



GUJARAT INDUSTRIAL DEVELOPMENT CORPORATION

(A Govt. of Gujarat Undertaking)

Sector-11, Gandhinagar-382011

Email : Manger-mkt@gidcgujarat.org, Website : <https://gidc.gujarat.gov.in>

Expression of Interest (EoI) Notice **for empanelment of agencies for Advertising Campaign, Exhibition Works & other Marketing related works**

Expression of Interest is Invited for **Empanelment of agencies for Advertising Campaign, Exhibition Works & other Marketing related works of Gujarat Industrial Development Corporation (GIDC).**

The requirements, eligibility criteria, selection process etc. are included in the EOI document, which shall be available for download from the websites <https://tender.nprocure.com/>. and <https://gidc.gujarat.gov.in> from 28/03/2025 onwards

The last date for submission of the Application is 15/04/2025. The online application must be submitted up to 3:00 pm and the physical EMD/ Bid Process fees must be submitted up to 5:30 pm.

SD/-

Vice Chairman & Managing Director
GIDC, Gandhinagar

Date: 28.03.2025
Place: Gandhinagar



GUJARAT INDUSTRIAL
DEVELOPMENT CORPORATION



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DEVELOPMENT CORPORATION

**EXPRESSION OF INTEREST FOR
EMPANELMENT OF AGENCIES FOR
ADVERTISING CAMPAIGN,
EXHIBITION WORKS & OTHER
MARKETING RELATED WORKS**

Gujarat Industrial Development Corporation

(A Government of Gujarat undertaking)

Block 3,4,5, Udhyog Bhavan, Sector-11,

Gandhinagar 382 011, Gujarat, India.

Website: <https://gidc.gujarat.gov.in>

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BID DATASHEET

BID SUBMISSION

Assignment Title	Expression of Interest for Empanelment of Agencies for Advertising Campaign, Exhibition Works & other Marketing related works
Client	Gujarat Industrial Development Corporation (GIDC)
Location	Gujarat Industrial Development Corporation, Block 3,4,5, Udhyog Bhavan, Sector-11, Gandhinagar. Pin- 382 011, Gujarat, India.
Bid Processing Fee	Non-refundable Bid Processing Fee of Rs. 5,900/- (Rupees Five Thousand Nine Hundred Only incl. GST) in the form of Demand Draft from a Nationalized/Scheduled bank in favour of 'GIDC' payable at Gandhinagar.
Earnest Money Deposit (Non-interest Bearing)	An EMD of Rs. 50,000 (Rupees Fifty Thousand Only) in the form of Demand Draft from a Nationalized/Scheduled bank in favour of 'GIDC' payable at Gandhinagar.
Submission of Physical Bid	<ul style="list-style-type: none">• Original DD of EMD and Bid Processing Fees.
Submission of Online Bid (on nProcure Only)	<ul style="list-style-type: none">• Scanned/readable copy of DD of EMD and Bid Processing Fees & all the necessary documents as per the requirement to be submitted online on www.tender.nprocure.com.
Submission of Price Bid	Not Applicable (Since this EOI is for empanelment only, submission of price bid is not required.)
Validity of Bid	Valid for 180 days from last day of submission

Note:

1. No Exemption in submission of EMD and Bid Processing Fee under any circumstances.
2. Failure to comply with above conditions may lead to disqualification.)

IMPORTANT DATES

Issue of Bid Document	Dt. 28 / 03 /2025
Last Date of Bidding Online	Dt. 15/04/2025
1. Opening of Bids	The date will be communicated subsequently.
2. Contract Duration	Initial empanelment will be for three years, which can be further extended for another one year if required.

BID CHECKLIST

Bidders are required to submit Bids in the formats as given under along with other required supporting documents as mentioned in this document:

Sr. No.	ANNEXURE	Description	Page Number of the Technical Bid Document submitted by bidder.
1		EMD	
2		Bid Processing Fee	
3	ANNEXURE 1	Applicant's Organization Details	
4	ANNEXURE 2	Experience	
5	ANNEXURE 3	Average Annual Turnover	
6	ANNEXURE 4	Certificate of Projects undertaken	
7	ANNEXURE 5	Undertaking – On Stamp of Rs. 300/-	
8	No Prescribed Form	All other necessary documents as per the qualification criteria.	

