



**Directorate of Tourism (DoT)
Government of Maharashtra**

**Expression of Interest
(EOI)
for
Empanelment of
Advertising Agency (Print & Mass Media)**

Directorate of Tourism, Government of Maharashtra
Plot No 230, 4th Floor, Sakhar Bhavan, Ramnath Goenka Marg,
Nariman Point, Mumbai-300 021

Website: www.maharashtratourism.gov.in

Directorate of Tourism (DoT) Government
of Maharashtra
EOI NOTICE

Ref .No. DOT /Print & mass /05/2025-26.

Dated : 29.03.2025

Directorate of Tourism, Government of Maharashtra invites **Expressions of Interest (EOI)** from reputed advertising companies/ agencies (INS accredited) with at least 5 years' experience with a proven track record with medium and large business houses on major national/ international campaigns, especially for niche products in the Tourism/ Hospitality Industry for complete seamless 360° solutions through well thought about strategy, innovative creative, astute media planning, cost effective media buying across all media.

EOI should be submitted by interested parties to Assistant Director (Publicity & PR), Plot No 230, 4th Floor, Sakhar Bhavan, Ramnath Goenka Marg, Nariman Point, Mumbai-300 021 from 29/03/2025 13:00 Hrs till 15/4/2025 up to 13:00 Hrs The detail terms of EOI maybe downloaded from our website www.maharashtratourism.gov.in

The contract period for the Empanelment is for 1 years and further extendable by 1 Year depending upon the performance of the Agency and discretion of DoT, GoM. The Directorate of Tourism, Government of Maharashtra has the right to review the engagement at regular intervals on the performance of the agency during the contract period.

1. **Name:** Empanelment of Advertising Agency (Print & Mass Media) for Maharashtra Tourism Sector
2. **Cost of EOI:** Rs. 2000/- + 18% GST by way of online Maha tenders payment system.
3. **EMD:** Rs. 5,00,000/- by way of online Maha tenders payment system

Director
Directorate of Tourism,
Government of Maharashtra

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Section 1: Invitation for Proposal

1. Background

Directorate of Tourism, Government of Maharashtra, (DOT) has been established for systematic development of tourism within the state of Maharashtra. DOT has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra. Also involved in publicity and promotion within the state or out of state.

The **empanelment of Print & Mass Media Agencies** in Maharashtra is a strategic process aimed at selecting qualified media agencies to support the state government's communication efforts. Given Maharashtra's diverse cultural, tourism, and developmental initiatives.

Directorate of Tourism, Government of Maharashtra, (DOT) wishes to engage the services of eligible professional media partners to effectively promote and publicize policies, programs, and campaigns across various platforms, including print, electronic, and digital media.

These agencies are tasked with designing and executing media campaigns, ensuring that the government's messages reach a wide audience, both domestically and internationally, while maintaining consistency and quality in communication.

These events are indicative and DOT may vary these as per requirement.

1.1. Key Events and Dates

The summary of various activities with regard to this invitation of bids are listed in the table below:

Sr.No.	Particular	Details
1.	Advertising Date	29/03/2025
2.	Name of the project	EOI for Empanelment of Advertising Agency (Print & Mass Media)
3.	Project Period	1 Year further extendable by 1 Year depending upon Agency's Performance and DoT's discretion.
4.	Bid Procedure	Technical evaluation
5.	EOI Document Download Start Date & Time	From 29/03/2025 at 13:00 HRS (IST) to 12/04/2025 till 13:00 HRS
6.	Website for downloading EOI Document, Corrigendum's, Addendums etc.	https://mahatenders.gov.in
7.	Last Date for submitting pre-empanelment queries as per the format given in Annexure - XI Pre-empanelment queries to be submitted only over email to "asdtourism.pub-mh@gov.in"	04/04/2025 till 13:00 HRS
8.	Last date (deadline) for Submission of bids	12/04/2025 till 13:00 HRS
9.	Date and time of opening of Technical bids	15/04/2025 till 13:00 HRS
10.	Declaration of Successful bidder and release of empanelled bidders	To be informed later.
11.	Cost of EOI Document (Exempted for MSME Registered Agencies) *Submit valid	INR 2000/- (Plus 18% GST)

	certificate duly issued by GOI as proof for MSME registration.	
12.	Earnest Money Deposit (EMD) (Exempted for MSME Registered Agencies) *Submit valid certificate duly issued by GOI as proof for MSME registration.	INR 5,00,000/-
13.	Detail of the contact person and Address	Office of The Director Directorate of Tourism. Plot No 230, 4th Floor, Sakhar Bhavan, Ramnath Goenka Marg, Nariman Point, Mumbai-300 021 E-mail: asdtourism.pub-mh@gov.in
14.	Agency must submit Hard Copy of EOI and PPT in the above mentioned address.	

