

**E-Tender
for
ENGAGEMENT OF BRANDING, MARKETING,
SOCIAL MEDIA, AND
PUBLIC RELATIONS AGENCY SERVICES**

By

Punjab Agri Export Corporation Ltd.

Plot 2A, Madhya Marg, Sector 28- A, Chandigarh

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Disclaimer

The information contained in this E-tender or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of Punjab Agri Export Corporation Ltd. (The Corporation) or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this e-tender and such other terms and conditions subject to which such information is provided.

This e-tender is not an agreement and is neither an offer nor invitation by the Corporation to the prospective Bidders or any other person. The purpose of this e-tender is to provide interested parties with information that may be useful to them in preparing their technical proposals and financial offers pursuant to this e-tender (the Proposal”).

This e-tender includes statements, which reflect various assumptions and assessments arrived at by the Corporation in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This e-tender may not be appropriate for all persons, and it is not possible for the Corporation, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this e-tender. The assumptions, assessments, statements and information contained in this e-tender may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this e-tender and obtain independent advice from appropriate sources. Information provided in this e-tender to the Bidder(s) 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 corporation accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. The department, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or Bidder under any law, statute, rules or regulations or tort, principles of restitution for 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 e-tender or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the e-tender and any assessment, assumption, statement or information contained therein or deemed to form part of this e-tender or arising in any way in this Bid Stage. The corporation also accepts no liability of

any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this e-tender. The corporation may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this e-tender. The issue of this e-tender does not imply that the corporation is bound to select a Bidder or to appoint the Selected Bidder or Service Provider/Agency as the case may be, for the Assignment and the corporation reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.

The Bidder 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 corporation or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder.

The corporation shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or for submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

Document Control Sheet

DOCUMENT CONTROL SHEET		
S. No.	Particulars	Details
1.	Date of Issue of Tender Document	09.09.26 (11.00 AM onwards)
2.	Tender Fees	Rs 5,000/- (Rs Five Thousand Only)
3	Pre-bid Meeting	16.09.26 (11AM onwards)
4	Last date and time for receipt of Bids	23.09.26 (till 11.00 AM)
5	Date and time of opening of Prequalification bids	23.09.26 (3.00 PM onwards)
6	Earnest Money Deposit (EMD)	INR 1 Lakhs (Rupees One Lac Only)
7	Punjab Agri Export Corporation Ltd. Contact Details	PAGREXCO - Customers Care No.: <u>Toll Free no. 18002585215</u> Mobile no. - 7084112345
8	Contact Details (For portal related clarifications & difficulties in e-tendering process)	Helpdesk No.: - 0172-2970263, 2970284 & +91 6284884511
9	PAGREXCO Contact Details (For technical clarifications in tender)	E-mail: gm.pagrexco@punjab.gov.in Contact: 0172-5074210, 5074215
10	e-Tender Website	https://eproc.punjab.gov.in
11	Method of Selection	QCBS method

Definitions

Unless the context otherwise requires, the following terms whenever used in this tender have the following meanings:

- a) **“Bidder”** means bidder who submits a Bid in response to this tender document.
- b) **“Bids/Proposals”** means Online Bids/Proposals submitted by bidders in response to the tender issued by the Corporation.
- c) **“Competent Authority”** means the officer/authority who has the authorization to approve the proposed action
- d) **“Committee”** means committee constituted for evaluation of Bids i.e. the Committee(s) formed for pre-bid, bid opening, technical evaluation, financial evaluation, outcome evaluation, SLA management, delivery monitoring and payment processing as relevant to the section.
- e) **“Contract”** means the Contract entered into by the parties for providing services defined in the tender along with the entire documentation specified in the tender.
- f) **“Corporation”** means Punjab Agri Export Corporation Ltd.
- g) **“EMD”** means Earnest Money Deposit.
- h) **“Implementing/Nodal Agency”** means Punjab Agri Export Corporation Ltd.
- i) **“LOA”** means the letter of award or award of contract issued to the selected bidder.
- j) **“Personnel”** means professional and support staff provided by the bidders to perform services to execute an assignment and any part thereof.
- k) **“Portal”** means e-tender website <http://eproc.punjab.gov.in>
- l) **“Services”** means the work to be performed by the bidder pursuant to this tender and to the contract to be signed by the parties in pursuance of any specific assignment awarded by the Corporation.
- m) **“Selected Bidder”** means the bidder who qualifies all eligibility criteria and scores highest marks. This bidder is declared as selected bidder and contract formalities are executed with such bidder to become Selected partner for taking up work as per this e-tender
- n) **“Tender No. or Document Reference No”** means the document or tender No. mentioned in the Document Control Sheet irrespective of whatever may be mentioned in the text of this document

1. This tender document is not transferable.
2. The response to this tender document should be full and complete in all respects. Incomplete or partial responses are liable to be rejected.
3. Bidders are advised to study the document (all instructions, forms, requirements) carefully. Submission of response shall be deemed to have been done after careful study and examination of the tender document with full understanding of its implications.
4. The bidder should upload all required documents / information with clear visibility , avoid missing documents and avoid bidding mistakes. In such cases, Punjab Agri Export Corporation Ltd. reserves its right in seeking clarification from bidder and may disqualify bidder if bidder is not able to provide clarification / desired information.
5. The bidder shall bear all costs associated with the preparation and submission of the response, including cost of demonstration, benchmarking and presentation for the purposes of clarification of the bid, if so desired by the corporation. The corporation will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the short listing process.
6. Further clarifications, corrigendum and any other information related to this tender will be available at the e-tendering website <http://eproc.punjab.gov.in> only.
7. Bidders are advised to check e-tendering portals regularly for any Addendum / Corrigendum / Amendments related to the tender.
8. PUNJAB AGRI EXPORT CORPORATION LIMITED reserves the right to accept or reject any or all responses without assigning any reason.
9. All payments towards Cost of Tender Document (If Applicable), Earnest Money Deposit and Processing fees (If Applicable) shall be deposited online through e-payment gateway of the portal. Bids will be rejected if any of the payments are not reflected on the portal.

Section 1: Invitation for Bids

1.1 Background and Objectives

Punjab Agri Export Corporation Limited (PAGREXCO) invites experienced and reputable 360-degree branding and marketing agencies, registered under the Companies Act or operating as partnership firms or sole proprietors or a consortium as per **point 7.1**, to participate in the submission of E-Tenders. This involves a two-bid system comprising Technical and Financial bids, specifically targeting services related to Branding, Marketing (including Consumer & Market Research, Trade Research, Communication Strategy, and campaign conceptualization), Platform Management, SEO, Analytics, Content Creation, Creative Production (Graphic Design, visual assets, and packaging), and Public Relations and work related to any Government of India or Government of Punjab schemes of which Punjab Agri Export Corporation Limited (PAGREXCO) is a beneficiary. The selected agency will undertake the development of a comprehensive 360-degree brand identity for PAGREXCO, covering all associated brands, extensions and Schemes. This process will necessitate thorough market and competitor analyses to establish robust brand and product DNAs. The aim is to ensure a strong market presence and enhance brand reputation, aligning with successful strategies observed among PAGREXCO's industry peers. Subsequently, the agency will translate this brand identity into effective Go-To-Market (GTM) strategies for various products, ultimately promoting PAGREXCO's image and products through creative campaigns across multiple channels for active and activated geographics. Key responsibilities will include 360-degree market research, competitor analysis, brand timeline and image study, creation of product & brand DNAs, managing social media handles, e-commerce listings, brand kit creation and adherence, content creation (graphical and written), audience engagement, marketing analytics, website management, Search Engine Optimization (SEO), and maintaining a consistent brand image across all platforms. Additionally, the agency will be tasked with graphic design for packaging, events, online platforms, and website design (creative) and management. The proposal should outline measurable Key Performance Indicators (KPIs) demonstrating the impact of the implemented strategies, serving as a crucial element in the evaluation process for every aspect of the scope of work as listed in the document

1.2 Invitation

- a. PUNJAB AGRI EXPORT CORPORATION LIMITED invites **(e-tender)** (the **“Proposals”**) for **ENGAGEMENT OF BRANDING, MARKETING, SOCIAL MEDIA, AND PUBLIC RELATIONS AGENCY SERVICES** to undertake the assignment as defined on the Terms and Conditions mentioned in this e-tender document.
 - b. Proposals must be received not later than the date and time mentioned in the **Document Control Sheet**. Proposals will not be accepted by the system after the due date and time.
- 2 The corporation may, at its discretion, extend the date for submission of Bids. In such a case all rights and obligations of the corporation and bidders previously subject to the deadline will thereafter be subject to the deadline as extended. Any such extensions shall be informed to bidders through corrigendum issued on e- tendering portal.
- 3 All payments towards Tender Fees, Earnest Money Deposit and Processing fee shall be deposited online through the e-payment gateway of the portal before submitting their proposal online through the portal. Bids will be rejected if any of the payments are not reflected on the portal. Therefore, payment must be made by either of the modes described in the Instructions for e-payment.

Section 2: Instructions to Bidders

2.1 Information & Instructions for e-Tendering

- a. For participation in this tender, prospective bidders are required to ensure their registration on the e-tendering portal. The user must be in possession of a valid Digital Signature Certificates (DSC) which may be procured from any of the authorized Certifying Authority (CA), such as; e-mudra, N-code, Sify etc. Bidders shall submit their bids online through the portal only. Bids will not be accepted by any other mode.
- b. Documents must be scanned and uploaded through e-tendering websites within the period of tender submission.
- c. Tender documents shall be opened only for those bidders, whose Earnest Money Deposit, Tender and Processing Fees are found in order.

