

**भारतीय प्रबंध संस्थान इंदौर**  
**INDIAN INSTITUTE OF MANAGEMENT INDORE**

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निविदा क्रमांक Tender No: IIMI/2017-18/16



दिनांक/ Date: August 23, 2017

**ईपीजीपी के 10 वें बैच के प्रवेश के लिए डिजिटल विपणन के लिए निविदा आमंत्रण सूचना**  
**Notice Inviting Tender for Digital Marketing for Admission to 10<sup>th</sup> Batch of EPGP**

**(E-PROCUREMENT MODE ONLY)**

भारतीय प्रबंध संस्थान इंदौर (आईआईएम इंदौर) दो बोली प्रणालियों में निम्नलिखित मदों के लिए प्रतिष्ठित एजेंसियों से ऑनलाइन बोली (ई- टेंडर) आमंत्रित करता है |

Indian Institute of Management Indore (IIM Indore) invites online bids (e-tender) in two bids systems from specialized agencies for the following:

**निविदा का संक्षिप्त विवरण Brief Details of Tender:**

मद का विवरण Item Description	अनुमानित कीमत Estimated Cost (Rs.)	अग्रिम जमा EMD (Rs.)	निविदा फीस (सभी टैक्स मिलाकर) Tender Fee (inclusive of all taxes) (Rs.)
Digital Marketing for Admission to 10th Batch of EPGP	8,70,000/-	17,400/-	500/-

निविदा दस्तावेज <http://eprocure.gov.in/eprocure/app> से डाउनलोड किया जा सकता है और केवल इसी पोर्टल के माध्यम से जमा किये जाने की अंतिम तिथि और समय तक प्रस्तुत किया जाना चाहिए |

The NIT Document can be downloaded from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/eprocure/app> and bid is to be submitted **online** only through the same portal up to the last date and time of submission of Bid.

**निविदा की महत्वपूर्ण तिथियाँ Critical Dates of NIT:**

क्रमांक S. No.	विवरण Particulars	दिनांक Date	समय Time
01	निविदा के ऑनलाइन प्रकाशन / डाउनलोड की तिथि एवं समय Date & Time of Online Publication/Download of Tender	23-08-2017	1030 Hrs.
02	बोली प्रस्तुत करने की प्रारंभ तिथि एवं समय/ Bid Submission Start Date & Time	23-08-2017	1030 Hrs.
03	बोली प्रस्तुत करने की समाप्ति तिथि एवं समय / Bid Submission Close Date & Time	05-09-2017	1030 Hrs.
04	मूल अग्रिम जमा राशि (ईएमडी) और निविदा शुल्क जमा करने की तिथि एवं समय / Closing Date & Time for Submission of Original EMD & Tender Fee	05-09-2017	1030 Hrs.
05	तकनीकी बोलियों का खोला जाना/Opening of Technical Bids	06-09-2017	1030 Hrs.

**विषय सूची**  
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## **1. OVERVIEW**

### **1.1 About EPGP**

Executive Post Graduate Programme in Management (EPGP) is an intensive one-year residential program of IIM Indore. EPGP is specially designed to enhance knowledge, skills and capabilities essential for managing and leading organizations and the programme combines skill building with exploration of good management practices. The programme has been accredited by Association of MBAs (AMBA) London (UK) in the year July 2016. The EPGP is structured to prepare executives for transformational leadership positions.

### **1.2 Admission to 10th batch of EPGP**

Applications for admission to the 10<sup>th</sup> batch of EPGP would be invited from eligible candidates in October 2017.

### **1.3 Objective of Digital Marketing Campaign:**

The Institute proposes to engage the services of a digital marketing agency to create greater awareness about EPGP and to attract larger number of applications to the 10<sup>th</sup> batch of EPGP.

## **2. SCOPE OF WORK**

- Design and implement a comprehensive digital marketing campaign strategy for admission to the 10<sup>th</sup> batch of EPGP. Proposed channels for advertisement are Google Ad network, Facebook & LinkedIn.
- Content writing and creation of advertisement graphics/banners.
- Design a landing page with a form for capturing leads (The landing page is to be hosted on IIM Indore domain).
- Generate leads through advertisement channels such as Google Ad network, Facebook & LinkedIn.
- Provide access to leads generated through advertisements.
- Content writing of email with program details and automate it such that the candidates receive it on filling the form on the landing page.
- Send reminder emails at different stages of the admission process. (Content of these emails to be decided mutually by the agency and IIM Indore)
- Keep track of advertisement spend across platforms such that the campaign is evenly spread and sustained for the planned duration within the budget provided.
- On completion of the campaign the agency will present a detailed report of the campaign consisting of following data channel-wise:
  - a. Impressions served
  - b. Clicks (Click through rate)
  - c. Cost Per Click
  - d. Leads generated
  - e. Cost Per Lead
  - f. Conversion Rate
  - g. Any other relevant analysis useful for future campaigns