Section 2: Instructions to Bidders

2. Instructions to Bidders (ITB)

2.1. Introduction of Maharashtra Tourism

Maharashtra – Nation within a Nation is the third largest state in the country, both in terms of population and area. The state capital city of Mumbai, one of the largest and most vibrant cities in the world is also the financial and entertainment capital of the country.

Maharashtra is one of the few regions in the world which offers multiple types of destinations for its tourists. It has a long coastline of 720 kilometers along the lush green Konkan region. The Western Ghats and the Sahyadri mountain range offer hill stations and water reservoirs with semi-evergreen and deciduous forests and the Vidarbha region of Maharashtra, with its dense forests, is home to several wildlife sanctuaries and nature parks.

The state is also blessed with a rich history, tradition and culture, which is evident through its world class ancient forts and monuments, ancient cave temples and pilgrimage centers. As per the India Tourism Statistics report 2023, the state witnesses 17.6% of the total foreign tourist footfall in the country, ranking second only after Gujarat and has a 6.43% share in the domestic tourist visitors in the country.

2.2. Concept

The **Print & Mass Media Agency** for Maharashtra Tourism will be pivotal in crafting and executing strategic media campaigns aimed at positioning Maharashtra as a premier tourist destination. The agency will be responsible for creating and disseminating compelling content across multiple platforms—including print, digital, and broadcast media—to showcase the state's diverse attractions, from its vibrant cultural heritage and historical landmarks to its scenic landscapes and world-class hospitality. By working closely with the Maharashtra Tourism Development Corporation (MTDC) and other stakeholders, the agency will ensure that the state's tourism initiatives, including festivals, exhibitions, and Familiarization (FAM) tours, reach a wide and diverse audience.

The agency will be tasked with developing targeted marketing strategies that engage both domestic and international travelers, leveraging media outlets such as newspapers, magazines, television, radio, and social media. Through strategic press releases, content creation, and influencer partnerships, the agency will generate awareness and excitement around Maharashtra's tourism offerings. By creating immersive and informative campaigns, the agency will help establish Maharashtra as a sought-after destination, increase tourist arrivals, and enhance the state's image globally, thus contributing to the growth and sustainability of Maharashtra's tourism sector.

2.3. Instruction to bidders on submission of proposal

The Proposal shall be submitted Through online system of e- maha tenders along with technical documents. Also, bidders should submit hard copy within timeframe in same day a sealed envelope, super-scribing Empanelment of Print and Mass Media Agency as indicated below:

Envelope 1 (Sealed – super scribing “Technical bid”) containing the Technical bid as per format, shall be addressed to “Director” Plot No 230, 4th Floor, Sakhar Bhavan, Ramnath Goenka Marg, Nariman Point, Mumbai-300 021

The Technical Bid should contain the following items

1. EMD Receipt/Certification of Exemption if available
2. EOI Fee Receipt
3. Annexure – II – Covering Letter
4. Annexure – III – Details of the Applicant
5. Annexure – IV and V – Technical Capacity of the Firm
6. Annexure – VI – Detailed Work Plan
7. Annexure – VIII – Declaration of No Blacklisting
8. Declaration of the Bidder that he agrees with the Terms & Conditions of the EOI by signing each sheet of the EOI document
9. Power of Attorney in favor of the person signing the bids

Please note that conditional bids and/ or bids received after the stipulated date & time will be rejected.