2.2 Conflict of Interest

The selected bidders should provide professional, objective, and impartial services and at all times hold the corporation's interest as paramount, strictly avoid conflicts with other assignments/ jobs or their own corporate interests and act without any consideration for future work.

2.3 Validity of Bids

- a. Bids shall remain valid for a period of 180 days from the date of opening of Bids. The corporation reserves the right to reject a Bid valid for a shorter pe-riod as non-responsive.
- b. In exceptional circumstances, the corporation may solicit the bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the bidder should be unconditional. The bid security shall also be suitably extended.

2.4 Right to Accept or Reject Bid(s)

The corporation reserves the right to annul the tender process, or to accept or reject any or all the Bids at any time without assigning any reasons and without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision.

If a Bid is selected, it will be the most advantageous regarding price, the technical compliance and deviations submitted by Bidder.

2.5 Fraud and Corruption

It is required that the Bidders submitting Bid and the successful bidder selected through this tender must observe the highest standards of ethics during the process of selection and during the performance and execution of contract.

- a) For this purpose, definition of the terms are set forth as follows:
 - i) **“Corrupt practice”** means the offering, giving, receiving or soliciting of anything of value to influence the action of the corporation or its personnel in contract executions.
 - ii) **“Fraudulent practice”** means a misrepresentation of facts, in order to influence a selection process or the execution of a contract and includes collusive practice among bidders (prior to or after Bid submission) designed to establish Bid prices at artificially high or non competitive levels and to deprive the Corporation of the benefits of free and open competition.
 - iii) **“Unfair trade practice”** means supply of services different from what is ordered on, or change in the Scope of Work given.
 - iv) **“Coercive practice”** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of contract.
- b) The corporation will declare a bidder ineligible, either indefinitely or for a stated period of time, for participation in any tender, if at any time it determines that the selected bidder has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing, the contract.

2.6 Clarifications and Amendments of Tender

- a. During the process of evaluation of the Bids, the corporation may, at its discretion, ask Bidders for clarifications on their Bid. The Bidders are required to respond within the prescribed time frame.
- b. The corporation may for any reason, modify the tender from time to time. The amendment(s) to the tender would be clearly spelt out and the bidders may be asked to amend their Bid due to such amendments. Bidders are advised to check e-Tendering portal regularly for amendments to the tender.
- c. In order to allow bidders reasonable time in which to take amendment into account in preparing their bids, Punjab Agri Export Corporation Ltd. may at its discretion extend the deadline for submission of bids.

2.7 E-payment Instructions

All payments (Tender fees, Processing Fees and EMD) are to be made online through the e-payment gateway prior to submission of bids as per details given in the **Data control sheet**. For detailed information regarding modes of payment etc, please refer to instructions to bidders for e-tendering (**Appendix A**).

2.8 Earnest Money Deposit (EMD)

- a) Earnest Money Deposit shall be deposited online through the e-payment gateway of the portal.
- b) The bidder shall furnish EMD amounting to INR 1 lakhs (Rupees One Lakh Only) (specified in Data control sheet). EMD is required by the corporation against risk of company/ agency conduct, which would warrant EMD for- forfeiture.
- c) The EMD lying with the corporation in respect of other tender/ e-tender / Expression of Interest awaiting approval or rejected or on account of contracts being completed will not be adjusted towards EMD for this tender. In case of re-tender, bidders will be required to resubmit the EMD (Earnest Money Deposit).
- d) Refund of EMD: The EMD of unsuccessful bidders shall be refunded within one month of final award of contract. EMD of the successful bidder will be released only after the bidder signs the final contract agreement and furnishes the Performance Bank guarantee which will be 5% of the total annual contract value, valid for a period of 6 months from the completion of the project/tenure.
- e) No interest shall be paid on EMD by the corporation.

Section 3: Selection Process

3.1 Process for Selection

The responses received pursuant to this tender will be evaluated by a Committee constituted by the corporation as per the criteria specified in this document and selected bidder will be awarded the contract on QCBS method. The selected bidder would be required to undertake the assignments as mentioned in the “Section: Scope of Work”

3.2 Eligibility criteria

3.2.1 The bidder shall fulfill the following criteria to be eligible to participate in the combined technical and financial bidding process.

S.No	Criteria	Supporting documents to be submitted
1	Registration: The bidder should be a) A sole proprietor/ registered Firm/Agency/Company registered in India under the Societies Registration Act/ Companies Act, 1956 / 2013 or LLP Act 1932 and subsequent amendments or a consortium as per point 7.1 b) Registered with service tax authorities	Certificate of Incorporation & GST Registration
2	Financial capacity: Bidder should be an organization with an average turnover of INR 40.0 Lakh per annum from at least 3 <i>projects</i> in each of the last 3 years excluding current financial year (FY 2025-26, FY 2024-25 and FY 2023-24) *For a consortium, the turnover/project experience of any one member of the Consortium shall be sufficient to meet the eligibility bar	CA certificate showing revenues for the said three years alongwith audited balance sheets stating the number of projects

3	Technical capacity: a) Bidder should have undertaken minimum of two (2) '<i>eligible projects</i>', as specified in clause 3.2.3 of this document, in the FMCG, Agri-processing and allied sectors in India or abroad	Self-certified letter from CEO /MD/ Head of the organization required + Letter of satisfactory delivery from customer
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S.No.	Criteria	Supporting documents to be submitted
4	No Blacklisting or Insolvency a) The bidder should not have been blacklisted by any of the State/Central Government or organizations of the State/Central Government in India in the past three years. b) The bidder must not have been declared insolvent/ bankrupt or should not have filed for insolvency/ bankruptcy or in the process of being declared bankrupt before any designated authority	Self-Declaration in this regard by the authorized signatory of the bidder
Table T-1		

3.2.2 Relevant Operations

Relevant Operations' means branding, marketing, advertising, social media management, public relations, or creative/design consultancy projects, excluding IT implementation and Audit/Compliance/Risk Assessment.

All projects need to be **self-certified by the authorized signatory of the bidder.**

3.2.3 Eligible projects

For the purpose of satisfying the conditions of eligibility under this e-tender, advisory / consultancy projects in the last 05 years with professional fees (excluding taxes) of **at least INR 8-10 Lacs** per project Time Period and excluding project fees from IT implementation, Audit/ Compliance/ Risk Assessment shall be deemed as “eligible projects”.

The service provider shall provide details of project description, project timelines, current status of implementation, approximate project value, work order and role of service provider. All projects need to be self-certified by the authorized signatory of the bidder

Note: A minimum of two (2) eligible projects, as specified above, is required solely to satisfy the pre-qualification/eligibility threshold under Clause 3.2 (Table T-1). This minimum does not cap or limit the technical marks awarded under Evaluation Parameter A2 (Table T-2), where bidders with a broader volume of relevant experience — beyond the minimum eligibility threshold — shall be scored higher, up to the maximum marks

specified therein (3-5 projects = 5 marks; 5+ projects = 10 marks).

3.3 Disqualifications

The corporation may at its sole discretion and at any time during the evaluation of Bid, disqualify any Bidder, if the Bidder has:

- 3.3.1 Made misleading or false representations.
- 3.3.2 Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures etc. in any project in the preceding three financial years;
- 3.3.3 Submitted a Bid that is not accompanied by correct / relevant documents or non-responsive;
- 3.3.4 Failed to provide clarifications when sought within applicable/cited stipulated time;
- 3.3.5 Been declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices or blacklisted.
- 3.3.6 Submitted a Bid with price adjustment/variation provision.

3.4 Prebid queries

Bidders can submit pre-bid queries, if any, in the prescribed **Performa 12** on the e-mail mentioned on the document control sheet. Pre-bid meeting date, if required may be intimated accordingly. Performa 12 is to be submitted by the bidder on the company's letter head at the time of submission of Pre bid queries along with the proof of purchase of tender document.

3.5 Preparation of Bids

The Bidder must comply with the following instructions during preparation of bids:

- a) The Bidder is expected to carefully examine all the instructions, guidelines, terms and conditions and formats of the tender. Failure to furnish the necessary information as required by the tender or submission of a Bid not substantially responsive to all the requirements of the tender shall be at Bidder's own risk and will be liable to rejection.
- b) The Bid and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initiated by the authorized person signing the Bid.
- c) The letter of authorization shall be indicated by written power of attorney (**Performa 7**) and shall accompany the Bid. The bidder may provide power of attorney in his own format as per acceptable standards or as per Performa 7 given in e-tender.

d) Bidders are allowed to modify/ substitute the Bid even after its submission but before “Last date for submission of bids” as mentioned in Document Control sheet. No bid can be modified subsequent to the deadline for submission of bids.

3.6 Submission of Bids

Bidders shall submit their bids through e-Tendering website on or before the last date and time for submission of bids as per **Document control sheet**.

The bid will be a combined bid for both Phase 1 and Phase 2, as mentioned in Section 4 (Scope of Work) of this document.

