

**PLEXCONCIL**  
**REQUEST FOR PROPOSAL FOR APPOINTMENT OF**  
**MEDIA & PUBLIC RELATION SERVICES**  
**FOR**  
**CAPINDIA 2019 EXHIBITION**

Bid Reference: CAPINDIA 2019/RFP11

**DISCLAIMER**

This request for RFP is not an offer by PLEXCONCIL, 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 PLEXCONCIL and the bidder concerned. This RFP is being issued with no financial commitment and PLEXCONCIL 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 Relation Services**

- |  |                           |
|--|---------------------------|
| 1. Availability of RFP Document at PLEXCONCIL website          | 01 June 2019              |
| 2. Last date and time for submission of completed RFP document | 12 June 2019<br>17:00 hrs |

The RFP document can be downloaded from the website:

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 Relation Services** for CAPINDIA 2019" before the last date and time at the following address:

**Mr Sribash Dasmohapatra**  
**Executive Director**  
**PLEXCONCIL**  
**Crystal Tower, Ground Floor,**  
**Gundivali Road No. 3,**  
**Off Sir M. V. Road Andheri (E)**  
**Mumbai - 400069**

**Late Applications:** Any application received after the last date and time for submission for the same, i.e., 12<sup>th</sup> June 2019, 1700 hours, shall not be accepted. Applications received after the last date shall be summarily rejected and returned unopened.

## **SCOPE OF WORK**

PLEXCONCIL is the lead agency nominated by The Ministry of Commerce, Government of India to organise CAPINDIA 2019 exhibition at Bombay Exhibition Centre in 2-4 December 2019. Over 450 exhibitors are expected to participate in the show. Hall 3 has been selected as the venue.

PR Agencies should have provided similar services in at least 3 large exhibitions between 2017 / 2018 / 2019 and should provide client references for the same.

In consultation, under supervision and approval of PLEXCONCIL, following services are required to be rendered by the Public Relation Agency to be empaneled:

1. To create, promote and strengthen the brand image of CAPINDIA 2019 as India's largest and premier networking events for the Chemicals, Plastics, Building and Construction & Shellac & Forest Products sectors.
2. To manage a full-fledged media desk to plan and execute a comprehensive PR strategy beginning with a 180-day Pre- event build up by monitoring the Press (Print and Electronic Media) regularly including internet. Minimum 50 publications and minimum 10 electronic media channels related to the industry to be approved by the organisers.
3. To issue press notes of special press events / happenings / decisions related with 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 organising committee member of 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 and telecast / broadcast in TV channels / Radio Channels
6. To conceptualize, develop, execute and make all arrangements for a press conference for important announcements on CAPINDIA and ensure publication and visibility.
7. To execute distribution of News Releases across all major cities of India.
8. To provide newspapers / internet / magazines clippings of dailies / magazines / National as well as Regional Newspapers in good manner with CAPINDIA related reports, interviews and other related news to the organisers.
9. To provide video clippings on CAPINDIA after monitoring all channels to PLEXCONCIL
10. To arrange and provide extensive coverage of the Launch Event and mobilize media for the same
11. Any other PR related exercise.

## **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. PLEXCONCIL 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 Relation Services** for CAPINDIA 2019" and submitted before the last date and time at the following address:

Mr Sribash Dasmohapatra  
Executive Director  
PLEXCONCIL  
Crystal Tower, Ground Floor,  
Gundivali Road No. 3,  
Off Sir M. V. Road Andheri (E)  
Mumbai - 400069

### **Technical Proposal**

Presentation & Approach

25 points

Previous Performance:

25 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 At the time of award of contract

Balance Within 10 days of conclusion of event and settlement of bills

## **QUERIES**

Any queries relating to this RFP can be addressed to:

**Mr Sribash Dasmohapatra**

**Executive Director**

**PLEXCONCIL**

**Crystal Tower, Ground Floor,**

**Gundivali Road No. 3,**

**Off Sir M. V. Road Andheri (E)**

**Mumbai - 400069**