2.4. Bid Document

Interested bidders may obtain further information from the Office of Director, Directorate of Tourism, Government of Maharashtra, Plot No 230, 4th Floor, Sakhar Bhavan, Ramnath Goenka Marg, Nariman Point, Mumbai-300 021

Expression of Interest (EOI) can be obtained by interested bidders on written request and against a payment of INR 2000/- + 18% GST. The EOI documents are not transferable and the bidders who purchase the EOI documents in their names are only eligible for submission of bid. The EOI may be downloaded from the <https://mahatenders.gov.in> or www.maharashtratourism.gov.in

The bid is for empanelment purpose only. All agencies meeting the eligibility criteria as mentioned in Point 2.7 shall apply for this bid. At this stage, only Expression of Interest (EOI) application cost and Earnest Money Deposit (EMD) shall be paid by the bidder.

2.5. Evaluation of Proposals

1. Bidders, whose EMD and EOI Document Fees are found in order, shall be considered for Evaluation.
2. The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. Detailed Project citations and completion certificates, client contact information for verification, and all others) as required for technical evaluation.
3. At any time during the evaluation process, the DoT may seek oral / written clarifications from the Bidders.
4. DoT reserves the right to do a reference check of the past experience stated by the Bidder. Any feedback received during the reference check shall be taken into account during the evaluation process.

If the Agency gets successfully empaneled, it must submit Performance Bank Guarantee of INR 10 Lakhs and register an agreement with Directorate of Tourism, Govt of Maharashtra. Post submission of PBG and Agreement, EMD amount will be refunded to bidding agency. EMD amount of all other bidders (Not empaneled) will be refunded post completion of the EOI process.

2.6. Termination

DoT may terminate the Contract of the Agency in case of the occurrence of any of the events specified below:

1. If the Agency becomes insolvent or goes into compulsory liquidation.
2. If the Agency, in the judgment of DoT, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
3. If the Agency submits to DoT a false statement which has a material effect on the rights, obligations or interests of DoT or Maharashtra Tourism.
4. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to DoT.
5. If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In such an occurrence DoT shall give a written advance notice before terminating the Contract of the Agency.

2.7. Eligibility Criteria

Please note that the DoT may seek inputs from their professional, external experts in the Bid evaluation process.

The agency will be selected based on their technical competencies and exposure in organizing similar events of international repute as per procedures described in this document.

The Print and Mass Media Agency should be in the business of providing ALL the mentioned activities in scope of work, in significant events of similar nature for a minimum of 5 years with respect to the following:

Sr. No	Basic Requirements	Eligibility Criteria	Document to be Submitted
1	Legal Entity	An independent legal entity incorporated/registered in India such as Sole Proprietorship, partnership firm under The Partnership Act 1932, limited liability partnership (LLP) under LLP Act 2008, private limited company registered under Companies act 1956 or 2013, public limited company registered under Companies act 1956 or 2013	<ul style="list-style-type: none"> • Certificate of Incorporation, Partnership deed and Memorandum of Association • Registration of the Firm/ agency • Shop and establishment registration (if any) • Aadhaar details of the proprietor or partners

			<ul style="list-style-type: none"> • PAN No. • GSTN
<p>Note:</p> <p>a. The EOI must be signed by duly authorized person holding the power of attorney in case of limited company/corporation/LLP. A certified copy of the power of attorney shall accompany the EOI.</p> <p>b. The EOI should include a brief description of the roles and responsibilities of individual members, particularly with reference to technical obligations;</p>			
2	Presence	The bidding agency should have a fully functioning office in Mumbai . The Company or its subsidiary group of companies, who has its presence in India having maximum office network to mobilise Print and Mass Media Agency in Maharashtra.	<ul style="list-style-type: none"> • Shop establishment license / rent agreement / lease agreement.
3	Financial Capacity	The bidding agency must have been in operation for a minimum period of 5 years , with an average annual turnover of Rs 5 Crores in the last 3 years . <i>Preference would be given to Agencies/ organizations with experience in the fields of Tourism, Travel, and/or Hospitality.</i>	<ul style="list-style-type: none"> • Copy of the audited Balance Sheet and Profit & Loss Statement of the company for the last 3 (Three) financial years (i.e 2021-22, 2022-23, 2023-24) • Certificate form the Statutory Auditor /Chartered Accountant clearly stating the average annual turnover in the format provided in Section 4 • A letter in the format provided in Section 4, signed by the Authorized Signatory of the Bidder and certified by the Statutory Auditor.
4	Net Worth	The bidder /consortium should have a positive net worth as on 31 st March 2025.	The bidder must provide a Certificate form the Statutory Auditor /Chartered Accountant clearly stating the net worth, in the format provided in Section 4.