- **Target Audience:** Graduates with minimum five years of managerial/entrepreneurial experience.
- **Target Geographical area:** Metro cities plus Tier I & Tier II cities
- **Duration of the campaign:** 2.5 months (September 2017 to 1st week of October 2017) & (December 2017 to 15 January 2018), tentatively.

S. No.	Particulars / Activity / Services	Remarks
1	<p><b>PART-A</b></p> <p>i) Conceptualize, design and implement digital marketing campaign to generate leads for admission to EPGP</p> <p>ii) Landing Page &amp; Lead Capturing Form - Design &amp; Integration with IIMI website</p> <p>iii) Design Banners &amp; Text Advertisements</p> <p>iv) Provide a lead management system</p> <p>v) Provide tracking and analysis for optimizing ad performance</p> <p>vi) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process)</p> <p>vii) Any other services that can be provided.</p>	Details to be provided by the bidder with technical bid
2	<p><b>PART-B</b></p> <p>Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,00,000.00 per month.</p>	Details (Media plan with unit rate) to be provided by the bidder with technical bid.

\* Bidders are to submit appropriate media plan with unit rates. It is understood that the media plan submitted is tentative in nature, as actual plan will be dynamic based on unfolding campaign, within overall monthly budget.

**Note:** Institute retains the right to increase the monthly budget for media campaign at any point in time during the campaign duration.

### 3. TENDER FEE & EARNEST MONEY DEPOSIT DETAILS

- Tender Fee of Rs. 500/- (Rupees Five Hundred only)** inclusive of all taxes in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore should be submitted.
- EMD of Rs. 17,400/- (Rupees Seventeen Thousand Four Hundred only)** in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore, should be submitted. The EMD should be valid for at least 90 days.

- c) The firms registered with DGS&D / National Small Industries Corporation (NSIC) for **all these items only**, are exempted from Tender fee/EMD. However, they have to enclose valid self-attested registration certificate(s) alongwith the tender to this effect.
- d) EMD of all unsuccessful bidders will be returned after finalization of the tender. EMD of the successful bidder will be returned only after receipt of Security Deposit towards Performance Guarantee as per Sl. No. 14 (a).
- e) In case of successful tenderer, the EMD may be adjusted towards the Performance Security deposit on request.
- f) The amount of EMD is liable to be forfeited, if the tenderer withdraws from the offer after submission of the tender or after the acceptance of the offer and fails to remit the Performance Security Deposit.
- g) No interest will be paid on the EMD / Performance Security deposited / remitted.
- h) The details pertaining to Tender fee/EMD are to be filled as per Annexure-I.

#### **4. ELIGIBILITY CRITERIA**

##### **4.1 OID (Other Important Documents):**

OID viz. Firm Incorporation Certificate, PAN details, TIN/CST/ST etc. details are to be provided.

##### **4.2 Statutory Documents:**

- a) The Bidder should give Self declaration certificate for acceptance of all terms & conditions of NIT documents. A duly completed certificate to this effect is to be submitted as per the Annexure-II.
- b) The firm should be neither blacklisted by any Government Dept., nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India. A duly completed certificate to this effect is to be submitted as per Annexure-III.
- c) The firm should have at least 2 years of experience in digital marketing of educational programmes for admission. The bidder should attach list of Purchase Order / Work Order where the similar type of work executed during the two years. The details of the same along with supporting document are to be submitted as per the Annexure-IV.
- d) The Annual Turnover should be at least 30% of the estimated cost during each of the previous three financial years (2013-14 to 2015-16) or (2014-15 to 2016-17). Copies of duly signed trading and profit & loss accounts / CA Certificate are to be submitted as per the Annexure-V.

### 4.3 Technical Criteria

Bidders should comply the specification of the NIT item in all respect. The detailed format is attached at Annexure-VI. The bidder is to complete the same in all respect and submit accordingly.