3.6.1 Pre-Qualification

The bidders will submit the relevant documents as mentioned in **Section 8** of the e-tender. Only the bidders who qualify pre-qualification shall be eligible for technical evaluation. Non-conforming Proposals may be rejected and may not be eligible for any further processing

3.6.2 Technical Bids

- i. Bidders shall submit the technical proposal in the relevant formats as mentioned in **Section 8** of this e-tender.
- ii. While submitting the Technical Proposal, the Bidder shall, in particular, ensure that CVs of team members duly signed by the authorized signatory have been submitted; The bidder may provide deviation to the contents of the e-tender document as per **Proforma 10** as provided as part of Technical Proposal. **A Committee would evaluate and classify them as “material deviation” or “non-material deviation”**. In case of any material deviations, the committee would be entitled to reject the bid.
- iii. For verification of information submitted by the bidders, the committee may visit bidders offices at its own cost. Bidders shall provide necessary documents, samples and reference information as desired by the committee. Bidders shall also assist the committee in getting relevant information from the bidders’ references. Bidders may be asked to provide a presentation on their organization’s capabilities to execute the project.
- iv. Failure to comply with the requirements shall make the Proposal liable to be rejected.
- v. The Technical Proposal shall not include any financial information relating to the Financial Proposal.
- vi. The corporation reserves the right to verify all statements, information and documents, submitted by the Bidder in response to the e-tender.
- vii. Failure of the corporation to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the department there under.
- viii. In case it is found during the evaluation or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions have not been met by the Bidder or the Bidder has made material misrepresentation or has given any materially incor-

rect or false information and if the Bidder has already been issued the LOA or has entered into the Agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained herein or in this e-tender, be liable to be terminated, by a communication in writing by the corporation without the department being liable in any manner whatsoever to the Applicant or Consultant, as the case may be. In such an event, the corporation shall forfeit and appropriate the performance Security and also pre-estimated compensation and damages payable to the corporation as mutually agreed for, inter alia, time, cost and effort of the corporation without any other right or remedy that may be available to the corporation

3.6.3 Commercial Bids

- i. In preparing the Financial Proposal, firms are expected to take into account the requirements and conditions outlined in the e-tender documents. The Financial Proposal should be as per **Proforma 11** of e-tender.
- ii. All the costs associated with the assignment shall be included in the Financial Proposal. These shall cover remuneration for all the Personnel (Expatriate and Resident, in the field, office etc), equipment, surveys, overhead charges viz. traveling, boarding and lodging and out of pocket expenses. The total amount indicated in the Financial Proposal shall be without any condition and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.
- iii. The financial proposal shall be exclusive of taxes and should be duly submitted as per **Performa 12** of e-tender.

3.7 Evaluation of Bids/ Proposals.

- i. The corporation shall use a **Quality and Cost Based System (QCBS)** having three stages of evaluation (collectively the “Selection Process”) in evaluating the Proposals. Prequalification stage will be the first stage to check conformance to the bidder’s eligibility criteria. Technical Evaluation will be the second stage and based on that the applicants will be shortlisted and a financial evaluation will be carried out as specified in Clause 3.7.3. This evaluation is for the combined bid for Phase 1 and Phase 2 together.
- ii. The Committee may, at its discretion, call for additional information from the bidder(s) at any stage of evaluation. Such information has

to be supplied within the set out time frame, otherwise the Committee is at discretion to reject/ accept/ extend the date for receiving such information. Seeking clarifications cannot be treated as acceptance of the proposal. The committee may waive any minor informality, non-conformity or irregularity in bid which does not constitute material deviation, provided such waiver does not affect the relative ranking of bidder.

iii. Proposals will finally be ranked according to their combined technical and financial scores as specified in **Clause 3.8**.

3.7.1 Pre-qualification

i. Preliminary Scrutiny: Preliminary scrutiny of the bid for eligibility will be done to determine whether the bids are in order and complete, whether the documents have been properly signed, whether any computational errors have been made. Proposals not conforming to such preliminary requirements are subject to being rejected.

ii. Conformance to eligibility criteria: Proposal responses conforming to preliminary scrutiny requirements will be checked for conformance to the eligibility criteria stated in the **clause 3.2 of e-tender** and Non-conforming proposals will be rejected.

3.7.2 Technical Bids

i. Technical Proposals would be evaluated only for those Bidders, who qualify the Pre-qualification evaluation.

ii. The date of opening the Technical Bids will be as per **Document Control Sheet**. In case of any deviation, it will be published on the eProc Portal.

iii. The Technical Proposals will be evaluated against the requirements specified in the e-tender and the Technical Evaluation Criteria. Bidders shall be invited to make a presentation to the Evaluation Committee as per technical evaluation criteria.

iv. Consequent upon the evaluation as per technical evaluation criteria, each Technical bid will be assigned a Technical Score (St) out of a maximum of 100 points.

v. **Technical evaluation:** The Technical Proposal will be evaluated based on the detailed criteria and weightages mentioned below. Only those applicants who score **65 marks or more in absolute terms out of 100 for the technical proposal shall be deemed technically qualified. For all the eligible candidates with technical marks of at least 65, both technical and financial scores will be normalized.**

vi. The maximum marks to be given under each of the evaluation criteria are:

S. No.	Evaluation Parameter	Criteria for Marking	Maximum Marks
A	Relevant Project Experience		30 marks
A1	Firm credentials	Average annual turnover from consultancy services in India (excluding audit, taxation, IT implementation) for the financial year 2024-25 Average INR 40 Lacs = 10 marks For a consortium, the turnover/project experience of any one member of the Consortium shall be sufficient to meet the eligibility bar	10
A2	Relevant experience in FMCG and agriculture processing during the last 5 financial years	Expertise in '<i>eligible projects</i>' in India or globally related to FMCG agriculture and allied sectors with government, public or private sector entities, foundations or multilateral agencies 3-5 projects – 5 marks 5+ projects – 10 marks	10
A3	Product Launch	Experience of launching products end to end 2-5 products – 5 marks 6-10 products – 10 marks	10
B	Case Study		15 marks

S. No.	Evaluation Parameter	Criteria for Marking	Maximum Marks
B1	Topic expertise – Go to Market Strategy for an existing/ upcoming product under PAGREXCO's Five Rivers Brand	Objective: Develop a Go-to-Market (GTM) strategy for an existing or upcoming product under the Five Rivers brand by PAGREXCO. Instructions: 1. Introduction: Briefly describe PAGREXCO, the Five Rivers brand, and the chosen product. 2. Market Analysis: Define the target market, analyze market needs and trends, and outline the competitive landscape. 3. Customer Analysis: Create customer personas and map the customer journey. 4. Product Positioning: Define the value proposition and develop brand messaging. 5. Marketing Strategy: Identify marketing channels, outline a content strategy, and suggest promotional tactics. - GTM strategy per product and SKU - Detail strategy as per channels - ATL and BTL for all channels Channels: <i>B2B, B2C, D2C, Offline, Online etc.</i> 6. Implementation Plan: Provide a timeline, resource allocation, and key milestones. 7. Measurement and KPIs: Define performance metrics and a monitoring plan. 8. Risk Management: Identify potential risks and mitigation strategies. 9. Conclusion: Summarize the GTM strategy and its anticipated impact. Submission: Submit a report (5-7 pages) with your strategy, including references and any supporting data. The case study will be evaluated based on the following criteria Analysis: Comprehensive coverage with detailed insights and research. (3 marks) Market Understanding: Clear identification of target market and competitors, insightful customer personas. (3 marks)	15

		Strategy Development: Effective product positioning, compelling messaging, and justified marketing and sales tactics. (3 marks) Execution Plan: Realistic timeline, resource allocation, and risk mitigation strategies. (3 marks) Document Design: (3 marks) <u>Case study should be a maximum of 10 pages and will be evaluated during the presentation</u>	
C	Quality of Approach and Methodology		30 marks
C1	Technical Presentation - Quality of approach & methodology	Quality of the approach and methodology submitted as part of the technical bid Assessment will be based on a) Demonstrated understanding of the current situation and objectives of project (10 marks) b) Initial perspectives on key elements of the deliverables (6 marks) c) Detailed analysis and approach/ methodology (6 marks) d) Timelines and deliverables proposed (3 marks) e) Innovative ideas and proposals (5 marks)	30
D	Qualification and competence of the core team for the assignment		25 marks

S. No.	Evaluation Parameter	Criteria for Marking	Maximum Marks
D1	Core team	Project Manager/ Marketing Expert (7 marks) Graphic Designer 1 (5 marks) Graphic Designer 2 (Schemes) (5 marks) Marketing Expert/ SEO Expert/ E-com Expert (5 Marks) In House SPOC/ (3 Marks)	25

Table – T2

Note:

1. The minimum qualification and experience of the proposed Team members should be as per Table - T3 of this e-tender.
2. CVs must be submitted for each team member above. Marks will be awarded based on the quality of the CV as well as quality of interaction during the presentation

The qualified bidders would be required to make a PRESENTATION on technical proposals to the corporation. Presentation to be made by a proposed team member preferably Project Manager to be actually deployed onsite.

3.7.3 Commercial Bid

- i. Commercial Bids will be opened for those bidders who have qualified the technical bids.
- ii. The Commercial bids will be scrutinized by the Committee.
- iii. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services (“Bid Price”).
- iv. Omissions, if any, in costing any item shall not entitle the bidder to be compensated and the liability to fulfill its obligations as per the Scope of Work within the total quoted price shall be that of the bidder.
- v. Any conditionality included in the financial proposal will lead to disqualification of the entire bid and forfeiture of the EMD.
- vi. The bidder shall submit a lump sum Financial Quote (inclusive of all taxes, but exclusive of GST) for providing support to the Authority Bids will be evaluated as per Combined Quality Cum Cost Based System. The technical bids will be allotted a weight of 70% while commercial bids will be allotted a weight of 30%.

Combined score = 70% * [Technical score] + 30% * [Commercial score]

- vii. Normalization process for technical scores: The best technical proposal with highest technical score (Tm) will be given a technical score (St) of 100 points. The technical scores (St) of the other Technical Proposals will be determined using the following formula: $[St = 100 \times T/Tm]$, in which St is the technical score, Tm is the highest technical score, and T is the technical score of bidder under consideration].

viii. Normalization process for financial scores: The lowest financial proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be determined using the following formula: $[Sf = 100 \times Fm/F]$, in which Sf is the financial score, Fm is the lowest price, and F is the price of the proposal (in INR) under consideration]. The financial proposal should be excluding any taxes.