5	Experience	<ul style="list-style-type: none"> The bidding agency must have executed atleast 1 similar project in last 5 years costing not less than Rs. 5 Crore. Company should have experience in organising advertising field or having past experience of handling tourism promotion works, creating creatives and handling domestic and international print and Mass media including Radio, T.V. etc. in the fields of Tourism, Travel & Hospitality. for Central or State Govt./PSU / Pvt Companies listed with NSE/BSE. 	Work Orders and Completion Certificates need to be submitted. Copies of certificate for sole rights negotiation.
6	Memberships	The agencies should have full accreditation of Indian Newspaper Society INS, besides accreditation/registration in Directorate of Advertising & Visual Publicity (DAVP)/DIPR, Registrar of Newspapers of India; TV Channels & AIR is also desirable.	Copies of valid Registration/Membership Certificates.
7.	Manpower	Agency shall have manpower who have in depth knowledge of History/Art/Culture of Maharashtra.	Submit CV of Manpower along with marksheets of academic and professional degrees.
8.	Blacklisting	The bidding agency should not be a Debarred / blacklisted entity by any Central or State Government/PSU in India for failure to perform or deliver services as on date of submission of the Bid. No pending/ongoing court litigation against the Agency.	A self-certified letter in the format provided in Section 4, signed by the Authorized Signatory of the Bidder.
9.	EMD	The bidding agency should submit Earnest Money Deposit / Bid Security as specified in this EOI Document.	Online payment EMD receipt

2.8. Evaluation Criteria

2.8.1 Technical bid evaluation as per **Eligibility Criteria mentioned in Clause 2.7 and 2.8.5**

2.8.2 The agency should be able to demonstrate job samples, and should be fully equipped with computers and necessary software, men & material for designing of advertisements. Those having most modern automated office for the latest graphic and other kinds of designing and availability of all kinds of communication facilities like fax, website, mobile telephone and e- mail etc. shall be preferred.

2.8.3 The agency should be in position to provide Maharashtra Tourism with concepts and designs for miscellaneous jobs e.g., creative designs, print material, digital Photography, Video Shoot etc.

2.8.4 The agency should have the capacity to arrange/provide international quality photographs on Maharashtra.

2.8.5 Technical bid evaluation will be carried out on the basis of following:

A maximum of 100 marks will be allocated for the Technical bid. The evaluation of functional and technical capabilities of the bidders will be completed first as per the following criteria:

S.No.	Description	Requirement	Max. Marks
A	Technical Eligibility		50
1	TQ 1- Financial Capabilities	The bidder should have an annual average turnover of Rs. 5 Crores certified by chartered accountant during last 3 financial years (i.e 2021-22, 2022-23, 2023-24). Agency having Average turnover of Rs. 5 Cr to Rs. 10 Cr – 5 marks. Agency having Average turnover above Rs.10 Cr to Rs.15 Cr – 10 marks. Agency having Average turnover above Rs. 15 Cr– 15 marks.	15
	TQ 2 – Experience	The bidder must have successfully completed at least One similar project (creating creatives and handling domestic and international print and Mass media including Radio, T.V. etc and experience of handling tourism promotion work) in the field of Tourism related activities for Central Government / State Government/ PSUs /Pvt Companies listed in NSE/BSE during the last 5 years preceding the proposal due date. A. One Project costing above Rs 5. Crores (9 marks) B. Additional Projects of minimum 2 Crores each (other than the projects mentioned in the point (A) [2 marks each up to max. 6 marks] Note: Work order & Completion certificate need to be enclosed	15
	TQ 3 – Manpower Requirement as per Point 2.10		10
	TQ 4 – Membership – INS Registration, (DA VP)/DIPR, Registrar of Newspapers		10
B	Presentation - Approach and Methodology. (Hard and soft copy of the PPT must be submitted to the Department)		50
1	Technical Approach, Methodology	The applicant shall explain understanding of the objectives of the assignment, the technical approach, and the methodology including action plan.	20
2	Concept, Design for the mandatory components	Concept and Design of the Print and Mass Media agency for Maharashtra Tourism.	20

3	Innovative ideas for value addition in Print and Mass Media Agency	The applicant shall propose unique value adding components to the Print and Mass Media agency that promote Maharashtra Tourism.	10
	Total		100

