



EOI

Madhya Pradesh Tourism Board (MPTB)

Corporate Identification Number (CIN) – U75302MP2017NPL043078

6th Floor, Lily Trade Wing, Jahangirabad, Bhopal

Tel.: (0755) 2780600

www.tourism.mp.gov.in

“EOI for Empanelment of Marketing Agency for Influencer Campaigns”

Tender No: 5236/Pubcity/MPTB/2024System no. 2024_MPTB_369522 13th September, 2024

MPTB invites offers for **“EOI for Empanelment of Marketing Agency for Influencer Campaigns”**. Terms and Conditions can be downloaded from website www.tourism.mp.gov.in and [/https://www.mptenders.gov.in](https://www.mptenders.gov.in). For any other information, contact +91-9407057416 or e-mail. at cs.mptb@mp.gov.in Last date for online submission of EOI is **10/10/2024, 15:00hrs.**

Managing Director

Eoi Fact Sheet

Sr. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	EOI for Empanelment of Marketing Agency for Influencer Campaigns
3.	Availability of the Document	The EOI Document is available and downloadable on following website: http://www.mptenders.gov.in EOI Document Fees (non-transferable & non-refundable) and Processing Fees must be paid online at GoMP e- Procurement portal – (http://www.mptenders.gov.in) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	13/09/2024 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	25/09/2024 at 13:00 hrs Madhya Pradesh Tourism Board 6 th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in
6.	EOI Submission Start Date	01/10/2024 from 17:00 hrs onwards through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
7.	Last Date and Time for Submission of EOI	10/10/2023 at 15:00 Hours through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
8.	EOI Document Fees	Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal of GoMP: https://www.mptenders.gov.in/

EOI for Empanelment of Marketing Agency for Influencer Campaigns

9.	EMD Amount	EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/ EMD submitted will be transformed into performance security.
10.	Date, Time and Place of opening of EOI	• 11/10/2024 at 15:00 Hours • MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
11.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
12.	Proposal validity	Proposal should remain valid for 120 days from the proposal due date
13.	For any Queries Contact Person Details	Company Secretary Madhya Pradesh Tourism Board 6th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail : cs.mptb@mp.gov.in

DISCLAIMER

The information contained in this Expression of Interest document ("**EOI**") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

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

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

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

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. Background & Objective

1.1 Background

Social and digital media campaigns along with social media influencer campaigns are becoming increasingly important in today's digital world. With the rise of social media platforms, tourism boards and hospitality sector have a unique opportunity to reach and engage with their target audience in real-time. By creating compelling and relevant content, Tourism departments can build brand awareness through establishing their tourism products and tourism destinations, and drive website traffic.

MPTB has always been using social media and digital marketing to reach and engage with their target audience in new and innovative ways. The organization is creating digital content, such as videos, blogs, and social media posts, to increase brand awareness and drive website traffic. Additionally, it has been using social media advertising and influencer marketing campaigns to reach a wider audience and build credibility with potential audience. Furthermore, Madhya Pradesh Tourism has been partnering with multiple trusted digital publishers to co-create and co-promote digital content and campaigns, which helped the organization to amplify the reach and impact.

To take the efforts forward, Madhya Pradesh is developing a comprehensive digital marketing strategy that leverages social media and influencer marketing to reach its target audience.

1.2 Objective

The objectives of hiring an influencer marketing agency by Madhya Pradesh Tourism Board include:

1. **Increased Brand Awareness:** To help Madhya Pradesh Tourism Board increase the visibility and reach of its tourism destinations and monuments to a wider audience through strategic influencer partnerships and campaigns.
2. **Increased Tourist Inflow:** To drive tourist inflow to the state by increasing brand awareness and driving traffic to the brand's website or destinations/events.
3. **Customer Engagement:** To help Madhya Pradesh Tourism Board to create engaging content that resonates with the target audience, which can lead to increased customer engagement and loyalty towards the brand.
4. **Cost-Effective Marketing:** To provide a cost-effective suggestion for Madhya Pradesh Tourism to reach their target audience.
5. **Data-Driven Insights:** To provide valuable insights into consumer behaviour and preferences through data and analytics, that can form base for future marketing strategies.

