanied by EMD shall be rejected as non-responsive.
- iii. No interest shall be payable by the Client for the sum deposited as earnest money deposit.
- iv. No bank guarantee will be accepted in lieu of the earnest money deposit.
- v. The EMD of the unsuccessful bidders would be returned within 45 days of award of job.

### **12.2 The EMD shall be forfeited by the Client** in the following events:

- i. If proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.
- ii. If the Proposal is varied or modified in a manner not acceptable to the Client after opening of Proposal during the validity period or any extension thereof.
- iii. If the Agency tries to influence the evaluation process.
- iv. If the first ranked Agency withdraws his proposal during financial negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the Agency).
- v. If any information or document furnished by the Bidder turns out to be misleading or untrue in any material respect; and
- vi. If the Successful Bidder fails to execute the Agreement within the stipulated time or any extension thereof provided by the Client

## **13. Submission, Receipt and Opening of Proposal**

13.1 The original proposals, both Technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Agencies themselves. The person who signed the proposal must initial such corrections. Submission of letters for both Technical and Financial Proposals should respectively be in the format of TP-1, TP -2, TP -3 & TP - 4 of Section 2 and FP-1 & FP – 2 of Section 3.

13.2 An authorized representative of the Agencies shall initial all pages of the original Technical and Financial Proposals. *The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been duly authorized to sign.* The signed Technical and Financial Proposals shall be marked as "ORIGINAL".

13.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "**TECHNICAL PROPOSAL**". Similarly, the original financial proposal shall be placed in a sealed envelope clearly marked "**FINANCIAL PROPOSAL**" followed by the name of the assignment/ job. *The Agency is required to submit its Technical Proposal (applicable for Technical Proposal only) both in hard and soft versions (Word/Excel Format) in Pen-drive / CDs.* The envelope containing the Technical Proposal, Financial Proposal, Document fee, EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number and be clearly marked as "DO NOT OPEN BEFORE-15-03-2016, 4.30 PM". The Client shall not be responsible for misplacing, losing or premature opening if the outer envelope if it is not sealed and/ or marked as stipulated. This circumstance may be the case for rejection of proposal. *If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal as non-responsive.*

13.4 The Proposal must be sent to the address/ addresses indicated at Clause 20 below and received by the Client no later than the time and the date indicated in the Clause 18 or any extension to this date in accordance with stipulations in Section 5. Any proposal received by the Client after the deadline for submission shall be returned unopened.

#### **14. Proposal Evaluation**

14.1 from the time the proposals are opened to the time contract is awarded, the Agencies should not contact the Client on any matter related to its Technical and/or Financial Proposal. Any effort by Agencies to influence the Client in the examination, evaluation, ranking of Proposal, and recommendations for award of contract may result in the rejection of the Agency proposal.

A Proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

- a. which affects in any substantial way, the scope, quality, or performance of the Assignment, or
- b. which limits in any substantial way, inconsistent with the RFP, IPA rights or the Bidder's obligations under the Agreement, or
- c. which would affect unfairly the competitive position of other Bidders presenting substantially responsive proposals

14.2 The Client will constitute a selection Committee which will carry out the entire evaluation process

14.3 Selection Committee while evaluating the technical proposal shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

14.4 The selection committee shall evaluate the Technical Proposal on the basis of their responsiveness to the Term of Reference and by applying the evaluation criteria specified in Section 2.

14.5 Financial proposal of only those firms who are technically qualified shall be opened on the date & time specified by the Client in the presence of the Agencies' representatives who choose to attend.

14.6 In case there are two or more Bidders obtaining the equal highest composite score, The Tea Board (TBOI), shall in such case, select the bidder (from the highest composite score bidders) with the *highest Technical Score*.

14.7 Quality and Cost Based Selection method shall be adopted for selection of Bidder for the Assignment, which has been fully described in the document. The Bidder obtaining the highest Composite Score would be declared as the Preferred Bidder. TBOI may accept the Proposal of the Preferred Bidder with or without negotiations.

## **15. Technical Negotiations**

15.1 Technical negotiation will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the Agency to improve the Terms of Reference. The employer and the Agencies will finalize the Terms of Reference, staffing Schedule, work schedule, logistics and reporting. This document will then be incorporated in the contract.

15.2 Availability of Professional/Staff/expert: The Client will require assurances that the Professional staff will be actually available

**16. Award of Contract:** After technical Negotiations, the employer shall issue a letter of intent (LOI) to the selected Agency. The Agency will sign the contract **within one week** after fulfilling all the formalities/pre-conditions.