2.9. Procedure for Selection

1. All the proposals received will be scrutinized to assess their eligibility based on the Evaluation criteria. Those proposals which do not meet the Evaluation criteria will be rejected, forthwith, or at any stage of detection.
2. DOT will finalize Agencies on basis the infrastructure and team assessment. This assessment will be done by the DOT management team. Decision taken will be at the sole discretion of DOT.
3. A presentation before the selection committee of DOT is to be made by the Print and Mass Media Agency clearly reflecting their technical capabilities and competence & the proposed team. The agency expected to create a presentation with fresh idea approaching the given scope of work in **Section 3**.
4. The bidder must secure 70 marks in technical round to get empanelled.in Directorate of Tourism, Govt of Maharashtra.

2.10. Team Requirements

There should be a minimum team committed to help on the project. The minimum experience of key roles/ Manpower is given below:

Sr No.	Role	Experience	Nos.	Marks
1	Project Manager	Should have minimum 5 years of experience in print and Mass media Agency	1	2
2	Media Planner & Buyer And Coordinator	Should have minimum 3 years of experience in print and Mass media Agency	1	2
3	Content Creators/Copywriters	Should have minimum 3 years of experience in print and Mass media Agency	1	2
4	Digital Marketing Specialist	Should have minimum 3 years of experience in in print and Mass media Agency	1	2
5	Graphic Designer/Visual Content Creator	Should have minimum 3 years of experience in in print and Mass media Agency	1	2
Total Marks				10

Section: 3

Scope of Work

3. Proposed Project & Scope of Work

3.1. Scope of Work

The detailed scope of work has been outlined below:

1. Providing a Creative Vision for a period of **One year**, which will align with and take “Maharashtra Tourism” into the future in both Domestic and International markets.
2. Formulating and implementing a Creative Strategy for the international and domestic markets for One year, i.e. 2025-26 The Creative Strategy would subsequently align with the Media Strategy of the Maharashtra Tourism.
3. Designing and production of creatives for the print, radio, online, outdoor and other media during the period, i.e. 2025-26 as detailed below, on themes / subjects to be decided in consultation with the Maharashtra Tourism. The Print curative’s would, at times, be required to be provided at very short notice.
4. Similarly production of Online creatives in Rich Text Media is part of the scope of the agency. No separate payment for it.
5. Adaptation / Replication of creative produced for the print, television, outdoor, online, other media for use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc.
6. Translation of the international print /outdoor / online creatives, radio spots into foreign languages as required.
7. Providing feedback on Best Practices in Tourism Marketing and Promotion in countries across the world.
8. Preparing and maintaining an inventory of Images and Creatives of the Maharashtra Tourism.
9. Production of publicity and promotional material on a regular basis, including brochures, leaflets, maps, posters, carry bags, calendars, etc.
10. Any other creative work that may be assigned by the Maharashtra Tourism from time to time.
11. Marketing recommendations where applicable.
12. Marketing and Advertising Proposals.
13. Creative and Media proposals based on a set of agreed objectives.
14. Production of advertising material and promotional material.
15. Buying of time and space in all media of advertising i.e. Print and Mass Media (Radio, T.V. etc)
16. Promotional VCDs, DVD CD- Rom, advertising related work.
17. Any other tourism promotion related services on mutually agreed terms.
18. Providing monthly strategic inputs for the creative campaigns of the Maharashtra Tourism in the international and domestic markets
19. Usage of Advance Technology including AI, CGI and Augmented Reality (AR)

Section 4: Annexures

Annexure – I – Checklist

S.No.	Document	Status
1	EMD Receipt / Certification of Exemption if available	
2	EOI Fee Receipt	
3	Covering Letter as per Annexure – II	
4	Details of the Applicant as per Annexure – III	
5	Technical Capacity as per Annexure – IV and V	
6	Detailed Work Plan as per Annexure – VI	
7	Financial Capacity as per Annexure – VII	
8	Declaration of No Blacklisting as per Annexure – VIII	

Annexure – II – Covering Letter**(To be submitted duly signed by the Bidder or Authorized Signatory on Letter Head)**