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I. INTRODUCTION

Gujarat Industrial Development Corporation (GIDC) has been established with a vision of accelerating the pace of industrialization in the State. GIDC is the nodal agency, set up under the Gujarat Industrial Development Act, 1962 as a Statutory Body for building the industrial backbone of the State. GIDC identifies locations which are suitable for the industrial development and creates Industrial estates with infrastructure such as roads, drainage, electricity, water supply, streetlights and ready to occupy multistoried sheds. GIDC has developed more than 239 Industrial estates comprising of over 70,000 units across the State.

GIDC has been created for securing the orderly establishment and organization of industries in industrial areas and industrial estates in the state. To encourage investment and for promoting industrial development in Gujarat, GIDC for advertisement purpose participates in various exhibitions & events organized by the State Government, industrial forums and other organizations across the State and also outside Gujarat. Vibrant Gujarat Global Summit which is organized by the State Government every two years, is an important platform for GIDC to connect with the industry and potential investors from all over the world. Further, many events, seminars, trade shows, virtual events are supported by GIDC and participation is done through display of GIDCs content, panels, articles in electronic and print media and such similar ways.

Expression of Interest (EoI) is invited from experienced and reputed agencies for empanelment with GIDC for the above-mentioned work for a period of **3 (Three) years** from date of empanelment.

2. SCOPE OF WORK

The agency's service shall be broadly classified as under:

- 2.1 Providing creative inputs in designing & execution of GIDC's exhibition stall/Pavilion including preparation of display material, models, simulations, electronic content, UV Backlit Panels etc.
- 2.2 Activity related to exhibition stall / pavilion like erection, decoration, maintenance, providing manpower, dismantling and other such works as may be required by GIDC. Taking up necessary fabrication according to the design and space layout at the exhibitions.
- 2.3 Design, fabrication and erection of display boards, signage, Banners etc.
- 2.4 Preparation of tableau, mobile exhibition units, road show display work etc.
- 2.5 Preparation of audio visual films/ documentary films / quickee for marketing of GIDC.
- 2.6 Providing services for composition work/ creative design works for publishing/advertising in printed & digital materials like brochures, fliers, banners, standees, Hoarding, panels, banners, invitation cards and covers, social media marketing etc. and taking up the printing work of the same as and when required.

3. PRE-QUALIFICATION CRITERIA

- 3.1 The Applicant should be a private / public limited company or partnership firm (including LLP) or proprietorship firm and should be in existence in India, for at least 07 years as on the EOI issue date. Following Documentary Evidence to be provided
- a) Certificate of Incorporation / Registration / any other relevant documentary evidence
 - b) PAN Card of Applicant
 - c) Details as per Annexure- 1.
- 3.2 The agency must have work experience of at least 05 years in field of Advertising Campaign, Exhibition Works & other Marketing related works (**as described in the Scope**). The Agency must submit CA certificate clearly mentioning the experience as described in the Scope. The CA certificate should be submitted as per **Annexure 2**.
- 3.3 Average annual turnover of the company should be at least **Rs. One Crore** for Last Three financial years (2021-22, 2022-23 and 2023-24) & CA certificate mentioning year wise turnover of relevant work as described in the Scope should be submitted as per **Annexure 3**. Audited Financials records/data of the organization are to be submitted.
- 3.4 The Applicant should have undertaken projects (with at least 12 months of continuous empaneled service) for Government Clients within last 5 years as on EOI Due date. Agency must have undertaken at least:

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- a. One project of Stall Preparation and Exhibition Management (as described in the Scope) of a value of Rs. 40.00 lakh or,
 - b. Two projects of Stall Preparation and Exhibition Management (**as described in the Scope**) of a value of Rs. 25.00 lakh or,
 - c. Three projects of Stall Preparation and Exhibition Management (**as described in the Scope**) of a value of Rs. 20.00 Lakh
- in last Five financial years (2020-21, 2021-22, 2022-23 and 2023-24 and 2024-25). CA certificate (**As per Annexure 4**) along with corresponding work orders and completion certificate to be submitted.
- 3.5 Agency should not be blacklisted by Govt. of India, any State government and or by any of the Govt.'s organization/company/PSU. If such agency applies, shall not be considered for further process. If any agency gets blacklisted by any of the above mentioned authorities, that shall be excluded out of the empanelment. An affidavit on Rs.300 stamp in this regard is to be provided by the agency as per **Annexure 5**.
 - 3.6 The agency should have experience of participation in events organized by government (State level as well as National/central level), industry related to be more specific, by way of designing, developing and erection of stalls including display panels, creatives, electronic displays, use of ITeS etc.
 - 3.7 The agency should have a registered office in Ahmedabad / Gandhinagar with full-fledged staff having expertise in execution of the above required work. The agency shall have the expertise to carryout / execute work at events anywhere in Gujarat and across the Country as and when required.
 - 3.8 Agency should preferably have its own architect with necessary certifications.

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- 3.9 Supporting documents (self-certified) like experience certificate, photographs, C.A certificates etc., as proof of above conditions, shall be provided with the EoI.
- 3.10 GIDC has the right to reject any agency during the empanelment process or even after the empanelment is done, based on the performance of the agency or any other dispute.
- 3.11 The agency shall be responsible for obtaining all statutory certificates/ seeking permission/approval, obtaining NOC such as Fire NOC, safety certificate from various Govt. institutions such as local authority, fire department and protocol branch for the assigned work.
- 3.12 The agency shall have to provide artwork, CD, positives AV files, CDR files etc. to GIDC at the time of submitting their invoices and the same shall remain in custody of GIDC. Further, the material developed by the agency for GIDC shall not be utilized for other works without written permission.
- 3.13 GIDC shall not be responsible in any way for violation of copyright / trademark / intellectual property rights for the materials, designs used by the agency and they shall be solely held responsible for any disputes arising out of such act.

4. Additional terms and conditions

- 4.1 No consortium / joint venture shall be considered.
- 4.2 All costs incurred by the agency in respect of submission of offer and presentation shall be borne by the agency concerned.
- 4.3 Gujarat Industrial Development Corporation (GIDC) reserves the right to accept or reject any application, without assigning any reasons thereof.
- 4.4 The EMD of the empaneled agencies will be retained with Gujarat Industrial Development Corporation (GIDC) as security deposit, bearing no interest, whereas the EMD of not empaneled agencies will be refunded on request after completion of selection process. Submitting of Expression of Interest along with EMD and details would mean the acceptance of the above conditions by the agency. Applications without EMD as prescribed above may lead to disqualification from the selection process.
- 4.5 Applications without Bid Processing Fee as prescribed above may lead to disqualification from the selection process.
- 4.6 The successful agencies shall be notified about empanelment in writing by registered letter or by e-mail.
- 4.7 GIDC may do a physical inspection of the office / workshop of the agency. The empanelment is subject to immediate termination if at any given point of time the information provided by the agency is found incorrect, misleading or in violation to the terms & conditions laid down here.

5.SUBMISSION OF BIDS

- 5.1 The bidders are required to submit the following in envelope:
- EMD
 - Bid Processing Fee
- 5.2 Agencies applying for empanelment should submit the above-mentioned sealed envelope titled as “Bid for Empanelment of Advertising Campaign, Exhibition Works & other Marketing related works.”
- 5.3 The above mentioned EMD/ Bid Processing fee are to be submitted physically at **(GIDC)** registry branch at below address:
- Gujarat Industrial Development Corporation (GIDC)**
(A Government of Gujarat undertaking)
Block No. 3, 5th floor, Udyog Bhavan, GH-4
Sector – 11, Gandhinagar – 382010.
e-mail: manager-mkt@gidcgujarat.org
Phone: 079-23250636
- 5.4 All documents should carry the stamp of the respective company and signature of the authorized person so as to certify that all enclosed document and information provided by agency stands corrected to the best of the knowledge of the agency.