## **17. Confidentiality**

Information relating to evaluation of Proposal and recommendations concerning awards shall not be disclosed to the Agencies who submitted the proposal or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Agency of confidential information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Client's antifraud and corruption policy.

### 18. Timelines and Schedule

The schedule for receipt, processing and outcome vis-à-vis the applications received is as follows:-

1.	Release of RFP on website	19 <sup>th</sup> February 2016
2.	Written Submission of Queries	5 <sup>th</sup> March 2016
3.	Bidders' Meeting for seeking clarifications and addressing them suitably	12 <sup>th</sup> March 2016 at 1500 hrs
4.	Answering them in writing and issuances of addendum in the RFP if required	19 <sup>th</sup> March 2016
5.	Last date for Submission of RFP Response	30 <sup>th</sup> March 2016 at 16:00 hrs
6.	Opening of RFP Responses (Technical)	30 <sup>th</sup> March 2016 at 16:30 hrs
7.	Declaration of Short listed Agencies	8 <sup>th</sup> April 2016
8.	Presentation schedule by the short-listed Agencies	28 <sup>th</sup> April 2016
9.	Opening of Financial proposals for the short-listed Agencies	9 <sup>th</sup> May 2016 at 16:30 hours
10.	Selection and award of contract	Within one month of the evaluation of Financial proposals

### 19. RFP Document

The RFP document providing the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria and application fee are available in the "Notices/Circulars" section of the web site [www.teaboard.gov.in](http://www.teaboard.gov.in). Reputed and interested Agencies/consulting firms/consortia may download the RFP from the above website. In case, if RFP is downloaded from website, the requisite document fee of Rs. 10,000/- in form of Demand Draft in favor of "Tea Board of India" shall be submitted along with bid.

## **20. Submission of Proposal**

Proposal, in its complete form in all respect as specified in the RFP document, must be submitted to

The Secretary,

Tea Board of India,

14, B.T.M. Sarani, Kolkata – 700001.

## Annexure – 1

With a view to achieving the stated objectives of increasing exports in volume (by 50% in 10 years time - from 219 m. kg to 300 m. kg), doubling unit price realization (the unit Price realization from \$ 3.4 to \$ 6 per kg in 10 years), augmenting export of value-added teas and teas in value-added form such as tea bags (doubling export volume in the value-added segment from an average of 27 m. kg to 50 m. kg + in 10 years time) and reinforcing “Brand India” image in the overseas markets, the following five-pronged strategies have been proposed for implementation:

- (1) **Protection of penetrated Markets** – Exports to markets like UK, Germany, Poland, UAE, Pakistan, Canada and Japan need to be sustained through a slew of promotional measures such as exchange of delegations, participation in trade fairs, organizing Buyer-Seller meets, regular B-2-B contacts, organizing “India Tea” festivals.
- (2) **Promotion in markets with further potential** - Project “**KRUCIAL**” which stands for Kazakhstan, Russia, USA, China, Iran, ARE and Latin America (Chile) envisages further penetration of export markets through country-specific strategies. In view of Russia and Iran being key Orthodox markets, big-bang events such as symbolic auction of Assam Orthodox, Nilgiri Orthodox & Darjeeling teas and sponsorships of a significant day in Russian Calendar (such as “Women’s Day”) and Iranian Calendar (such as NoRouz (Happy New Year) on 16th March, Sizdah Bedar – 13th day of NoRouz) will be accorded due priorities part from the regular promotional activities.
- (3) **Promotion of Tea Houses / Tea Boutiques** – The basic objective is to promote single-origin teas like Darjeeling, Assam, Nilgiri, Kangra, Dooars-Terai, Munnar etc each of which having distinct aroma & flavour attributable to its geographical origin, at one place thereby enhancing the image of Indian Tea abroad through an experiential mode in a nice & aesthetic ambience. Initially, the three happening places such as Moscow, Dubai and New York have been identified for setting up Tea Houses / Tea Boutiques on pilot basis.
- (4) **Promotion of Single Estates as “Marquee Brands”** – Concept is to develop Tea estate(s) from prominent tea growing regions as “Flagship/Marquee Brands” for substantive promotion of best Indian teas on offer in the export markets. This will, in turn, enhance the standard of production toward obtaining optimum price. The region-wise selection will be done by an expert panel through objective and rigorous criteria.
- (5) **Promotion of ‘Make in India’ in the Tea sector** - The idea is to promote India as an Investment destination and to establish India as a manufacturing hub by attracting the global tea brands to India to meet their warehousing, blending, packaging & labeling requirements in India as the country has a huge potential of workforce, infrastructure, raw material and other facilities. As the key enabler, setting up infrastructure for common facilities (warehousing, blending and packaging, labeling) for use on cost basis.