To,
Director,
Directorate of Tourism
Plot No 230, 4th Floor, Sakhar Bhavan,
Ramnath Goenka Marg,
Nariman Point, Mumbai-300 021

Sub: Request for Proposal for “Empanelment of Print and Mass Media Agencies **for Financial Year 2025-2026**”

Sir,

1. With reference to your EOI document dated DD/MM/2025, I/we, having examined the Bidding Documents and understood their contents, hereby submit my/our Bid for the aforesaid Project. The Bid is unconditional and unqualified.
2. I/ We acknowledge that the DoT will be relying on the information provided in the Bid and the documents accompanying the Bid for selection of the Agency for the captioned assignment, and we certify that all information provided therein is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the Bid are true copies of their respective originals.
3. This statement is made for the express purpose of our selection as Empanelment of an Agency for Print and Mass Media for Maharashtra Tourism **for Financial Year 2025-2026** of the aforesaid Project.
4. I/ We shall make available to the DoT for any additional information it may find necessary or require supplementing or authenticate the Bid.
5. I/ We acknowledge the right of the DoT to reject our Bid without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. I/ We certify that in the last five years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I/ We declare that:
 - a. I/We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - b. I/ We do not have any conflict of interest in accordance with 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 the EOI, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice; and
 - e. The undertakings given by us along with the Application in response to the EOI for the Project were true and correct as on the date of making the Application and are also true and correct as on the Bid Due Date and I/we shall continue to abide by them.
8. I/We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Bid that you may receive nor to invite the Bidders to Bid for the Project, without incurring any liability to the Bidders, in accordance with terms laid down in the EOI document.
 9. I/We believe that we satisfy the Net Worth criteria and meet the requirements as specified in the EOI document.
 10. I/We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
 11. I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law.
 12. I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our directors/ managers/ employees.
 13. I/ We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the Authority of the same immediately.
 14. 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 in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect of the above-mentioned Project and the terms and implementation thereof.
 15. In the event of my/ our being declared as the Selected Bidder, I/We agree to enter into a License Agreement in accordance with the draft that has been provided to me/us prior to the Bid Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
 16. I/ We offer a EMD of Rs 5,00,000/- (Rupees Five Lakh only) to the Authority in accordance with the EOI Document.

Or

I/ We are not required to deposit EMD of Rs 5,00,000/- (Rupees Five Lakh only) to the Authority in accordance with the EOI Document.

17. I/ We agree and understand that the Bid is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the Project is not awarded to me/us or our Bid is not opened or rejected.

18. I/ We agree and undertake to abide by all the terms and conditions of the EOI document.

19. I/ We shall keep this offer valid for 180 (one hundred and Eighty) days from the Bid Due Date specified in the EOI.

In witness thereof, I/We submit this Bid under and in accordance with the terms of the RFP document.

Yours faithfully,

Signature

Name of the Authorized Signatory with rubber stamp

Address:

Telephone No:

Place:

Dated:

Annexure – III – General Information of the Bidder

The Table below provides the format in which general information about the bidder must be furnished duly signed by the Authorized Signatory of the bidder and certified by the Statutory Auditor.

S.No.	Information	Details
1	Name of the bidding firm	
2	Address and contact details of bidding firm	
3	Firm Registration Number and Year of registration	
4	Number of years of experience in conducting events	
5	Website Address	
6	Area of Business / Services of the firm/company	
7	Status of Company (Proprietorship Firm, Partnership LLP, Public Ltd., Pvt. Ltd., etc.) <i>Attach relevant documentary evidence.</i>	
8	Company's Goods and Service Tax registration No.	
9	Company's permanent account number (PAN)	
10	Company's turnover for the last 3 years (year wise)	
11	Name, Designation and address of the contact person to whom all references shall be made regarding this EOI.	
12	Telephone number of contact person	
13	Mobile number of the contact person	
14	Fax Number of the contact person	
15	Email address of the contact person	

We hereby declare that our proposal submitted in response to this EOI is made in good faith, and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

Date:

(Signature)

Name

In the capacity of

[Seal / Stamp of bidder]

Annexure – IV – Experience of working with Ministry of Tourism or State Department of Tourism

S.No.	Type of Event	Detail of Client (State or Central)	Status (Completed or Ongoing)

Annexure – V – Experience of working as with Government Owned PSU/ Pvt Company.