### 5. FINANCIAL BID DETAILS

Financial bid i.e. BOQ given with tender to be uploaded after filling all relevant information. The priced BOQ should be uploaded strictly as per the format available with the tender failing which the offer is liable for rejection (renaming or changing format of BOQ sheet (file) will not be accepted by system). Kindly quote your offer on FOR IIM INDORE (inclusive of all taxes and charges)

**Vendor should quote prices in BOQ only, offers indicating rates anywhere else shall be liable for rejection.**

### 6. TIME SCHEDULE

क्रमांक S. No.	विवरण Particulars	दिनांक Date	समय Time
01	Date & Time of Online Publication/Download of Tender	23-08-2017	1030 Hrs.
02	Bid Submission Start Date & Time	23-08-2017	1030 Hrs.
03	Bid Submission Close Date & Time	05-09-2017	1030 Hrs.
04	Closing Date & Time for Submission of Original EMD & Tender Fee	05-09-2017	1030 Hrs.
05	Opening of Technical Bids	06-09-2017	1030 Hrs.

### 7. AVAILABILITY OF TENDER

The tender document can be downloaded from <http://eprocure.gov.in/eprocure/app> and be submitted only through the same website.

### 8. BID VALIDITY PERIOD

The bid remain valid for 60 days from the date of opening. A bid valid for a shorter period shall be rejected, being non-responsive.

### 9. BID SUBMISSION

#### 9.1 Instruction to Bidder

Bidders are required to enrol on the e-Procurement module of the **Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>)** by clicking on the link "**Online Bidder Enrolment**" on the CPP Portal. **The registration is completely free of charge.**

Possession of a valid Class II/III DSC in the form of smart card / e-token is a prerequisite for registration and participating in the bid submission activities. DSCs can be obtained from the authorised certifying agencies recognized by CCA India (e.g. Sify/TCS/nCode/eMudhra etc).

Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.

Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.

The Bidders are required to log in to the site through the secured log-in by entering their respective user ID / password and the password of the DSC.

The CPP portal also has user manuals with detailed guidelines on enrollment and participation in the online bidding process. The user manuals can be downloaded for reference.

Any queries related to process of online bid submission or queries related to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The **Toll Free** contact numbers for the helpdesk are 1800 3070 2232, 7878007972 and 7878007973.

## 9.2 Online Bid Submission Procedure

**OID:** The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF of PAN Card.
2. Packet-2: Duly Completed Scanned PDF of Registration Certificate Details.
3. Packet-3: Duly Completed Scanned PDF of GST/Service Tax registration.

**Cover-1:** The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF copy of Annexure-I with copy of DD or Banker's Cheque for EMD and Tender Fee.
2. Packet-2: Duly Completed Scanned PDF copy of Annexure-II.
3. Packet-3: Duly Completed Scanned PDF copy of Annexure-III.
4. Packet-4: Duly Completed Scanned PDF copy of Annexure-IV with supporting Documents.
5. Packet-5: Duly Completed Scanned PDF copy of Annexure-V with supporting Documents.

6. Packet-6: Duly Completed Scanned PDF copy of Technical Bid as per Annexure-VI
7. Packet-7: Duly Completed Scanned PDF copy of Annexure-VII.
8. Packet-8: A brief Introduction about the agency.
9. Packet-9: Step by step description of the process the agency proposes to follow in designing and running the marketing campaign.
10. Packet-10: Clientele of the agency in the last one year (especially educational institutes)

**Cover-2:** The BOQ should be downloaded from the website and should comprise of the following items.

1. Packet-1: Financial Bid in PDF version Filled with all relevant information as per Annexure-VIII.

### 9.3 Offline Submission of Tender Fee

It is also required to submit Tender Fee and EMD (DD/Bankers cheque) in original with duly completed Annexure-I, in a sealed envelope superscripted “**NIT for Digital Marketing for Admission to 10th Batch of EPGP**” at the following address on or before 05-09-2017 at 1030 hrs.

Stores & Purchase Office  
First Floor, Administrative Block  
Indian Institute of Management Indore  
Prabandh Shikhar, Rau-Pithampur Road  
Indore-453 556 (M.P), India  
Phone: 0731-2439631-34  
Email: [stores@iimidr.ac.in](mailto:stores@iimidr.ac.in)

### 10. BID OPENING

- a) Technical Bids will be opened on 06-09-2017 at 1030 hrs.
- b) Financial Bids of the eligible bidders will be opened on a later date. The date and time for opening of Financial Bids will be announced later.
- c) Bids should be summarily rejected, if tender is submitted other than through online or **original EMD & tender fee are not submitted within stipulated date/ time.**

### 11. BID EVALUATION

Based on results of the Technical evaluation IIM Indore evaluates the Commercial Bid of those Bidders who qualify in the Technical evaluation. The Commercial Bid with the lowest price will be the highest evaluated bid.