3.8 Combined score:

i. The combined score shall be based on Quality cum Cost based Selection (QCBS). Proposals will be ranked according to their combined technical (St) and financial (Sf) scores (Combined score = S) using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal). The weights given to the Technical and Financial proposals will be 0.7 and 0.3 respectively: $(S = St \times 0.7 + Sf \times 0.3)$. The project would be awarded to the bidder with the highest combined score

3.9 Award of Contract

The corporation will notify the successful bidder in writing that its proposal has been accepted in the form of a letter of intent. The corporation may choose to award a contract for only Phase 1, based on the requirement of the corporation. The contract for Phase 2 may be awarded by the corporation on a later date as mentioned in Section 6 of this document.

On receipt of notification the bidder shall furnish acceptance of award within 7 days of its issuance from the corporation. Bidder shall furnish Performance Bank Guarantee within 15 days from the issue of letter of award and thereafter, sign Contract Agreement (Appendix B) with the corporation. After signing of the Contract Agreement, no variation in or modification of the terms of the Contract shall be made except by written amendment signed by the parties. Failure of the successful bidder to sign the contract or willful violation of the bid process shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security (EMD), in which event the client may choose to award the work to the next most responsive bidder or call the fresh bids. In such a scenario, the corporation may blacklist the concerned bidder for participation in state government projects.

3.10 Confidentiality

Information relating to the examination, clarification and comparison of the Bids shall not be disclosed to any Bidder or any other persons not officially concerned with such process until the selection process is over. The undue use by any Bidder of confidential information related to the process may result in rejection of its Bid. During the execution of the project except with the prior written consent of the Corporation, the selected bidder or its personnel shall not at any time communicate to any person or entity any

confidential information acquired in the course of the Contract.

Confidential information shall mean and include any and all confidential or proprietary information furnished, in whatever form or medium, or disclosed verbally or otherwise by the Bidder/ selected bidder and/ or the Corporation / corporation to each other including, but not limited to, the services, product information, financial data and statistics, whether or not marked as confidential or proprietary by the parties.

Section 4: Scope of Work

The bidder/Service Agency shall be responsible for providing Market Research, Consumer & Competition Analysis, Brand Identity Planning, GTM Strategy, Social Media Management, Graphic and Visual Design, Public Relations, and Website Management and promoting PAGREXCO products, operations and schemes through creative campaigns as indicated in the Tender Notice

I. Market Research:

1. Conduct Focused Group Discussions (FGDs) with consumers to analyze buying behavior, preferences, and brand perception for every product.
2. Perform consumer research across 500 households and conduct trade research with 50 modern trade and 100 general trade retailers and 20 distributors per product.
3. Undertake competitor analysis and prepare Comprehensive Brand DNA and Product DNA reports for every product
4. Devise holistic Go to Market Strategy Workbook covering all products
5. Conduct Product Market Fit Analysis and Market Growth Analysis covering all product categories.
6. Conduct Competitive Analysis comparing each product against 5 major competitors. Provide total market size, CAGR and market potential data in accordance.
7. Conduct internal research of the brand timeline from the very beginning, its current standing and benchmark against competitors, presenting findings and SWOT analysis in a detailed report.
8. Submit comprehensive documentation of all research along with methodologies and references to PAGREXCO.
9. Market Expansion Strategies: Assisting in entering new markets or expanding existing ones through market research, localization strategies, and competitor analysis.

II. Brand Identity Planning:

1. Develop a clear brand identity workbook based on a 360-degree analysis of the organization and its extensions, incorporating brand and product stories, taglines, values, USPs, palette and vision for brand positioning.
2. Create unique selling propositions (USPs) for each product based on insights from consumer behavior studies to increase product competitiveness.
3. Create a comprehensive brand kit that includes Logo, Color Palette, Typography, Visual Elements, Brand Guidelines, Mission, Vision, and Values, Brand Voice and Tone, Photography Style, Usage Examples, Legal Information, Templates, Digital Assets and any other detail that pertains to the brand kit in the future.
4. Establish a timeline with actionable plans to implement the brand identity created, with milestones for every activity.
5. Conduct quarterly reviews to analyze the brand identity (our intended brand positioning) and compare it with the brand image (how consumers perceive the brand).
6. Develop pivot strategies to enhance brand identity whenever necessary.
7. Create a reporting template encompassing all branding activities to be reviewed periodically along with the KPIs.

1. **Social Media Management:**

- a. Manage all social media platforms for PAGREXCO and its extensions, ensuring profiles are activated on all important platforms.
- b. Define Key Performance Indicators (KPIs), including a 10% monthly growth in social media audiences on every platform.

c. **Social Media Page Management:**

- i. Create and maintain official social media pages and platforms such as LinkedIn, Facebook, Twitter, YouTube, and Instagram with regular updates and posts.
- ii. Focus on engaging content and respond to comments and queries on social media platforms

iii. **Creative Asset Production:**

1. Produce 30 creative marketing assets per month, including videos, reels,

GIFs, images, stories, and carousels, aligned with monthly marketing themes and campaigns.

d. Content Creation and SEO: Creative Asset Production:

- i. Produce 30 creative marketing assets per month, including videos, reels, GIFs, images, stories, and carousels, aligned with monthly marketing themes and campaigns.
- ii. Manage content blogs with 4 interactive articles per month, focusing on PAGREXCO's processes and achievements.
- iii. Develop values-based content and conduct SEO optimization for 50 keywords, providing monthly analytics reports on social media performance and website traffic.

e. Audience Growth and Engagement:

- i. Grow social media audiences and followers by 10% monthly, achieving a target of 3000 new Facebook and Instagram followers per month.
- ii. Create monthly newsletters for consumers and list products on marketplaces to ensure continuous online presence and engagement.

2. E-commerce Management:

- a. Manage listings and handle reviews on e-commerce platforms to enhance the brand's presence and drive sales.

3. Marketing Activities Deployment:

- a. Deploy marketing activities across digital, social media, print, retail, and distribution touchpoints.

4. Influencer Marketing: Identifying and collaborating with relevant influencers to amplify brand reach, credibility, and engagement. Influencer Marketing: Identifying and collaborating with relevant influencers to amplify brand reach, credibility, and engagement.

5. Competitor Analysis and Reporting:

- a. Perform monthly analysis of competitors, media presence, and promotional activities.
- b. Deliver comprehensive reports on sales, distribution, and overall awareness metrics attained through branding and marketing endeavors.

6. Trend and Channel Analysis:- Frequency

- a. Conduct trend analysis to adapt marketing strategies according to industry trends and consumer behavior shifts on a monthly basis
- b. Assess the performance and effectiveness of different marketing channels to optimize marketing spend on a monthly basis.

7. Digital Command Center & MIS:

- a. Implement a centralized system for monitoring and managing digital marketing activities in real-time within the first 5 weeks.
- b. Utilize comprehensive management information systems for data-driven decision-making.

8. ROI Measurement:

- a. Calculate return on advertising spend (ROAS) and return on marketing investment (ROAMI) to measure the effectiveness and ROI of marketing campaigns.

III Sales Pitch Empowerment:

1. Product and Brand Narrative Alignment:

- Craft a sales pitch to empower the sales team with a thorough understanding of both the product and brand narrative.
- Ensure seamless transitions between the product and brand narrative for all products.

IV. Graphic and Visual Design:

1. Design and develop 30 high-quality digital and social media graphic assets per month, including advertisements, brochures, leaflets, flyers, and product packaging.
2. Post a minimum of 24 creatives per month, maintaining consistency across platforms and

contributing to a cohesive brand image for PAGREXCO

3. Design packaging graphics and Key Line Drawings for all products as required by PAGREXCO, ensuring alignment with cohesive brand identity and product positioning.
4. Producing impactful video content to communicate brand stories, showcase products, and engage with consumers on digital platforms.
5. Creation of designs for merchandise and office stationery from time to time.

V. Public Relations:

The agency should prepare quality targets which should cover the following:

1. Map communication strategy based on the comprehensive brand identity, vision, and mission, devising detailed campaigns with creative assets for media and public engagement.
2. Enhance corporate imagery for PAGREXCO through social media and PR messaging, building thought leadership and positioning the organization as a progressive PSU.
3. Manage official accounts of various positions of PAGREXCO and its extensions, implementing a strategic plan for public relations and ensuring alignment with the organization's vision and mission.
4. Event Management and Activation: Planning and executing brand events, product launches, and experiential marketing activations to engage with consumers directly.
5. Crisis Management: Developing strategies and protocols to manage and mitigate brand crises or reputation threats effectively

VI. Website Management:

1. Handle end-to-end creation and management of PAGREXCO's website for desktop and mobile, ensuring coherence with the overall brand palette and identity.
2. Populate graphical and textual content regularly, integrating with different business processes, and providing regular updates and maintenance for optimal user experience.
3. Event Management and Activation: Planning and executing brand events, product launches, and

experiential marketing activations to engage with consumers directly.

Note: The Agency shall be responsible for the execution of all assigned activities. In cases where additional resources are required, all procurements shall be undertaken strictly in accordance with the Purchase Manual of PAGREXCO. The Agency shall furnish an undertaking stating the credibility and quality of work executed through any external resources engaged by it. Further, all such work submitted shall be treated as part of the Agency's Key Performance Indicators (KPIs) and evaluated accordingly. Also, The timelines, deliverables, KPIs and targets specified in this Tender are indicative and have been included to establish the expected scope and level of services. The final implementation plan, timelines, KPIs and deliverables shall be mutually finalized with the selected Agency based on market realities and operational considerations, without materially altering the overall scope of work.