2. Scope of work and Deliverables

2.1 Scope of work

The scope of work for the Influencer Marketing Agency includes the following but not limited to:

1. Identifying and researching target influencer groups and individuals who align with the brand's values of Madhya Pradesh Tourism and its target audience.
2. Developing and executing influencer marketing strategies that align with the goals and objectives of the Madhya Pradesh Tourism.
3. Negotiating and managing contracts and agreements with influencers.
4. Measuring and analysing the performance of influencer marketing campaigns, including tracking reach, engagement, and conversions.
5. Managing and coordinating influencer-generated content, including planning, creation, and distribution.
6. Providing regular reporting and insights to the brand on the success of influencer marketing campaigns and ongoing opportunities for improvement.
7. Staying up-to-date with industry trends, new technologies, and best practices in influencer marketing to continuously improve results for the brand.
8. The agency will be responsible for onboarding Social Media Influencers as per the requirements of Madhya Pradesh Tourism Board. The selected Influencers would be categorised in five categories.

Type of influencers	Followers	Estimated Engagement Rate (Instagram)	Avg. Feed Post Reach Rate	Avg. Feed Post Video View Rate
Mega	1M+	0.4% to 0.80%	6% to 8%	4% to 6%
Macro	500K to 1M	1.3% to 1.6%	8% to 10%	6% to 8%
Mid-Tier	100K to 500K	1.6% to 2%	14% to 16%	10% to 12%
Micro	10K to 100K	2% to 3%	17% to 20%	12% to 15%
Nano	0K to 10K	4% to 5%	30% to 34%	20% to 25%

Note-:

- a) **The category of influencers mentioned above can be revised at sole discretion of MPTB**
- b) **The Statistics for engagement, reach, view etc can be changed as per social media platform, current algorithm, requirement of campaign etc.**
- c) **Depending upon the requirement, above jobs may need to be carried on a short notice but satisfactorily and successfully.**
- d) **Empanelled bidder has to ensure regular participation in bids to be called for events by the MPTB, in case of failure to participate, EMD will be forfeited and empanelled bidder may be blacklisted by MPTB.**

2.2 Deliverables

The deliverables for social media influencers vary depending on the platform, trend of the period and the specific goals of the campaign. Some common deliverables for social media influencer campaigns to include:

- 1 Instagram: Influencers on Instagram will be required to post sponsored content, such as sponsored photos or videos, Instagram stories, collab posts, reels and videos.
- 2 YouTube: Influencers on YouTube will be required to create and publish sponsored videos, YouTube Shorts as well as promote the videos on their other social media channels.
- 3 Twitter: Influencers on Twitter will be required to tweet about a brand or product, retweet brand-related tweets, and participate in Twitter chats or Twitter parties.
- 4 Facebook: Influencers on Facebook will be required to create sponsored posts, participate in Facebook groups, post reels, create Facebook Live videos and stories.
- 5 LinkedIn: Influencers on LinkedIn will be required to write sponsored blog posts, create LinkedIn Pulse articles, and participate in LinkedIn discussions.
- 6 Influencers may also be required to participate in events, create blog posts, and promote the campaign on other social media channels.
- 7 Influencer may be asked to write and publish high-quality, well-researched blog articles that align with the brand's tone and messaging of Madhya Pradesh Tourism, incorporating keywords and meta descriptions for search engine optimization, ensuring that the articles are visually appealing and easy to read, promoting the articles on social media and other channels to drive traffic, and tracking and reporting on article performance metrics such as views, engagement, and conversions. The influencer should also be able to handle feedback and revisions in a timely and professional manner.
- 8 The agency may be asked to organize an influencer trail or bloggers meet. The process would include planning and coordinating the event, recruiting and engaging a suitable group of influencers, arranging transportation, accommodation, and meals, creating a detailed itinerary, ensuring the smooth running of the event, capturing and sharing

- content, and reporting on the success of the event, including metrics such as engagement, reach, and conversions.
- 9 Additionally, the organizer should be able to handle any unexpected issues that may arise during the event and ensure that all parties involved have a positive experience.
 - 10 The agency is expected to **report** on regular time intervals as per the nature of event/ campaign to ensure the optimization of campaign.
 - 11 The agency shall **submit a report** of the campaign in two sets (hard copy) along with the soft copy of report.
 - 12 **The specific deliverables will be finalised as per the goals of the campaign, the target audience, relevant social media platforms and the trend of that time period.**

3. Period of Empanelment & Project timeframe

The duration of engagement of the agencies shall be for a period of three years, extendable for a further period of up to two years based on the performance of empaneled agencies and after obtaining approval from the relevant authority. MPTB reserves the right to terminate the empanelment of any agency/ agencies at any time in case of change in the Department/Government Policy/procedures, or unsatisfactory performance, or to blacklist it in the event of highly unsatisfactory performance, services and conduct without assigning any reason.