**Section - 2**  
**Technical Proposal**  
**Form TP-1**

Dear Sir,

Having examined the Scope of Work, pre-qualification criteria and terms and conditions of the RFP, the receipt of which is hereby duly acknowledged, we, undersigned, offer our services in conformity with said Scope of Work in accordance with the schedule of prices (Financial Proposal) attached herewith and made part of this RFP.

We undertake, if our proposal is accepted, to supply all the services specified in the RFP within the specified timeframe as calculated from the date of signing of the contract with Tea Board of India.

If our proposal is accepted, we will obtain the guarantees of a Scheduled Bank for a sum not exceeding 10% of the contract sum for the due performance of the contract.

We agree to abide by this RFP for a period of 180 days from the date fixed for opening of the RFP responses and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal Agreement is prepared and executed, this RFP together with your written acceptance thereof in your notification of award shall constitute a binding contract between us.

RFP submitted by us is properly sealed and prepared so as to prevent any subsequent alteration and replacement.

We understand that you are not bound to accept the lowest or any proposal you may receive.

Dated this ..... day of February 2016.

Signature of

In capacity of

Duly authorized to sign the bid for and on behalf of .....

Witness .....

Address .....

Signature .....

## Form TP-2

- (1) Brief description of the Agency's organization:
  - (a) Name of the Agency
  - (b) Full Postal address
  - (c) Telephone no.
  - (d) Registration particulars of the Firm/Company viz. Proprietary, Partnership, Private Limited, Public Limited etc. (attach photocopy of the Certificate of Incorporation)
  - (e) Name of Proprietor/Partner/Director signing the RFP
  - (f) Name/Designation/Address of the Authorized Signatory holding the Power of Attorney (if any)
  - (g) Income Tax Return Particulars (ITR filed for the last 3 financial years)
  - (h) CA certified Annual Turnover Certificates for the last 3 financial years
  - (i) Permanent Account Number (PAN)
  - (j) Trade License
  - (k) INS Accreditation
  
- (2) Details of experience of assignments similar to the proposed assignment/job as per the Scope of Work (letter of award/copy of contract for all the assignments mentioned in the proposal has to be submitted)

## TP-3

Overall Strategy for enhancing substantial exports to the KRUCIAL markets (by 70 million kg EOP) and other markets (by 10 million kg EOP) consisting of the following sub-components:

1. Overall communication strategy to achieve the following 3 objectives:
  - (a) Protection of penetrated markets
  - (b) Promotion in markets with further potential
  - (c) Promotion of Single Estates as "Marquee Brands"
  
2. Media Plan for executing the above-mentioned communication strategy (please specify the choice of media vehicles based on reach and frequency for each of the markets targeted)
  
3. Monitoring mechanism for efficacy of the strategy implementation



#### **TP-4**

##### Tea Houses/Tea Boutiques

1. Plan of execution for identifying, negotiating and setting up boutiques (green-field or existing) at the three locations of Moscow, Dubai and New York
2. Promotional strategy for the Tea Boutiques including promotion of products from the Marquee gardens

**Section – 3**  
**Financial Proposal**

**FP-1**

Please submit separate financial estimates for each of the seven specified KRUCIAL markets as well as other markets (as per the Technical Proposal submitted by you) for a duration of one year (1st year) as per the following format:

**Kazakhstan**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Russia**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**USA**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**China**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Iran**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Egypt**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Chile**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Other Markets**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

## Financial Proposal

### FP-2

Please submit separate financial estimates for each of the seven specified KRUCIAL markets as well as other markets (as per the Technical Proposal submitted by you) for a duration of one year (2nd year) as per the following format:

#### Kazakhstan

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### Russia

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### USA

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### China

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Iran**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Egypt**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Chile**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Other Markets**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

## Financial Proposal

### FP-3

Please submit separate financial estimates for each of the seven specified KRUCIAL markets as well as other markets (as per the Technical Proposal submitted by you) for a duration of one year (3rd year) as per the following format:

#### **Kazakhstan**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### **Russia**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### **USA**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

#### **China**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Iran**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Egypt**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Chile**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....

**Other Markets**

Sr. No.	Media Plan (please specify the choice of media vehicles and estimated cost for each such vehicle used)	Estimated Cost (Rs. Lakh)
		In figures ..... In words .....