Section 5: Team Requirements

S. No.	Role	Required profile
1	Project Lead/ Project Manager/ Marketing Expert/ Project Owner (1) (100% Capacity)	• Post Graduate degree from a reputed and recognized University • 12+ years in Marketing and consulting/advisory services • Extensive experience with Indian or global organizations • Employed with the firm for at least 5 years
2	Graphic Designer (1)	• Graduate/Post Graduate degree in design • Minimum 7-8 years of professional experience • Managed at least 4-5 FMCG projects • Employed with the firm for at least 2 years • Proficiency in Coral Draw as well as Adobe
3	Graphic Designer 2 (1)	• Graduate/Post Graduate degree in design • Minimum 7-8 years of professional experience • Managed at least 4-5 FMCG projects • Employed with the firm for at least 2 years • Proficiency in Coral Draw as well as Adobe
4	Marketing Expert/ SEO Expert/ E-com Expert (5 Marks)	• Graduate/Post Graduate degree in relevant field • 7-8 years of experience in branding and brand strategy-Proven track record in FMCG sector and successful brand management • Experience with global or Indian brands
5	SPOC/ Content Executive	• Graduate/Post Graduate degree in relevant field • Minimum 2+ years of experience brand marketing, content creation, social media, PR, and other marketing activities

5.1 Substitution of Key Personnel

The corporation will not allow any request of the Selected Bidder for substitution of Key Personnel for one year i.e Project lead under ordinary circumstances. Substitution after 6 months will, however be permitted if the Key Personnel is not available for reasons of any incapacity, resignation or due to health, subject to equally or better qualified and experienced personnel being provided to the satisfaction of the corporations. Re- placement which is not approved by the corporation will attract a penalty of 5% of the quarter's fee in which personnel are not available.

Section 6: Project Term & Extension

Phase I – Implementation Phase

The initial term of the project shall be one (1) year from the date of issuance of the Work Order/Agreement. During this period, the selected Agency shall be responsible for establishing the complete branding, marketing, communication and digital ecosystem as per the Scope of Work and achieving all implementation-related deliverables.

Phase II – Sustenance & Growth Phase

Upon successful completion of Phase I and based on satisfactory performance, the contract may be extended for an additional period of up to two (2) years, one year at a time or as approved by the Managing Director, PAGREXCO, on mutually agreed terms and conditions. The extension shall be solely at the discretion of PAGREXCO and shall not be construed as an automatic right of the selected Agency.

Deliverable-Linked Project Schedule

Sr.No.	Deliverable	Timeline (From Kick-off Date)
1	Submission of detailed Work Plan, Project Implementation Schedule, Team Structure, Key Personnel CVs, Reporting Mechanism and Communication Matrix	Within 4 Weeks
2	Stakeholder Consultations, Plant Visits, Product Familiarization and Business Discovery Report	Within 4 Weeks
3	Market Research Report, Consumer Insights, Trade Research, Competitor Analysis, SWOT Analysis, Brand Audit, Product DNA and Brand DNA Reports	Within 8 Weeks
4	Submission of Comprehensive Brand Identity Workbook, Brand Architecture, Brand Guidelines and Corporate Brand Kit	Within 8 Weeks
5	Product-wise Go-to-Market (GTM) Strategy, Channel Strategy (GT, MT, HoReCa, Institutional, Government, Export, B2B, B2C, D2C & E-commerce), Marketing Calendar and Communication Framework	Within 12 Weeks
6	Establishment and optimization of all approved Digital Assets, Social Media Accounts, Marketplace Presence and Website Improvement Plan	Within 12 Weeks
7	Annual Integrated Marketing, Branding and Communication Strategy with Quarterly Campaign Calendar	Within 16 Weeks
8	Submission of Packaging Improvement Plan, Packaging Artwork Roadmap and Key Line Drawing (KLD) Repository Framework	Within 16 Weeks

9	Submission of Monthly Creative Calendar and Production Plan covering Digital, Print, Retail, POSM and Corporate Communication	Every Month
10	Development and publication of a minimum of 30 creative assets and 24 approved social media posts per month	Monthly
11	Publication of 4 SEO-enabled blogs/articles and monthly consumer newsletter	Monthly
12	Monthly competitor benchmarking covering pricing, communication, campaigns, packaging, retail visibility and digital activities	Monthly
13	Monthly analytics report covering website traffic, SEO performance, campaign performance, audience growth, engagement, ROAS and ROAMI	Monthly
14	Monthly channel performance assessment for Digital, GT, MT, Retail, E-commerce and Trade Marketing initiatives with optimization recommendations	Monthly
15	Monthly review meeting with PAGREXCO including Action Taken Report (ATR), upcoming activities and revised implementation plan	Monthly
16	Quarterly Brand Health Assessment comparing intended Brand Identity with actual Brand Image and recommending corrective strategies	Quarterly
17	Quarterly Retail Audit, Shopper Marketing Audit and POSM effectiveness assessment	Quarterly
18	Quarterly Packaging and Creative Asset Review ensuring brand consistency across all touchpoints	Quarterly
19	Quarterly Public Relations and Media Performance Report covering earned media, press coverage and corporate reputation	Quarterly
20	Quarterly Event and Exhibition Performance Report, including ROI assessment for trade fairs, buyer-seller meets and activations	Quarterly
21	Quarterly Innovation Report recommending new branding, retail marketing, packaging, consumer engagement and digital initiatives	Quarterly

22	Mid-Term Performance Review covering achievement of KPIs	At the End of 6 Months
23	Annual Brand Performance Report covering brand awareness, market positioning, campaign outcomes, digital performance, retail visibility, PR outcomes and strategic recommendations	At the End of 12 Months
24	Submission of complete repository comprising editable source files, artwork, KLDs, campaign creatives, photographs, videos, reports, research documents, presentations and all intellectual property created during the contract period	At Contract Completion
25	Final Handover Report including knowledge transfer, SOPs, asset inventory and future branding and marketing roadmap	At Contract Completion

The bidder shall quote the price for the entire one-year contract period; however, payment shall be released on a monthly basis, subject to satisfactory performance and submission of monthly deliverables.

In case of any delay in submission of deliverables, a penalty of 1% of the monthly contract value shall be levied.

In case of extension of the contract, the deliverables and timelines may be revised by mutual agreement with the approval of the Managing Director, PAGREXCO.

In case of any delay in submission of deliverables, there will be a penalty. The penalty will be calculated at the rate of 1% of bid value of the monthly compensation.

In case of extension of the Term, relevant deliverables may be redefined in the same construct.

Section 7: General Contract Conditions (GCC)

7.1 Application

These general conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them. For interpretation of any clause in the tender or Contract Agreement, the interpretation of the corporation shall be final and binding.

Bidder Eligibility – Single Entity / Consortium

The bidder shall ordinarily be a single Business Entity. **Consortiums/JVs shall also be permitted to participate**, subject to the conditions specified in this tender.

In case of a Consortium, the **bid/application shall be submitted by a single designated Lead Member on behalf of the Consortium**. The Lead Member shall be authorised by all Consortium members to submit the bid and act as the principal point of contact with the Corporation.

The Consortium shall submit a duly signed **Undertaking/Consortium Agreement** along with the bid, clearly specifying the constitution of the Consortium, roles and responsibilities of each member, the Lead Member, and the authorisation of the Lead Member to submit the bid and represent the Consortium before the Corporation.

The Lead Member and all Consortium members shall be **jointly and severally responsible** for the obligations arising out of the bid and, in the event of award, for due performance of the contract, unless otherwise specified in the tender.

The Corporation reserves the right to prescribe additional eligibility requirements for Consortium members and to seek any documents or undertakings considered necessary for evaluating the bid. The interpretation of the Corporation in this regard shall be **final and binding** on all bidders.

Only 1 proposal per organization shall be allowed.

7.2 Responsibility of Personnel

The Bidder shall be fully responsible for the services performed by it or any of its personnel on behalf of the Bidder hereunder.

7.3 Standards of Performance

The Bidder shall perform the services and carry out its obligations under the Contract laws with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Bidder shall always support and safeguard the legitimate interests of the corporation, in any dealings of the bidder with the third party. The Bidder shall abide by all the provisions/rules etc. of relevant laws/rules/standards and subsequent amendments prevalent in the country. The Bidder shall conform to the standards laid down in the tender in totality.

Branding Sensitivity and Approval Clause

The Agency shall ensure that all content, creatives, campaigns, and branding materials developed under this Contract are accurate, lawful, and do not contain any material that is misleading, objectionable, defamatory, or politically sensitive in nature. The Agency shall exercise due diligence to ensure that such content complies with all applicable laws, regulations, and advertising standards.

All deliverables shall be subject to prior review and written approval by PAGREXCO. The Agency shall not release, publish, circulate, or otherwise make public any content, in whole or in part, without obtaining explicit prior approval from PAGREXCO. The decision of PAGREXCO in this regard shall be final and binding.

7.4 Applicable Law

7.4.1 Applicable Law means the laws and any other instruments having the force of law in India as may be issued and in force from time to time. The Contract shall be interpreted in accordance with the laws of the Union of India and the State of Punjab

7.4.2 The bidder will submit an undertaking specifying that they have obtained or will be in a position to obtain all necessary statutory and obligatory permissions, if any, required to carry out the contract.

7.5 Intellectual Property Rights-

Any outcome from deliverables will be the IPR of this corporation. Selected bidders shall have no right to the same. Non deliverable covered under the Contract shall be shared, sold or disposed by the Bid- der in violation of any right whatsoever of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or simi- lar right, or any charge mortgage or lien. The Bidder shall indemnify the Corporation from all actions, costs, claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged infringement as aforesaid and at the expenses of the Bidder, the corporation shall be defended in the defense of such proceedings.