4. Payments & Payment Structure

- 4.1. Payment shall be after successful completion of the work assigned.
- 4.2. The empaneled bidder shall provide supporting documents and duly sealed and signed copy of proforma invoice in order to claim the payment.
- 4.3. Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the empaneled bidder in Indian Rupees.
- 4.4. If the successful bidder fails to execute the activity as per time lines mentioned in the schedule approved by MPTB, it shall be treated as under performance and penalty shall be imposed as decided by MPTB.
- 4.5. The payments for the work order issued shall be made in the following manner:
 - 30% of the Approved Amount: After allotment of work order and approval of Influencer List by MPTB. After getting written approval from the influencer/influencers.
 - 20 % of the Approved Amount: After delivery of 50% of deliverables.
 - 50% of the Approved Amount: After completion of work, verification by finance department and approval from the competent authority.

5. General terms and conditions

- 5.1. The competent authority of this office has full right to accept or reject in part or any or all the tenders without assigning any reason and also to cancel the order at any time. The bidder will have no right to claim any loss / damages etc. on cancellation of the work order.
- 5.2. Each page of the application should be signed. The application shall be signed by person having necessary authorization to do so. (Certified copies to be enclosed).
- 5.3. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also, mere fulfilment of the eligibility criteria does not guarantee selection.
- 5.4. The proof of experience must be submitted with the Tender/Application.
- 5.5. **EMD** of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e- procurement portal: <https://www.mptenders.gov.in/> EMD submitted will be converted into performance security. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- 5.6. Empaneled bidder has to ensure regular participation in bids to be called for events by the MPTB, in case of failure to participate, EMD will be forfeited and company may be blacklisted by MPTB.
- 5.7. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the MPTB.
- 5.8. MPTB reserves the right to terminate or cancel the tender at any stage or time without assigning any reason.
- 5.9. Confidentiality of any data and information provided by MPTB and other government agencies to the agency should be maintained.

6. Eligibility Criteria: -

The bidders are required to submit the following documents in order to become eligible for empanelment:

1. The Agency should have experience in the field of managing Influencer Campaigns. (*Proof of experience to be provided in form of work order, completion certificate and other supporting documents*)
2. The **Total turnover for last 3 years (i.e. FY 2021-22 2022-23, 2022-23)** shall be minimum **Rs. 2.00 Crore (Two Crore)** (CA Certificate containing valid UDIN to be submitted).
3. The agency must have executed atleast one influencer Campaign in any field in last five years (work order or other relevant proof to be attached by the agency)
4. The agency must have executed atleast one influencer Campaign in the field of tourism or hospitality in last five years (work order or other relevant proof to be attached by the agency)
5. The Agency should not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. **(An undertaking will have to be given as provided in Annexure 6).**
6. **Consortium shall be allowed.**
7. **Agencies already empanelled with MPTB for Influencer Campaigns work are not required to submit applications under this empanelment. Agencies empanelled for any other work may submit their respective applications towards this EOI.**

8. Submission of applications

This EOI is advertised through selected newspapers and is posted on the website <https://www.mptenders.gov.in/>, Government of Madhya Pradesh, to give wide publicity and invite a large number of eligible “Applicants” who have the capability to deliver such services, for their participation in the process of Expression of Interest. The information provided by the “Applicant(s)” will be used by the ‘MPTB’ to select potential “Applicant”. The format for submission of EOI application is enclosed as **Annexure 1 to Annexure 7.**

Applicants qualifying as per the criteria mentioned above and who are interested in providing the services detailed above may submit their applications to this EOI as per formats given in annexure along with relevant Documentary evidence latest by **16/10/2023** at **15:00** Hours at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. Any applications not containing information for all the parts of Annexure may be rejected.