## **12. PAYMENT TERMS**

1. **Payment for Advertisement Spend:** Payment for advertisement spend is to be made by the agency to the media channels. The Institute will make payment towards the ad spend to the agency on a monthly basis on receiving Invoice in original from the agency within 30 days of its receipt. The payment will be limited to Rs. 2,00,000/- per month as stated in scope of work. All tax compliance for payments made to the media channels will be the responsibility of the agency. Applicable TDS will be deducted from the payment made to the agency. The agency will provide to the Institute's authorized personnel viewer access to the advertisement accounts (Read-Only Access for Google, Analyst Access for Facebook and Viewer Access for LinkedIn) used by the agency to run the campaign.
2. **Payment for Service Charges:** Similarly, the Institute will pay the service charges of the agency on a monthly basis on receipt of invoices in original within 30 days from the date of its receipt by the Institute.

Alternately the agency can raise a common invoice (Advertisement spends by the media channels and Agency service charge including taxes if any) on a monthly basis. The Institute will make payment to the agency on a monthly basis on receiving Invoice in original from the agency within 30 days of its receipt.

## **13. LIQUIDATED DAMAGES**

In case of delay in work completion/commencement by the stipulated date, IIM Indore reserves the right of imposing penalty @ 0.5 % per week on the overall value of the work order subject to maximum 10 % of the total cost of work order.

## **14. PERFORMANCE SECURITY DETAILS**

- a) The successful bidder will have to deposit the performance security valid for 06 months in the form of TDR/FDR/Bank Guarantee @10% of the total value of order within 10 days from the date of issue of the award letter. No interest will be paid by IIM Indore on the deposit.
- b) Performance Security will be refunded to the supplier, after it duly performs and completes the contract/warranty period in all respect.
- c) Performance Security will be forfeited if the firm fails to perform/abide by any of the contractual obligations of the contract.
- d) In case, the firm fails to deliver the required service within specified delivery period, the same goods/items will be procured from open market and the difference of cost, if any, will be recovered from Performance Security or from pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.

## **15. WORK SCHEDULE**

The successful bidder should start the work within 7 days from the date of receipt of the order. The initial period of contract will be for 2.5 months with the provision to extend the contract for further period subject to satisfactory performance, on the same rates, terms & conditions at the absolute discretion of IIM Indore.

## **16. TERMS AND CONDITIONS**

### **16.1 Termination for Insolvency**

- a. The IIM Indore may at any time terminate the Contract by giving a written notice to the awarding firm, without compensation to the firm, if the firm becomes bankrupt or otherwise insolvent as declared by the competent Court, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the department.
- b. The courts of Indore alone will have the jurisdiction to try any matter, dispute or reference between the parties arising out of this purchase. It is specifically agreed that no court outside and other than Indore Court shall have jurisdiction in the matter.

### **16.2 Force Majeure**

- a) Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfillment or for the delayed fulfillment of any of its contractual obligations, if the affected party within 15 days of its occurrence informs in a written form the other party.
- b) Force Majeure shall mean fire, flood, natural disaster or other acts such as war, turmoil, sabotage, explosions, epidemics, quarantine restriction, strikes, and lockouts i.e. beyond the control of either party.

### **16.3 Arbitration**

In the event of any dispute or difference arising under this supply, the Director, IIM Indore or his nominee is the arbitrator and the decision of the arbitration will be binding on both parties.

### **16.4 Other Conditions**

- a) The bidder has to upload the relevant & readable files only as indicated in the tender documents. In case of any irrelevant or non-readable files, the bid may be rejected.
- b) IIM Indore reserves the right to accept or reject any or all the tenders in part or in full or may cancel the tender, without assigning any reason thereof.

- c) IIM Indore reserves the right to relax / amend / withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any inquiry after submission of the quotation will not be entertained.
- d) IIM Indore reserves the right to modify/change/delete/add any further terms and conditions prior to issue of purchase order.
- e) IIM Indore reserves the right to place repeat order upto 100% of the quantities within a period of 12 months from the date of successful completion of purchase order at the same rates and terms subject to the condition that there is no downward trend in prices.
- f) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the tender, Earnest Money/Performance Security shall be forfeited.
- g) Conditional tenders will not be considered in any case.
- h) In case of doubt in material, the expenditure on testing of equipment will be borne by the tenderer.
- i) IIM Indore shall not be responsible for any postal delay, non-receipt or non-delivery of the EMD & Tender Fee.
- j) IIM Indore may issue corrigendum to tender documents before due date of Submission of bid. The bidder is required to read the tender documents in conjunction with the corrigendum, if any, issued by IIM Indore. The bidder is not supposed to modify the tender document.**