7.6 Governing Language

The Contract shall be written in English Language. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

7.7 Indemnity

Successful Bidder who has been awarded the contract (the "Indemnifying Party") undertakes to indemnify contractor (the "Implementing Agency") from monetary loss or loss of reputation to any customer corporation/s arising in favor of any person, the corporation or other entity (including the Indemnified Party) attributable to the Indemnifying Party's negligence or willful default in performance or non- performance.

The indemnities set out shall be subject to the following conditions:

- a) The Indemnified Party as promptly as practicable informs the Indemnifying Party in writing of the claim or proceedings and provides all relevant evidence, documentary or otherwise;
- b) The Indemnified Party shall, at the cost of the Indemnifying Party, give the Indemnifying Party all reasonable assistance in the defense of such claim including reasonable access to all relevant information, documentation and personnel provided that the Indemnified Party may, at its sole cost and expense, reasonably participate, through its attorneys or otherwise, in such defense;
- c) The Indemnified Party shall not prejudice, pay or accept any proceedings or claim, or compromise any proceedings or claim, without the written consent of the Indemnifying Party;
- d) The Indemnified Party shall account to the Indemnifying Party for all awards, settlements, damages and costs (if any) finally awarded in favor of the Indemnified Party which are to be paid to it in connection with any such claim or proceedings;
- e) The Indemnified Party shall take steps that the Indemnifying Party may reasonably require to mitigate or reduce its loss as a result of such a claim or proceedings;

In the event either of the Party seeks indemnification from other on account of any specific loss or losses (including any claim for damages) then party making the claim would be stopped from making any further claim, financial or otherwise in respect of that loss or losses (including any claim for damages)

7.8 Termination of Contract

- a) **Material Breach:** In the event that either Party believes that the other Party is in Material Breach of its obligations under this Agreement, such aggrieved Party may terminate this Agreement upon giving a one month's notice for curing the Material Breach to the other Party. In case the Material Breach continues, after the notice period, the Nodal Agency or Implementation Agency, as the case may be, will have the option to terminate the Agreement.

- b) Any notice served pursuant to this Clause shall give reasonable details of the Material Breach, which could include the following events and the termination will become effective:
- i) An attachment is levied or continues to be levied for a period of seven days upon effects of the bid.
 - ii) If the selected bidder fails to perform as per the timelines prescribed in the e-tender and the tasks assigned under the tender or the extension if any allowed, it will be a material breach of contract.
 - c) After award of the contract, if the selected bidder does not perform satisfactorily or delays execution of the contract, PAGREXCO reserves the right to give the contract to another party of its choice by giving one month's notice for the same.
 - d) In the event of the sum of all unpaid penalties exceeding 10% of Contract Value on any given date, the contract shall stand terminated automatically deduction from annual payment on account of not meeting the annual targets will not be considered a penalty for this purpose.

7.9 Termination for Insolvency, Dissolution etc

The corporation may at any time terminate the contract with immediate effect by giving written notice to the Bidder, if the Bidder becomes bankrupt or otherwise insolvent or in case of dissolution of firm/company or winding up of firm/company. In this event termination will be without compensation to the Bidder, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the corporation.

7.10 Termination for Convenience

The corporation reserves its right to terminate, by prior written notice of one month, the whole or part of the contract, at any time for its convenience. The notice of termination shall specify that termination is for its convenience, the extent to which performance of work under the contract is terminated, and the date upon which such termination becomes effective.

7.11 Consequences of Termination

- a) In the event of termination of the Contract due to any cause whatsoever, [whether consequent to the stipulated term of the Contract or otherwise], the department shall be

entitled to impose any such obligations and conditions and issue any clarifications as may be necessary to ensure an efficient transition and effective business continuity of the Service(s) which the Bidder shall be obliged to comply with and take all available steps to minimize loss resulting from that termination/ breach, and further allow the next successor Bidder to take over the obligations of the erstwhile Bidder in relation to the execution/ continued execution of the scope of the Contract.

b) Nothing herein shall restrict the right of the corporation to invoke the Performance Bank Guarantee and other guarantees, securities furnished, enforce the Deed of Indemnity and pursue such other rights and/or remedies that may be available to the corporation under law or otherwise.

c) The termination hereof shall not affect any accrued right or liability of either Party nor affect the operation of the provisions of the Contract that are expressly or by implication intended to come into or continue in force on or after such termination.

7.12 Force Majeure

a) The Bidder shall not be liable for forfeiture of its PBG or termination of contract for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

b) For purposes of this clause, “Force Majeure” means an event beyond the control of the Bidder and not involving the Bidder’s fault or negligence, and not foreseeable. Such events may include, but are not restricted to, wars or revolutions, riot or commotion, earthquake, fires, floods, epidemics, quarantine restrictions and freight embargoes.

c) If a Force Majeure situation arises, the Bidder shall promptly notify the Corporation in writing of such condition and the cause thereof. Unless otherwise directed by the Corporation in writing, the Bidder shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

7.13 Taxes and Duties

The Bidder shall be entirely responsible for all taxes; duties, etc. incurred as may be applicable at any given point of time within the Union of India.

7.14 Resolution of Disputes

Any dispute or difference, whatsoever, arising between the parties to this agreement

arising out of or in relation to this agreement shall be resolved by the Parties through mutual consultation, in good faith and using their best endeavors. To this end, the parties agree to provide frank, candid and timely disclosure of all relevant facts, information and documents to facilitate discussions between them/ their representatives or officers.

a) Amicable Settlement

Performance of the Contract is governed by the terms and conditions of the Contract, however at times dispute may arise about any interpretation of any term or condition of Contract including the scope of work, the clauses of payments etc. In such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, then the second Sub-clause of resolution of disputes shall become applicable.

b) Arbitration

Any claim, dispute or difference relating to or arising out of this tender shall be referred to the arbitration, of a sole arbitrator. The arbitration shall be subject to the Arbitration and Conciliation Act, 1996 as may be amended from time to time. The Managing Director, PAGREXCO will be the sole arbitrator and the arbitration award shall be final and binding on the parties.

c) Legal Jurisdiction

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Chandigarh only.

7.15 Notices

- a) Any notice or other document which may be given by either Party under this Agreement shall be given in writing, in person or by post.
- b) In relation to a notice given under this Agreement, any such notice or other document shall be addressed to the other Party's principal or registered office address.

Section 8: Proposal Formats

Following are the proposal formats to be used by the bidders for submitting their Proposals for selection under the e-tender:

S. No.	Performas	Description
Pre-qualification		
1	Performa-1	Covering Letter
2	Performa-2	Checklist
3	Performa-3	Particulars of the Bidder
4	Performa-4	Prior Experience Form
5	Performa-5	Declaration letter on non blacklisted company/firm
6	Performa-6	Certificate from Statutory Auditor
7	Performa-7	Special Power of Attorney
Technical Bids/Proposals		
8	Performa-8	Firm Experience
9	Performa-9	A. Curriculum vitae(s) of the proposed resources B. Composition of the Task and Team members
10	Performa-10	Technical Deviations
11	Performa-11	Performance Bank Guarantee
Financial Bids/Proposals		
12	Performa-12	Financial Proposal
13	Performa-13	Prebid Query Format

Performa 1: Covering Letter

(To be filled, signed, scanned and uploaded in pre qualification section of e-tendering Portal)

BID SHEET

Tenderer's Bid Reference No. & Date:

Tenderer's Name & Address:

Person to be contacted:

Designation:

Telephone No.:

Email ID:

Fax No.:

To:

The Managing Director,
Punjab Agri Export Corporation Ltd.
Plot 2A, 28 Madhya Marg, Chandigarh 160002

Subject: Selection of Partner ENGAGEMENT OF SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES

Dear Sir,

1. We, the undersigned, having carefully examined the referred e-tender, offer to Propose for the Selection as Partner for **ENGAGEMENT OF SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES**

2. PRICE AND VALIDITY

All the prices mentioned in our Bid are in accordance with the terms as specified in bidding documents. All the prices and other terms and conditions of this Bid are valid for a period of 180 days from the date of opening of bids.

We do hereby confirm that our bid prices are exclusive of all taxes and levies.

3. EARNEST MONEY

We have paid the required earnest money through the e-payment gateway. It is liable to be forfeited in accordance with the provisions of the Tender document.

4. DEVIATIONS

We declare that all the services shall be performed strictly in accordance with the Scope of Work and specifications mentioned in the Tender document except the deviations as mentioned in the Technical deviation Performa (Performa-10). Further we agree that additional conditions/ assumptions, if any, found in the Bid documents, other than those stated in deviations Performa, shall not be given effect to.

5. BID PRICING

We further declare that the prices stated in our Bid are in accordance with your terms & conditions in the bidding document.

6. We hereby declare that our Bid is made in good faith, without collusion or fraud and the information contained in the Bid is true and correct to the best of our knowledge & belief.