S.No	Type of Event	Detail of Client (State or Central)	Status (Completed or Ongoing)

Annexure – VI – Detailed Work Plan

A. Work Plan for this Project.

S.No	Deliverables	M1	M2	M3	M4	M5	M6
	Inception Report						
	Pre event report						
	During event report						
	Post event report						

B. Reporting and Deliverables

Annexure – VII – Information for Financial Qualification

(To be submitted by the Bidder on the Letterhead of the Statutory Auditor)

Name of the Project: Expression of Interest for Empanelment of an Agency for Print and Mass Media for Maharashtra Tourism for Financial Year 2025-2026”

We have verified the relevant statutory and other records of M/s _____ (Name of Bidder), and certify that the cumulative gross turnover of M/s _____ (Name of the Bidder) in the last five completed financial years is Rs. _____ (Rupees _____) Year wise detail of Annual Gross Turnover is as under:

a) Annual Gross Turnover: The average annual gross turn-over as per the audited annual financial statement* of the last five Financial Years should be presented in the following tabular format (along with the copies of above documents) certified by the Statutory Auditor of the Bidder.

S.No	Financial Year	Total Gross Turnover in INR
1.	Financial Year 2021 – 22	
2.	Financial Year 2022 – 23	
3.	Financial Year 2023 – 24	
Gross annual Turnover for last three years		
Average annual turnover for last three years		

b) Net worth: Net Worth shall mean (Subscribed and Paid-up Equity Capital (not to include any Share Application Money/Preference Share Capital) including Equity/Security Premium+ General Reserves) Less (Revaluation Reserves +Accumulated Losses + Miscellaneous Expenditure not written off + Accrued Liabilities not accounted for + Intangible Assets). It should be presented in the following tabular format (along with the copies of audited annual financial statement of FY 2023-24/year claimed) certified by the Statutory Auditor of the Bidder

Calculation of Net Worth as on 31.03.2025 :		
Particulars		Amount (Rs. in Cr)
	Subscribed and Paid-up Equity/ Capital (Including Equity/Security Premium)	
Add	General Reserves	
Less	Revaluation Reserves	
Less	Accumulated Losses	
Less	Miscellaneous expenditure not written off	
Less	Accrued liabilities not accounted for	
Less	Intangible Assets	
TOTAL NET WORTH		

The information given above are true as per the audited financial statement of the Bidder/Member. We have signed this Annexure – VII in our capacity as the Statutory Auditor of _____ (name of the Bidder).

Signature of the Statutory Auditor*

Name of the Statutory Auditor*

Company Seal of the Statutory Auditor*

Annexure – VIII – Undertaking for Not being Debarred / Not Blacklisted**(Duly Notarized)****(On non-judicial stamp paper of Rs. 100)**

We do hereby undertake and confirm that any Central/ state government/ public sector undertaking/ DoT or other Organization (100% owned by Govt.), applicable for all Ministries have not banned/ debarred business with us as on the date of EOI submission. Also, any work executed by us has not been rescinded/ terminated after award of contract to us during the last five Financial Year (from the last day of the previous month of tender submission) due to our non-performance.

In case at a later date the undertaking is found to be false or incorrect, DoT shall have the right to terminate the license agreement/LOA and forfeit EMD/Performance Security.

Stamp & Signature of Authorized Signatory Note:

The undertaking shall be signed by authorized signatory of the applicant.

Annexure – IX – Power of Attorney

Know all men by these presents, We(name and address of the registered office) do hereby constitute, appoint and authorize Mr / Ms.....(name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for the Expression of Interest for “Empanelment of an Agency for Print and Mass Media Financial Year 2025-2026) for Directorate of Tourism, GoM” at _____”, including signing and submission of all documents and providing information/responses Directorate of Tourism (“DoT”), representing us in all matters before DoT and generally dealing with DoT in all matters in connection with our proposal for the said Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For

Accepted

(signature)

(Name, Title and Address) of the Attorney

Note: -

**The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*

***It should be on non-judicial stamp paper of Rs. 100/- duly notarized with supported by copy of Board of Resolution passed for this purpose only in case of company.*

****Power of Attorney is not required if the proprietor is signing the bid.*

Annexure – X – Non-Disclosure Agreement

[Company Letterhead]