The applications must accompany a proof of payment of **Rs. 1,180/-** (Rupees One Thousand

One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. **295/-** (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<http://mpeproc.gov.in>). The fees should be paid online as per instructions given in fact sheet.

9. Technical Proposal (to be submitted online only)

The bidder shall prepare “**Technical Documents**” which shall contain:

- 1 Covering Letter (please refer to annexure 1)
- 2 Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<https://www.mptenders.gov.in/>).
- 3 EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e-procurement portal: <https://www.mptenders.gov.in/> (EMD submitted will be converted into performance security. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- 4 Details of the company (please refer to annexure 2)
- 5 Statement with documentary proof as applicable against each item mentioned in clause 6 above.

10. PROCEDURE FOR SELECTION/EMPANELMENT

- 9.1 The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
- 9.2 MPTB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
- 9.3 All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- 9.4 Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation. During the evaluation MPTB will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

S.no	Particulars	Max Marks
1	Experience in the field of managing Influencer Campaigns (2 marks per Year – Max up to 10 marks) Copy of incorporation Certificate and work order/ bill/ any other relevant document to be submitted	10
2	The Total turnover for last 3 years (i.e. FY 2021-22, 2022-23, 2023-24) shall be minimum Rs. 2.00 Crore (Two Crore) (Till minimum requirement = no marks Above it 2 marks for every additional turnover of 1 Crore (one crore))	10
3	No. of Campaigns executed by the agency in last five years (relevant proof to be attached by the agency) (3 marks per campaign – Max 5 campaign to be submitted)	15
4	No. of Campaigns executed by the agency in the field of tourism or hospitality in last five years (relevant proof to be attached by the agency) (3 marks per campaign – Max 5 campaign to be submitted)	15
5	Awards won: (2 marks per Award – Max upto 10 marks)	10
6	Presentation	40
Total Marks		100

The bidders are required to score **minimum 70 technical points** (quality) to qualify for the empanelment.

- 9.5 After empanelment MPTB will accordingly process the award of work, execute MoU and procedure for payments.
- 9.6 Empanelment is not any guarantee for the award of work.
- 9.7 MPTB however reserves its right to get any work done from an agency outside the panel.

11. SELECTION:

10.1 After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing minimum 70 technical points as per parameters mentioned point 9.4 will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

10.2 The Authority will announce a list of qualified Bidders who will be empaneled.

12. Process of Work Allotment

11.1 MPTB shall share TOR (terms of reference) and selection criteria with the empaneled agencies prior to any event for initiating the process of engagement of Influencers.

11.2 The responsibilities of the agency will primarily involve the following steps:

- Define the marketing objectives and KPIs (Key Performance Indicators) for the campaign.
- Identify the target audience for the campaign and determine the most appropriate influencer that has experience in tourism/travel/ lifestyle/ rural experiences etc. and align with the brand values.
- Review the portfolios and case studies of the influencers to evaluate their expertise and success rates. Request proposals and presentations from the selected influencers and evaluate their approach, strategy, and budget.
- Negotiate terms and agree on the scope of work with the chosen influencers.

11.3 After selecting a group of influencers, the agency will present their proposal along with the financial quotation to Madhya Pradesh Tourism within the specified timeframe.

11.4 The costs for stay and lodging of the influencer and its team shall be borne by the MPTB and all other expenses related to the campaign including the expenses of the engaged influencer shall form part of the amount Quoted by the empaneled agency for a particular campaign. As per the policy of the Madhya Pradesh Tourism Board, any expenses related to the purchase or consumption of alcohol during the campaign will not be eligible for reimbursement.

****The team for the purpose of clause 11.4 shall mean and include : Influencer (person/persons in SM handle) + 1 crew member of team of Influencer + 1 person from influencer marketing agency.***

11.5 The designated committee of Madhya Pradesh Tourism will then assess all submitted proposals and award the job. It is possible for one or multiple agencies to be chosen for a single event, based on the needs and decision of the committee members.