7. Bid submitted online by us is complete in all respects as per tender.

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

Thanking you,

Yours faithfully,

<Signature >

Name:

Date:

Designation:

Place:

<Seal>

Business Address:

Performa 2: Checklist

(To be filled online in pre-qualification section of e-Tendering Portal)

CHECKLIST & ORDER IN WHICH DOCUMENTS ARE TO BE SUBMITTED

Name of Bidder: _____

Sr. No.	Condition / Item	Yes / No	Page No.
Will be checked at the time of Prequalification Evaluation(Eligibility Criteria)			
1	(For the purpose of this Invitation for e-tender document, a Business Entity shall mean sole proprietor, A registered Firm/Agency/Company registered in India under the Societies Registration Act/ Companies Act, 1956 / 2013 or LLP Act 1932 and subsequent amendments or a consortium as per point 7.1). Incorporation / Registration Certificate- Self Attested and GST Registration		

2	The Bidder should be an organization with an average turnover of INR 40 lakh per annum from '<i>Relevant operations</i>' in each of the last 3 years excluding current financial year 2023-24, 2024-25, 2024-25 Certificate from statutory auditor (as per format mentioned in Performa 6-of this e-tender) /audited financial statements for the three previous financial years with CA's Registration Number / Seal.		
3	Bidder should have undertaken a minimum of two (2) 'eligible projects', as specified in clause 3.2.3, in FMCG, Agri-processing and allied sectors in India or abroad." Self-certified letter from CEO /MD/ Head of the organization required + Letter of satisfactory delivery from customer		
4	No Blacklisting or Insolvency a) The bidder should not have been blacklisted by any of the State/Central Government or organizations of the State/Central Government in India in the past three years. b) The bidder must not have been declared insolvent/ bankrupt or should not have filed for insolvency/ bank-ruptcy or in the process of being declared bankrupt before any designated authority Self-certification from the Bidder as per Performa- 5.		
5	Tender fees and Processing Fees- Online Submission as mentioned in the data sheet. Acknowledgement/screenshot of fee paid online		
6	Earnest Money Deposit. Acknowledgement/Screenshot of fee paid online		

Performa 3: Particulars of Bidder

(To be filled, signed, scanned & uploaded in prequalification section of e-tendering portal)
BIDDER PARTICULARS FOR TENDER NO.

1. Name of the Company : _____
2. Registered Office Address : _____
3. Telephone No : _____
4. Fax.No : _____
5. PAN No. : _____
6. Constitution of the bidder company : _____
7. Core Business activities : _____
8. Experience in consultancy services (years with proof):_____
9. Date of first assignment : _____
10. World wide Presence : _____
11. Presence in India : _____
12. Total number of employees : _____
13. No of employees in consultancy services: _____
14. Details of main branches : _____
15. Name & address of the officer to whom : _____
all references shall be made regarding : _____
this Tender
E-Mail
Telephone
Fax No. : _____
16. PAN No. : _____
17. GST Reg. Number : _____

As of this date the information furnished in all parts of this form is accurate and true to the best of my knowledge.

Signature Name

Designation

Company

Address Date

Performa 4: Prior Experience Form

(To be filled, signed, scanned and uploaded in prequalification section of e-tendering portal)

(Using the format below, provide information in respect of major assignments as an agency for FMCG, Food Brands, Agriculture and Allied Sectors. Proof of work completed/in progress for Government of India/any State Government of India must also be attached)

S.No	Details of client along with address, telephone and Fax number	Year	Consulting Fees (Rs.)	Job Description
1.				
2.				

(Signature of the Authorized Person)

Date:

Name:

Place: De-

signation:

Business Address :

Seal :

Performa 5: Declaration Letter on Non Blacklisted Company/Firm

(To be signed, scanned and uploaded in prequalification Section of e-Tenderingportal)

[Bidders are required to submit the Declaration letter as given here on their let-terhead]

To

The Director,
Punjab Agri Export Corporation Ltd.
Plot 2A, 28 Madhya Marg, Chandigarh 160002

Sub: Declaration for not being ineligible due to corrupt or fraudulent practices or black-listed by any Government or Public Sector Units in India.

Dear Sir,

We, the undersigned, hereby declare that:

We are not under a declaration of blacklisted by any State or Central Government / any other Government institutions in India for any reason as on last date of submission of the Bid or convicted of economic offence in India for any reason as on last date of submission of the Bid.

Thanking you,

Yours faithfully,

(Signature of the Bidder)

Printed Name Designation

Seal

Date:

Place:

Business Address:

Performa 6: Certificate from Statutory Auditor

(To be filled, signed, scanned and uploaded in prequalification section of e-tendering portal)

(On the letterhead of statutory auditor)

The Managing Director,
Punjab Agri Export Corporation Ltd.
Plot 2A, 28 Madhya Marg, Chandigarh 160002

CERTIFICATE

We hereby certify the following information on the basis of the audited Profit and Loss Accounts for the Financial Years ended on 31 March 2023, 31 March 2024 and 31 March 2025 of [Name and Address of the Bidder].

Financial Year ended on	Turnover from Consultancy Services (exclusive of taxes) (Amount in INR)
31 March 2023	
31 March 2024	
31 March 2025	
Average Turnover for the above mentioned financial years	

We further certify that [Name of the bidder] is providing consultancy services for more than last five years and has annual turnover of average 40 lakhs across three years on account of business, strategy, consulting and operational projects excluding IT implementation, Audit/ Compliance/ Risk Assessment in each of the last three financial years (FY 2022-23, 23-24 and 24-25)

We also certify that [Name of the bidder] does not have any pending non-tax litigations in any court(s)/tribunal in India or the amount involved in pending litigations against the Bidder in various Courts/ Tribunals should be less than the net worth of the company/ firm.

Signature, Address, Seal & Membership No. of Chartered Accountant

*For a consortium, the turnover/project experience of any one member of the Consortium shall be sufficient to meet the eligibility bar

Performa 7: Special Power of Attorney

(To be filled, signed, scanned and uploaded in prequalification section of e-tendering Portal)

SPECIAL POWER OF ATTORNEY

Know all men by these presents that we <<name of company>> incorporated in India under the Companies Act, 1956 and having its registered office at <<registered office address>> (India) (Hereinafter called the “Company”) DOTH hereby nominate, constitute and appoint <<name of person in whose favour authority is being made under the attorney >>, <<Designation of the person>>, s/d/o <<father's name of the person>>, to be true and lawful attorney in fact and at law of the Company for and in the name and on behalf of the Company, to do, execute and perform all or any of the following acts, deeds, matters and things namely:-

1. To appear for and represent the Company to all intents and purposes in connection with the matters pertaining to signing and submission of tender (No /<<..>>) for selection of Bidder for <<project name>> and all affairs ancillary or incidental thereto.
2. AND the Company hereby agree that all acts, deeds and things lawfully done by the said attorney shall be construed as acts, deeds and things done by the Company itself on the above matter and the Company hereby undertakes to ratify and confirm all and whatever its attorney shall lawfully do or cause to be done for and on behalf of the Company by virtue of the powers hereby given.

In witness whereof <<name of person authorized to execute the attorney on behalf of Company>>, <<Designation of the person>> of the Company acting for and on behalf of the Company under the authority conferred by the <<reference of body/ notification/ authority orders like Board of Directors of the Company>> in its <<reference/ number/ meeting held on>> dated <<date of reference>> has signed this Power of Attorney at <<place>> on this day of <<day>> <<month>>, <<year>>.

The signatures of <<name of person in whose favour authority is being made under the attorney >> given below are hereby certified.

<<signature, name & designation of person executing attorney and name of company>>

WITNESS:

<<signature, name & designation of person witness to this attorney>>

<<signature & name of the person in whose favour authority is being made under the attorney >>

CERTIFIED:

<<signature, name & designation of person executing attorney and name of company>>

Performa 8: Firm Experience

(To be filled, signed, scanned and uploaded in technical section of e-tendering Portal)

8.1 Experience of assisting FMCG Companies, Food Brands, State Governments in as Consulting Agency

Projects	Year	Name of the client	Description of assignment including location	Duration of assignment	Cost of assignment
1					
2					
3					
4.					
5.					

This is to certify that the above information has been examined by us on the basis of Letter of Award/Agreement for the assignments & other relevant information, in support of projects wherein minimum **contract value is INR__ crore** and assignment date is not before January 2017

(Signature of the Authorized Signatory)

Note-: Copies (relevant pages) of work orders/agreement/letter of award/extension letters/completion certificates must be duly certified by the authorized signatory of the bidding company to be enclosed in support of projects.

Performa 9: Proposed Team's Experience

9. A Curriculum Vitae(s) of the proposed resources

(To be filled, signed, scanned and uploaded in technical section of e tendering portal)

<<Picture of the proposed resource>>	1.Name			
	2.Proposed Position:			
	3.Date of Birth			
	4.Education:			
5. Employment Record	From	To	Company	Position Held
6. Brief Profile				
7. Languages				
8. Work Undertaken that Best Illustrates Capability to Handle the Task Assigned				
9. Nature of Work: Year: Loca- tion: Company: Position Held:Main features: Activities Performed:				

(Name and Signature of Authorized Signatory)

Performa 9. B: Composition of the Team and Tasks of Team Members

(To be filled, signed, scanned and uploaded in technical section of e-tendering portal)

Sr. No.	Name	Present Designation	Number of years on Payroll of the bidder	Minimum Qualification and Experience (In Years)	Proposed Position	Task Assigned

We undertake that any change in the above composition of personnel shall not be done without prior permission of the corporation and any replacement will be at par with the standards and pre-requisites of the said e-tender.

(Name and Signature of Authorized Signatory)

Authorized Signature [In full and initials]: Name

and Title of Signatory:

Name of Bidder:

Address:

Performa 10: Technical Deviations

(To be filled, signed, scanned and uploaded in the **technical** section of e-tendering portal).

Name of Bidder: _____

Selection of Partner ENGAGEMENT OF SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES Following are the Technical deviations & variations from the exceptions to the specifications as mentioned in e-tender. These deviations and variations are exhaustive. Except these deviations and variations, the entire work shall be provided as per your specifications and documents.

S No.	Clause No	Page No	Statement of deviations and variations

Date
Name
Place

Signature

Seal

**NEXT TWO PERFORMAS i.e. P11 and P12 TO BE
SUBMITTED WITH FINANCIAL BID PLEASE
IF SUBMITTED WITH TECHNICAL BID THEY
SHALL NOT BE CONSIDERED**

Performa 11: Financial Proposal

(To be filled, signed scanned and uploaded in financial section of e-tendering portal)

(On Bidder's letter head)[Location, Date]

FROM: [Name of Bidder]

.....