6. SELECTION PROCESS

- 6.1 The selection of the agencies will be purely based on the evaluation of Technical Documents submitted as per the requirement. A Committee will verify all the documents on Agency background, previous major projects handled, manpower strength and local network for execution of the project present the technical strength of the company showcasing their previous work done and on-going projects, if any, for private and government clients, along with the financial details of the completed and on-going projects.
- 6.2 If required, the technical presentation showcasing the company will be called upon and the date for the same will be intimated subsequently.
- a) The agency will have to be remain present for this presentation to qualify for further evaluation. Agencies would have to bear all related cost incurred by them during the process of evaluation and empanelment including but not limited to the expense for travel, documentation, postage/ courier, presentation etc.
- 6.3 Gujarat Industrial Development Corporation (GIDC) reserves the right to reject any/all applications without assigning any reasons thereof. Gujarat Industrial Development Corporation (GIDC) would not be responsible for the non-receipt of the offers within the stipulated time due to transit delays including delays in postal and courier agencies/ department. Claims for acceptance of the offer after the stipulated time will be subject to the decision of the VC&MD, Gujarat Industrial Development Corporation (GIDC).

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- 6.4 Physical inspection of the local office and workshop may be undertaken if deemed fit for the process of empanelment. The empanelment is subject to immediate termination if at any given point in time, the information provided by the agency is found contradicting, violating, or misleading the facts.
- 6.5 The empaneled agency at the time of submitting their bill/s will have to provide the original artwork/CD/Positives, etc. The same would be considered to be the property of Gujarat Industrial Development Corporation (GIDC). Further, the material developed by the agency will not be utilized by the agency without obtaining written permission of Gujarat Industrial Development Corporation (GIDC).
- 6.6 Gujarat Industrial Development Corporation (GIDC) would not be responsible in any way for violation of copyright/ trademark/ intellectual property rights for the materials used by the agency from their stock/ sources. In other words, bidders will be solely responsible for any complications that may arise as a result of the usage of the above.

7. DISPUTE RESOLUTION AND ARBITRATION

- 7.1 The Parties shall endeavor, in the first instance, to resolve any dispute, disagreement or difference arising out of or in connection with this Agreement and subject tender, including any question regarding its interpretation, performance, existence, validity, termination and the rights and liabilities of the Parties to this Agreement and subject tender (a “Dispute”) through good faith negotiations.
- 7.2 All questions, disputes, differences and/or interpretation of this Agreement and subject tender whatsoever, which may at any time arise between the parties to this Agreement and subject tender in connection with the agreement or any matter arising out of or in relation thereto, shall be referred to Sole Arbitrator as per the provisions of Arbitration and Conciliation Act, 1996 and subsequent amendment thereto.
- 7.3 The venue of arbitration shall be Gandhinagar only, subject to the above, the Civil Courts in Gandhinagar only shall have exclusive jurisdiction in this matter. The expense of the arbitration shall be paid as may be determined by the Arbitrator.

8. INTELLECTUAL PROPERTY RIGHTS

- 8.1 The agency warrants and represents that all materials and works created, used, or provided by the agency in the course of the services, including but not limited to software, algorithms, designs, and other intellectual property, do not infringe upon any third-party intellectual property rights. The agency agrees to indemnify and hold harmless the client against any claims, damages, costs, or expenses arising from any actual or alleged infringement of third-party intellectual property rights caused by the agency's materials or works.
- 8.2 The client shall own all intellectual property rights, including but not limited to copyrights, patents, trademarks, and trade secrets, in any materials or works created, developed, or provided by the agency under this contract. The agency shall promptly assign and transfer to the client all such intellectual property rights and shall execute any documents and take any other actions reasonably requested by the client to perfect and protect such rights.
- 8.3 This clause shall survive the termination or expiration of this contract.