**Date:**

**Authorized Signatory**

**Name:**

**Place:**

**Designation:**

**Contact No.:**

## ANNEXURE – I

To  
**The Officer (Stores & Purchase)**  
Indian Institute of Management  
Prabandh Shikhar,  
Rau – Pithampur Road  
Indore

### **Sub: - Tender Fee & EMD Details.**

Ref : - Tender No. IIMI/2017-18/16 dated 23/08/2017  
(Notice Inviting Tender for Digital Marketing for Admission to 10th Batch of EPGP )

Dear Sir,

The following DD in favour of IIM Indore are enclosed herewith towards Tender Fee & EMD

<b>Detail of DD</b>	<b>Amount</b>	<b>DD No. &amp; Date</b>	<b>Bank Name</b>
Tender Fee (Including tax)	Rs. 500/-		
EMD	Rs. 17,400/-		

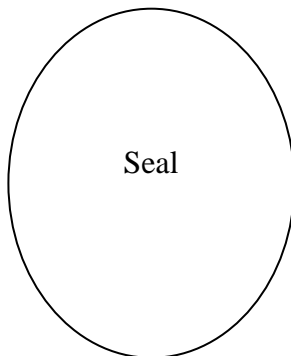
Thanking you

Yours faithfully,

(Authorized Signatory with Seal)

**Date:**

**Place:**



**Authorized Signatory**

**Name:**

**Designation:**

**Contact No.:**

## ANNEXURE – II

To  
**Officer (Stores & Purchase)**  
Indian Institute of Management  
Prabandh Shikhar,  
Rau – Pithampur Road  
Indore

### **Sub: - Self Declaration Certificate**

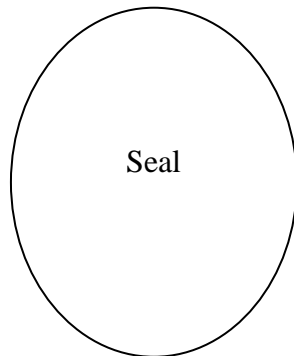
Ref : - Tender No. IIMI/2017-18/16 dated 23/08/2017  
(Notice Inviting Tender for Digital Marketing for Admission to 10th Batch of EPGP )

Dear Sir,

With reference to the above, I am/ We are offering our **Bid for Digital Marketing for Admission to 10th Batch of EPGP**, I / We hereby reconfirm and declare that I / We have carefully read, understood & complying the above referred tender document including instructions, scope of work, terms & conditions, specifications, schedule of quantities, unloading and all the contents stated therein.

**Date:**

**Place:**



**Authorized Signatory**

**Name:**

**Designation:**

**Contact No.:**

**Email ID:**

**ANNEXURE – III**

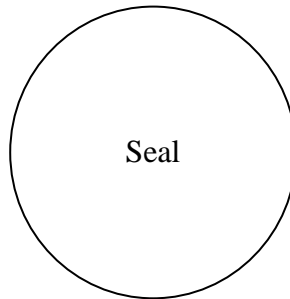
**CERTIFICATE**

(to be provided on letter head of the firm)

I hereby certify that the above firm neither blacklisted by any Central/State Government/Public Undertaking/Institute nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

**Date:**



**Place:**

**Authorized Signatory**

**Name:**

**Designation:**

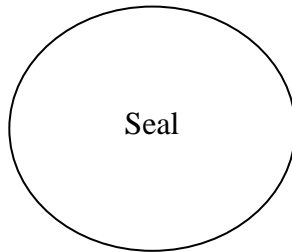
**Contact No.:**

**ANNEXURE – IV**

**Work Order Details:**

<b>Evaluation Criteria</b>	<b>Name of the Client</b>	<b>Order No. and Date</b>	<b>Amount</b>	<b>Remark</b>
<b>List of Purchase Order / Work Order where the similar type of Work executed by you during the last 2 years</b>				<b>Supporting Documents are to be attached along with the Annexure-IV</b>

Date:



Place:

Authorized Signatory

Name:

Designation:

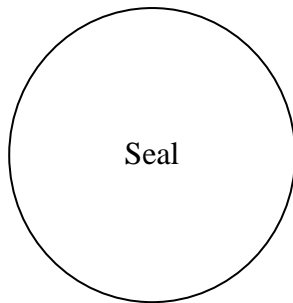
Contact No.:

**ANNEXURE – V**

**Annual Turnover Details:**

<b>Evaluation Criteria</b>			<b>Remark</b>
<b>Bidder's Annual Turnover for last three financial years</b>  2013-14 to 2015-16  OR  2014-15 to 2016-17	<b>Financial Year</b>	<b>Turnover in Rs.</b>	-
	<b>2016-17</b>		<b>Supporting Documents are to be attached along with the Annexure-V</b>
	<b>2015-16</b>		
	<b>2014-15</b>		
	<b>2013-14</b>		

Date:



Place:

Authorized Signatory:

Name:

Designation:

Contact No.:



**ANNEXURE – VI**

**TECHNICAL BID**

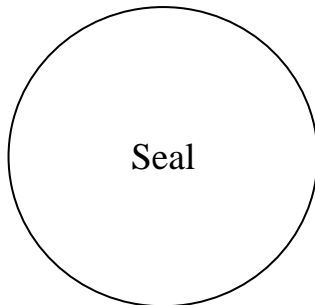
SN	Particulars/Activity/Services (Detailed Scope of Work as per Tender Clause No.2)	Remarks	Complied Yes/No
1	<p><b>PART-A</b></p> <p>viii) Conceptualize, design and implement digital marketing campaign to generate leads for admission to EPGP</p> <p>ix) Landing Page &amp; Lead Capturing Form - Design &amp; Integration with IIMI website</p> <p>x) Design Banners &amp; Text Advertisements</p> <p>xi) Provide a lead management system</p> <p>xii) Provide tracking and analysis for optimizing ad performance</p> <p>xiii) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process)</p> <p>xiv) Any other services that can be provided.</p>	<p>Details to be provided by the bidder with technical bid</p>	
2	<p><b>PART-B</b></p> <p>Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,00,000.00 per month.</p>	<p>Details (Media plan with unit rate) to be provided by the bidder with technical bid</p>	

\* Bidders are to submit appropriate media plan with unit rates. It is understood that the media plan submitted is tentative in nature, as actual plan will be dynamic based on unfolding campaign, within overall monthly budget.

Note: Institute retains the right to increase the monthly budget for media campaign at any point in time during the campaign duration.

Date:

Authorized Signatory:



Name:

Designation:

Place:

Contact No.:

**ANNEXURE –VII****COMPANY DETAILS**

<b>Name of the Party</b>		
<b>Date of Incorporation / Establishment</b>		
<b>PAN Number</b>		
<b>Sales / Service Tax Registration Number</b>		
<b>Office Address for Postal Communication</b>		
<b>Authorized Signatory Details</b>	<b>Name</b>	
	<b>Designation</b>	
	<b>Email</b>	
	<b>Phone</b>	
<b>Details of Contact other than Authorized Signatory</b>	<b>Name</b>	
	<b>Designation</b>	
	<b>Email</b>	
	<b>Phone</b>	

**Signature and Seal of the Tenderer:**

**Name in Block Letter:**

**Designation:**

**Contact no.**

**Date:**

**ANNEXURE –VIII****FINANCIAL BID****PART A**

SN	Particulars/Activity/Services (Detailed scope of work as per tender clause-2)	Service Charges Per Month in Rupees
1	<b>PART-A</b> i) Conceptualize, design and implement digital marketing campaign to generate leads for admission to EPGP ii) Landing Page & Lead Capturing Form - Design & Integration with IIMI website iii) Design Banners & Text Advertisements iv) Provide a lead management system v) Provide tracking and analysis for optimizing ad performance vi) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process) vii) Any other services that can be provided.	
2	Applicable Taxes, if any	
<b>Total amount (inclusive of all taxes and charges) per month</b>		

**PART B**

Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,00,000.00 per month.

**Payment for Advertisement Spend:** Payment for advertisements spend is to be made by the agency to media the channels. The Institute will make payment towards the ad spend to the agency on a monthly basis on receiving Invoice in original from the agency within 30 days of its receipt. The payment will be limited to the budget given above. All tax compliance for payments made to the media channels will be the responsibility of the agency. Applicable TDS will be deducted from the payment made to the agency. The agency will provide to the Institute's authorized personnel viewer access to the advertisement accounts (Read-Only Access for Google, Analyst Access for Facebook and Viewer Access for LinkedIn) used by the agency to run the campaign.

**Date:****Authorized Signatory:****Place:****Name:****Designation:****Contact No.:**