.....

To

The Managing Director,
Punjab Agri Export Corporation Ltd.
Plot 2A, 28 Madhya Marg, Chandigarh 160002

Subject: Selection of Partner ENGAGEMENT OF SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES

Dear Sir,

We, the undersigned, offer to provide the **SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES**

In accordance with your e-tender, Our Annual Financial Proposal for Assignment is for the sum total of Rs. (In lacs) (Amount in words and figure). This amount is exclusive of taxes. The breakup of the amount resource wise is as under:Phase 1:

Sr. No.	Manpower	Fixed Rates
1.	Project Lead/ Project Manager/ Marketing Expert/ Project Owner (1) (100% Capacity)	
2.	Graphic Designer (2)	
3.	Marketing Expert/ SEO Expert/ E-com Expert (1)	
4.	SPOC/ Content Executive (1)	

6.	Other Costs	
7.	Total	

Total Bid: = _____

1. Our Financial Proposal shall be binding upon us up to the expiration of the validity period of the Proposal, as per e-tender.....
2. This financial proposal covers remuneration for all the Personnel (Expatriate and Resident, in the field, office etc), equipment, surveys, overhead charges viz. travelling, boarding, lodging, cost of training and out of pocket expenses. The Financial Proposal is without any condition. (If not, kindly specify in variables)
3. The offer price quoted by us is inclusive of all not specifically mentioned in the e-tender document, but essential for successful completion of assignment.
4. We undertake that in competing for and, if the award is made to us, in executing the above consultancy services, we will strongly observe the laws against fraud and corruption in force in India.
5. These rates would be valid for the period of assignment and any additional manpower required would be provided on the above mentioned rates. These rates will also be used in case of subsequent reduction in manpower.

Yours sincerely,

Authorized Signature: Name and Title of Signatory: Name of

Bidder: Address:

Performa 12: (Prebid Query Format)

(To be submitted by the bidder on company's letter head at the time of submission of Pre bid queries along with the proof of purchase of tender document)

Name of the Company:

Queries must be sent in the following format:

Sr No.	Reference (Page No. / Para/ Sub Para No. & Heading / Sub Heading	Existing Clause / text	Clarification / Amend-ment Sought	Suggestions / Remarks (if any)
1				
.				
N				

(Authorised signatory & seal of Company) Date :

Appendix A: Instructions to Bidders for E-Tendering

Sr. No.	Title	Description					
1	Punjab e-Tendering Website	https://eproc.punjab.gov.in/					
2	View and print Tender Documents Free of cost	To Download/ View the tender notifications and corrigendum follow the steps given below: a. Click on “Tenders by Organisation” after opening the e-Procurement website. b. Please click on link under “Tender Count” in "Organisation Name” i.e. “Punjab Agri Export Corporation Ltd. from the list. c. A list of tenders will appear on the screen. d. Click on link under “Title and Ref.No./Tender ID” to view particular tender. e. Click to print (right top side).					
3	Digital Signatures	The user must be in possession of a valid Digital Signature Certificates (DSC) which may be procured from any of the authorized Certifying Authority (CA), such as; e-mudra, N-code, Sify etc. In case of any problem in compatibility of DSCs, you may go through “Bidders Manual Kit“ or “FAQ’s” (right bottom on home screen) or e-Procurement helpdesk may be contacted. Helpdesk contact details are at “Contact Us” (top right on home screen)					
4	e-Payment Options and procedure	1. The cost of the bidding documents (non-refundable) shall be paid online through Net Banking at portal https://eproc.punjab.gov.in/ 2. Bid Security/Earnest Money Deposit (EMD) of the amount specified for the Project/Work(s) in the table above shall be paid online through Net Banking at portal https://eproc.punjab.gov.in/ Following options are available for making e-Payment: ↓ <table><tr><th>Purpose & Amount</th></tr><tr><td>Registration Fee – As of Now Free (Subject to updates on website)</td></tr><tr><td>Tender Fee (differs for each tenders)</td></tr><tr><td>Processing Fee (0.1 % of tender estimated value + GST – Varies between Rs. 500.00 to Rs. 5000.00) Rs. 2000.00 + GST for tenders where estimated value is not known</td></tr><tr><td>EMD (differs for each tenders)</td></tr></table>	Purpose & Amount	Registration Fee – As of Now Free (Subject to updates on website)	Tender Fee (differs for each tenders)	Processing Fee (0.1 % of tender estimated value + GST – Varies between Rs. 500.00 to Rs. 5000.00) Rs. 2000.00 + GST for tenders where estimated value is not known	EMD (differs for each tenders)
Purpose & Amount							
Registration Fee – As of Now Free (Subject to updates on website)							
Tender Fee (differs for each tenders)							
Processing Fee (0.1 % of tender estimated value + GST – Varies between Rs. 500.00 to Rs. 5000.00) Rs. 2000.00 + GST for tenders where estimated value is not known							
EMD (differs for each tenders)							

5	Registration Refer to Manual – “Registration of Bidders” under “Bidders Manual Kit”(right bottom on home screen)	Steps to be followed for registration of bidders: a. Click on “Online Bidder Enrollment” and fill the on-line registration form. (Home Page – Right Side) b. Registration Fee – As of Now Free (Subject to updates on website). c. Note the User ID and Password allotted by the system.
6	Login & Participation in the Tendering process	Log in with your User Id and Password (which was allotted by the system after registration). For participating in the tendering process follow the instructions given below: a. Insert the PKI (which consists of your DSC) in your PC USB port (make sure that necessary driver software of PKI is installed in your system). b. To open the Microsoft Internet Explorer (from the Desktop of your computer) click on the Internet Explorer icon, or c. Go to Start > Programs > Internet Explorer. d. Type https://eproc.punjab.gov.in/ in the address bar, to access the Login Screen. e. Enter e-Procurement User Id and Password, click on “Login”. f. Again Click on “Login” for selecting the DSC (Middle Left of the Screen). g. Enter DSC token Password. h. Click “Search Active Tenders” on the left side of the page to search the tenders. i. Then select the Organisation (in this case Punjab Information & Communications Technology Corporation Ltd.) from the drop box in whose tender you intend to participate and click submit.
7	Online Request for Tender Documents	Please refer to manual “Online e-Bid Submission” under “Bidders Manual Kit” (right bottom on home screen) and please
8	Pay EMD and update details in the web site	
9	Upload files – Technical Sheet/ Price bid Sheets and attach documents to the tender	
11	To Submit the Tender	a. Bids once submitted may be revised prior to tender closing date and time. b. Note down / take a print of “Bid Acknowledgement Page” once it is displayed on the screen.

12	To view the tender opening process	Tender opening event can be viewed online as per procedure given below: - Log in with your User Id and Password (which was allotted by the system after registration). - Click “Search Active Tenders” on the left side of
----	------------------------------------	--

		the page to search the tenders. Then select the Organisation (in this case Department of Agriculture and Farmers Welfare) from the drop box in whose tender you intend to participate and click submit.
13	e-Procurement Help Desk details	Helpdesk contact details are at “Contact Us” (top right on home screen)

Appendix B: Contract Agreement

Date:

Reference No. :

CONTRACT AGREEMENT

THIS AGREEMENT is made on the <<day>> day of <<month>> 2026.

BETWEEN:

Punjab Agri Export Corporation Ltd. having its offices at Plot 2, 28A Madhya Marg, Chandigarh 160002 (which term or expression unless excluded by or repugnant to the subject or context shall mean and include its successors-in-office and assigns) of the FIRST PART; AND M/s <<name of selected company>>, incorporated in India under the Companies Act, 1956 and having its registered office at <<registered office address>> (India) and place of business at <<business address of company>> hereinafter referred to as “**The Company**” (which term or expression unless excluded by or repugnant to the subject or context shall mean and include its successors-in-office and assigns) of the SECOND PART;

WHEREAS

(I) Punjab Agri Export Corporation Ltd. is desirous **FOR ENGAGEMENT OF SOCIAL MEDIA, BRANDING, MARKETING AND PUBLIC RELATIONS AGENCY SERVICES**

(II) The **Company** having represented to Punjab Agri Export Corporation Ltd. that it has the required professional skills and personnel and technical resources, has agreed to provide the equipment, services on the terms and conditions set forth in this Contract;

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

- (a) In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the e-tender.
- (b) The following documents in relation with Request for Proposal issued for selection of bidder shall be deemed to form and be read and construed as part of this Agreement viz:

- 1) Invitation for Bids.
 - 2) Instructions to Bidders (ITB).
 - 3) General Contract Conditions (GCC).
 - 4) Scope of Work (SOW).
 - 5) All Annexure, amendments, supplements, corrigendum or clarifications
 - 6) Award of Contract.
- (c) The contract shall begin from the date of signing of the contract, as and when the The project would be assigned to the Company.
- (d) The mutual rights and obligations of the Corporation and the Company shall be as set forth in the Contract, in particular:
- 1) the company shall carry out the services in accordance with the provisions of the Contracts;
 - 2) the company shall provide services in conformance to terms and conditions laid out in e-tender and strictly avoid conflicts with other assignments/ jobs, downstream projects or their corporate inter
 - 3) Punjab Agri Export Corporation Ltd. shall make payments to the Company in accordance with the provisions of the Contract.

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

Signed by:

(Name and designation)

**Authorized Signatory of
PAGREXCO**

Signed by:

(Name and designation)

**Authorized Signatory of the
Company**

Witness

Witness

