

## **CHEMEXCIL**

### **REQUEST FOR PROPOSAL FOR APPOINTMENT OF MEDIA & PUBLIC RELATIONS SERVICES CONTRACTOR FOR 6<sup>th</sup>CAPINDIA EXHIBITION**

**Bid Reference: CapIndia 2020/RFP11**

#### **DISCLAIMER**

This request for RFP is not an offer by CHEMEXCIL, but an invitation to receive responses from eligible companies for providing services for organising the event.

No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is signed and executed between Chemexcil and the bidder concerned. This RFP is being issued with no financial commitment and Chemexcil reserves the right to withdraw the RFP and change or vary any part thereof or foreclose the same at any stage.

#### **Schedule for Submission of RFP for MEDIA & PUBLIC RELATIONS SERVICES CONTRACTOR**

1. Availability of RFP Document at CHEMEXCIL website **28<sup>th</sup> February-2020**
2. Last date and time for submission of completed RFP document **13<sup>th</sup> March-2020**

The RFP document can be downloaded from the website:

<https://www.chemexcil.in>;  
<https://capindiaexpo.com>

The completed application (response document), containing Technical and Financial Bid (printed, signed and bound copies) should be submitted in a

sealed cover super scribed with the title **“Request for Proposal for providing MEDIA & PUBLIC RELATIONS SERVICES for 6<sup>th</sup> CAPINDIA”** before the last date and time at the following address:

**Mr. Prafulla V. Walhe**  
**Deputy Director**  
**Chemexcil**  
**Jhansi castle, 4th floor,**  
**7-Cooperage Road, Mumbai- 400 001**

Late Applications: Any application received after the last date and time for submission for the same, i.e., 13<sup>th</sup> March 2020, 1700 hours, shall not be accepted. Applications received after the last date shall be summarily rejected and returned unopened.

## **SCOPE OF WORK**

Chemexcil is the lead agency nominated by The Ministry of Commerce, Government of India to organise 6<sup>th</sup> CAPINDIA exhibition at Hall 1 Bombay Exhibition Centre in December 2020. Over 450 exhibitors are expected to participate in the show.

## **SCOPE OF WORK FOR MEDIA AND PUBLIC RELATIONS AGENCY FOR 6<sup>th</sup> CAPINDIA TO BE HELD AT HALL 1, BOMBAY EXHIBITION CENTRE FROM 16<sup>th</sup> -18<sup>th</sup> December 2020.**

6<sup>th</sup> CAPINDIA, under the aegis of the Department of Commerce, Government of India and organized jointly by CHEMEXCIL, PLEXCONCIL, CAPEXIL & SHEFEXIL is one of the largest India sourcing and networking event for the Chemicals, Plastics, Construction industries and allied products.

The organizers of 6<sup>th</sup> CAPINDIA and seek Proposals from PR Agencies for PR Services.

Over 450 exhibitors and 200 International buyers who are expected to participate at 6<sup>th</sup> CAPINDIA. Over 7500 Indian visitors will be attending the show.

For more information, please visit [www.capindiaexpo.com](http://www.capindiaexpo.com)

PR Agencies should have provided similar services in at least 3 large exhibitions between 2017& 2019 and should provide client references for the same.

In consultation, under supervision and approval of the organizers of 6<sup>th</sup>CAPINDIA, following services are required to be rendered by the Public Relation Agency to be empanelled:

1. To create, promote and strengthen the brand image of 6<sup>th</sup>CAPINDIA as one of India's largest sourcing and networking events for Chemicals, Plastics, Construction Industry & Allied Products event.
2. To manage a full-fledged media desk to plan and execute a comprehensive PR strategy beginning with the event promotion roadshows across various location in India, starting mid-October 2020 (schedule as will be provided to selected vendors as when it is ready) by monitoring the Press (Print and Electronic Media) regularly including internet. Minimum 20 publications.
3. To Prepare and Issue press notes for special press events / happenings / decisions related with 6<sup>th</sup>CAPINDIA.
4. To arrange exclusive interviews of representatives of Ministry of Commerce, Government of India, Chairman, Vice Chairman, Director General, Executive Director, Expo Chairman or any organizing committee member of 6<sup>th</sup>CAPINDIA with Print and Electronic Media.
5. To prepare Press Releases / News articles / Messages / write-up / articles/ features, fix up interviews etc in Hindi / English and regional languages for publication in Print media.
6. To execute distribution of News Releases across all major cities of India.
7. To provide newspapers / internet / magazines clippings of dailies / magazines / National as well as Regional Newspapers in good manner with 6<sup>th</sup>CAPINDIA related reports, interviews and other related news.

8. To arrange and provide extensive coverage of the Launch Event and mobilize media for the same

9. Any other PR related exercise as and when required.

### **VALIDITY OF RFP RESPONSE**

The RFP response submitted by the applicants shall remain valid for a period of 3 months after the date of RFP response opening prescribed in this document. A RFP response valid for shorter period may be rejected as non-responsive. Chemexcil may solicit applicants' consent to an extension of RFP response validity.

### **SUBMISSION OF TECHNICAL & FINANCIAL BIDS**

Bidder will be required to submit the technical bid and the financial bid in two separate and sealed envelopes, Technical proposal shall be marked "Technical Proposal". Financial Proposal shall be marked "Financial Proposal".

Both the proposals should be put up in a bigger envelope and marked as "**Request for Proposal for providing MEDIA & PUBLIC RELATIONS SERVICES for 6<sup>th</sup> CAPINDIA**" and submitted before the last date and time at the following address:

**Mr. Prafulla V. Walhe**  
**Deputy Director**  
**Chemexcil**  
**Jhansi castle, 4th floor,**  
**7-Cooperage Road, Mumbai- 400 001**

**Technical Proposal & Presentation** **50 points**  
Previous Performance: 50 points

**Price Proposal** **50 points**

In preparing the financial bid, the bidder shall take into account the requirements of different events, man power required, all administrative charges, travels, etc. as per the scope of work

The bids will be opened in front of the bidders who will be present. Evaluation of Financial Bid will be done based on total cost quoted.

Contract will be awarded to the bidder in case the bid has been determined as the lowest evaluated bid, economically feasible and responsive subject to approval of the competent authority. Negotiations will be held with qualified and selected bidder.

**Payment Terms**

50% of the contract value  
Balance 50%

At the time of award of contract  
Within 10 days of conclusion of event  
and settlement of bills

**QUERIES**

Any queries relating to this RFP can be addressed to:

**Mr. Prafulla V. Walhe**

**Deputy Director**

**Chemexcil**

**Jhansi castle, 4th floor,**

**7-Cooperage Road,**

**Mumbai- 400 001**