11.6 Once the agency has received the work order, it is anticipated that they will:

- Completely responsible for handling & managing of Social Media Influencer
- Coordinate with MPTB and the influencer/influencers for necessary resources and guidelines, such as brand guidelines and creative direction.
- Monitor and evaluate the performance of the campaign and provide feedback to the MP Tourism Board.
- Continuously communicate and collaborate with the influencer and digital media team of MPTB/Agency to optimize and refine the campaign strategy.

13. Rights of MPTB

- 12.1 **Media Promotion:** Madhya Pradesh Tourism retains full authority to determine whether the influencer's social media deliverables will be combined with social or digital media paid advertising.
- 12.2 MPTB reserves the right to accept / reject the offers received, or call for any additional information /clarification, or modify / cancel the bidding process, if so required, without assigning any reason whatsoever.
- 12.3 MPTB reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.
- 12.4 MPTB however reserves its right to get the work done from anyone outside the panel in any cases.

14. Intellectual property rights

The IPR of all the content created by influencers that were part of event or campaign would vest with MPTB.

15. Arbitration Clause

- 14.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.
- 14.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.
- 14.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party , it shall be referred to arbitration before a Sole Arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

16. Jurisdiction

The court of Bhopal alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

Annexure 1: Cover Letter

(To be submitted on letter head by the bidder)

To,

05:

Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing
Jahangirabad
Bhopal (M.P.)-462008

SUB: EOI for Empanelment of Marketing Agency for Influencer Campaigns

1. With reference to your EOI Document dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as agency for the subject project. The proposal is unconditional and unqualified.
2. I/We acknowledge that the MPTB will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment for the aforesaid Project.
4. I / We shall make available to the MPTB any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I/We declare that:
 - (a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;
 - (b) I / We do not have any conflict of interest as mentioned in the EOI Document;
 - (c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
 - (d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

6. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

7. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

8. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

9. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

10. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

11. In the event of my/our firm being selected as one of the empaneled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

12. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

13. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Applicant)

Place/Date

Designation:

Company Seal

Annexure 2: Details of the bidder

S.no.	Particular	Details	Supporting Documents submitted
1.	Name of the Agency / Firm		
2.	Date of Establishment		
3.	Address		
4.	Name of the Proprietor / Partners / Directors		
5.	Details of the contact person- Name Designation Mobile No. E-Mail ID		
6.	PAN No.		
7.	GST No.		
8.	No. of years' experience		
9.	No. of branches/offices (if any) & their addresses		
10.	Details of key personnel to be assigned who will work on Madhya Pradesh Tourism project with age, qualification experience (in years), notable skills and achievements		
11.	Financial Position: 2021-22, 2022-23, 2023-24 Turnover (Rs. in Crore) each year		

12.. List of Major Corporate Clients serviced:

Sl.N	Name of the Client	2021-22	2022-23	2023-24

13. List of enclosures :

(Authorized Signatory)

Name:

Place/Date

Designation: Company Seal

Annexure 3: Format for Request for Pre- bid Clarifications

Bidder's Request for Clarification for “EOI for Empanelment of Marketing Agency for Influencer Campaigns”

Name of Bidder:

Name & position of person:

Full formal address including Telephone, mobile and email address:

Sr. No.	Page No.	Clause No.	Clause heading	Query / Clarification Sought	Suggestion

Annexure 4
CheckList for submission of EOI

SI No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Documents to be submitted as per Qualification Criteria under Clause 6.		
7	The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 6).		

Annexure 5: Financial Capacity of the Bidder

On the letter head of CA

CA Certificate

This is to certify that the financial details of the agency is as follows for the year/s:

Year	Name of the Bidder	Annual Turnover (In Rs.)
2021-22		
2022-23		
2023-24		

(Signature, name and designation of the authorized signatory)

Date:

Name and seal of the audit firm:

UDIN -

Annexure 6: Format for Declaration regarding clean track record

To,

Dated

Managing Director
Madhya Pradesh Tourism Board^{6th}
Floor, Lily Trade Wing
Jahangirabad
Bhopal (M.P.)-462008

Ref: **“EOI for Empanelment of Marketing Agency for Influencer Campaigns”**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding **“EOI for Empanelment of Marketing Agency for Influencer Campaigns”**.

I hereby declare that me/my company/firm has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company/firm to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name

Date:

Business Address:

Place:

Annexure 7: List of major Events & Festivals organised by MPTB