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9. ANNEXURES

Annexure 1 - Format for Applicant's Organization Details

[To be furnished by the Applicant on their letterhead]
All Applicants shall provide the details in the format below

S. No	Particulars	Details
1.	Basic Information of Applicant	
a)	Name of Applicant	
b)	Country of Incorporation	
c)	Address of the corporate headquarters and its branch office(s), if any, in India	
d)	Offices in Ahmedabad / Gandhinagar	
e)	Date of incorporation and/or commencement of business	
f)	Applicant is a Proprietorship / Partnership or registered under the Companies Act. Please give details & enclose relevant certificates	
g)	Details of Income Tax Registration: Enclose PAN and GST Details	
h)	Ownership of the Organization (List of stakeholders/ members who own 10% or more stocks & their interest in the company)	1. 2. 3.
i)	List of current directors	
j)	Other key management personnel	
2.	Brief description of the Applicant including details of its main lines of business.	
3.	Details of individual who will serve as the point of contact/ communication: a) Name b) Designation c) Address d) Telephone Number / Mobile e) E-Mail Address	

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Annexure 2 - Experience

TO WHOMSOEVER IT MAY CONCERN

This is to certify that (Name of the Company) is engaged in the business of Advertising Campaign & Exhibition Works (as described in the Scope) for _____ years.

The turnover from the work of Advertising Campaign & Exhibition Works & other Marketing related works **(as described in the Scope)** in the last _____ financial years (i.e 2020-21, 2021-22,2022-23,2023-24 and 2024-25) is as under:

Sr. No.	Financial Year	Amount in Rs.	Amount in Words
#	-----	-----	-----
#	-----	-----	-----
3	2020-21		
4.	2021-22		
5.	2022-23		
6.	2023-24		
7.	2024-25		

This is to certify that the above information has been examined by us based on relevant books of accounts and records available with us.

(SIGN AND STAMP OF THE CHARTERED ACCOUNTANT)

Name of Chartered Accountant:

Date:

UDIN:

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Annexure 3 - Average Annual Turnover

TO WHOMSOEVER IT MAY CONCERN

This is to certify that (Name of the Company) is engaged in the business of Advertising Campaign & Exhibition Works. Turnover from the work of Advertising Campaign, Exhibition Works & other marketing related works (as described in the Scope) in any three out of last three financial years (2021-22, 2022-23 and 2023-24) is as under:

Sr. No.	Financial Year	Amount in Rs.	Amount in Words
1.	2021-22		
2.	2022-23		
3.	2023-24		
Average Turnover			

This is to certify that the above information has been examined by us based on relevant books of accounts and records available with us.

(SIGN AND STAMP OF THE CHARTERED ACCOUNTANT)

Name of Chartered Accountant:

Date:

UDIN:

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Annexure 4 - Certificate of Projects Undertaken

In any three out of last five financial years

Financial Year	Name of the Project	Amount as per Work Order

Note: For more than one event during any year, please add extra rows.

This is to certify that the above information has been examined by us based on relevant books of accounts and records available with us.

(SIGN AND STAMP OF THE CHARTERED ACCOUNTANT)

Name of Chartered Accountant:

Date:

UDIN:

Note - Work Orders corresponding to the above events are to be enclosed after this annexure.

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Annexure 5 - Undertaking – On Stamp of Rs. 300/-

Date:

To,
Vice Chairpersons & Managing Director,
Gujarat Industrial Development Corporation (GIDC)
Gandhinagar

Subject: - Undertaking for Expression of Interest for Empanelment of Agencies for
“Advertising Campaign & Exhibition Works.”

Dear Sir,

We confirm that there are no legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate is going on. We also confirm that, we are not blacklisted by any of the State or Central (Govt/PSU/Department) as on the Bid Due Date.

Yours faithfully,

**(SIGNATURE OF AUTHORIZED SIGNATORY WITH NAME, TITLE,
ADDRESS, DATE)**