This AGREEMENT (hereinafter called the “Agreement”) is made on the [day] day of the month of [month], [year], between, Directorate of Tourism, Government of Maharashtra on the one hand, (hereinafter called the “DoT”) and, on the other hand, [Name of the Bidder] (hereinafter called the “Bidder”) having its registered office at [Address]

WHEREAS

The “DoT” has issued a public notice inviting various organizations for provision of for Empanelment of an Agency for Print and Mass Media for Maharashtra Tourism **for Financial Year 2025-2026**”

1. The Bidder, having represented to the “DoT” that it is interested to bid for the proposed Project,
2. The DoT and the Bidder agree as follows:
 - a) In connection with the “Project”, the DoT agrees to provide to the Bidder a detailed document on the Project vide the Expression of Interest document. The Expression of Interest contains details and information of the Disoperation’s that are considered confidential.
 - b) The Bidder to whom this information (Expression of Interest) is disclosed shall–
 - i. hold such information in confidence with the same degree of care with which the Bidder protects its own confidential and proprietary information.
 - ii. restrict disclosure of the information solely to its employees, other member with a need to know such information and advice those persons of their obligations hereunder with respect to such information;
 - iii. use the information only as needed for the purpose of bidding for the Project;
 - iv. except for the purpose of bidding for the Project, not copy or otherwise duplicate such information or knowingly allow anyone else to copy or otherwise duplicate such information; and
 - v. undertake to document the number of copies it makes.
 - vi. on completion of the bidding process and in case unsuccessful, promptly return to the DoT, all information in a tangible form or destroy such information.
3. The Bidder shall have no obligation to preserve the confidential or proprietary nature of any information which:
 - a. was previously known to the Bidder free of any obligation to keep it confidential at the time of its disclosure as evidenced by the Bidder’s written records prepared prior to such disclosure; or
 - b. is or becomes publicly known through no wrongful act of the Bidder; or
 - c. Is independently developed by an employee, agent or contractor of the Bidder not associated with the Project and who did not have any direct or indirect access to the information.
4. The Agreement shall apply to all information relating to the Project disclosed by the DoT to the Bidder.
5. DoT will have the right to obtain an immediate injunction enjoining any breach of this Agreement, as well as the right to pursue any and all other rights and remedies available at law or in equity for such a breach.
6. DoT reserves the right to share the information received from the bidder under the ambit of RTI Act.

7. Nothing contained in this Agreement shall be construed as granting or conferring rights of license or otherwise, to the Bidder, on any of the information. Notwithstanding the disclosure of any information by the DoT to the Bidder, the DoT shall retain title and all intellectual property and proprietary rights in the information. No license under any trademark, patent or copyright, or application for same that are now or thereafter may be obtained by the DoT is either granted or implied by the conveying of information. The Bidder shall not alter or obliterate any trademark, trademark notice, copyright notice, confidentiality notice or any notice of any other proprietary right of the DoT on any copy of the information and shall reproduce any such mark or notice on all copies of such information.
8. This Agreement shall be effective from the date of signing of this agreement and shall continue perpetually.
9. Upon written demand of the DoT, the Bidder shall (i) cease using the information, (ii) return the information and all copies, notes or extracts thereof to the DoT forthwith after receipt of notice, and (iii) upon request of the DoT, certify in writing that the Bidder has complied with the obligations set forth in this paragraph.
10. This Agreement constitutes the entire Agreement between the DoT and the Bidder relating to the matters discussed herein and supersedes any and all prior oral discussions and/or written correspondence or agreements between the two parties. This Agreement may be amended or modified only with the mutual written consent of the parties. Neither this Agreement nor any right granted hereunder shall be assignable or otherwise transferable.
11. Confidential information is provided "As-Is". In no event shall the DoT be liable for the accuracy or completeness of the confidential information.
12. This agreement shall benefit and be binding upon the DoT and the Bidder and their respective subsidiaries, affiliate, successors and assigns.
13. This agreement shall be governed by and construed in accordance with the Indian laws.

For and on behalf of the Bidder

(Signature)

(Name of the authorized Signatory) Designation :

Date :

Time :

Seal :

Business Address:

Annexure – XI – Pre Empanelment Queries Format

S.No.	Clause No.	Page No.	Content of RFP Requiring Clarification	Change Requested / Clarification Required