



**REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF A  
MARKETING AGENCY FOR THE “HAR-HITH” RETAIL  
EXPANSION PROJECT  
FOR  
HARYANA AGRO INDUSTRIES CORPORATION LIMITED**

**(Ref. No.2025/04/001)**

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## **A. DISCLAIMER**

- The information contained in this Terms of Reference document (the “TOR”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of Haryana Agro Industries Corporation Limited. (HAICL), Government of Haryana, or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this TOR and such other terms and conditions subject to which such information is provided.
- This TOR is not an agreement and is neither an offer nor invitation by HAICL to the prospective Bidders or any other person. The purpose of this TOR is to provide interested parties with information that may be useful to them in preparing their technical proposals and financial offers pursuant to this TOR (the Proposal”).
- This TOR includes statements, which reflect various assumptions and assessments arrived at by the HAICL in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TOR may not be appropriate for all persons, and it is not possible for the HAICL, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TOR. The assumptions, assessments, statements and information contained in this TOR may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this TOR and obtain independent advice from appropriate sources. Information provided in this TOR to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. HAICL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. HAICL, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this TOR or otherwise, including the accuracy, adequacy, correctness,

- completeness or reliability of the TOR and any assessment, assumption, statement or information contained therein or deemed to form part of this TOR or arising in any way in this Bid Stage. HAICL also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this TOR. HAICL may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this TOR. The issue of this TOR does not imply that HAICL is bound to select a Bidder or to appoint the Selected Bidder or PR cum Marketing Firm, as the case may be, for the Assignment and HAICL reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.
- The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by HAICL or any other costs incurred in connection with or relating to its Proposal.
- HAICL shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or for submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

## **B. Detail Notice Inviting Tenders**

HAICL invites e-tender from reputed marketing & PR firms in single stage two cover system. Under this process, the technical bid application as well as online price bid shall be invited at a single stage under two covers i.e., technical bid and financial bid. The eligibility of bidders will be first examined based on the details submitted online under first cover (Technical) with request to eligibility and qualification criteria in this tender document. The price bid under the second cover shall be opened as per the parameters mentioned in the tender document.

1. The payment for Tender Document Fee and e-Service Fee shall be made by eligible bidders online directly through Debit Cards & Internet Banking Accounts and the payment for EMD can be made online directly through RTGS/NEFT or OTC Please refer to 'Online Payment Guideline' available at the centralized e-Procurement portal of GoH (Govt. of Haryana) and also mentioned under the Tender Document.
2. Intending bidders will be mandatorily required to online sign-up (create user account) on the website <https://etenders.hry.nic.in> to be eligible to participate in the e-Tender. The bidders will be required to make online payment of Rs. 1,00,00/- towards EMD on or before the Bid Due Date in due course of time from **16-04-2025 to 06-05-2025**. The intended bidder who fails to deposit EMD within the stipulated time frame shall not be allowed to submit its bids for the respective event/Tenders.
3. The interested bidders must remit the funds of EMD at least T+1 working day (transaction + One working Day) in advance as given under key dates and make payment via RTGS /NEFT or OTC to the beneficiary account number specified under the online generated challan. The intended bidder thereafter will be able to successfully verify their payment online, and submit their bids on or before the expiry date & time of the respective events/Tenders at <https://etenders.hry.nic.in>.
4. The interested bidders shall have to pay mandatorily e-Service fee (under document fee – Non- refundable) of Rs.1,000/- (Rupee One Thousand Only) and processing fee of Rs. 1,000/- only (Rupee One Thousand Only- Non-refundable) online either by using the service of secure electronic payments gateway which is an online interface between bidders and online payment authorization networks or by submitting a Demand Draft payable at par at all branches at Haryana.

### C. Key Dates

The bidders can submit their tender documents in two bid sealed envelopes as per the dates mentioned below:

S. No.	Particulars	Details
1.	Document Reference Number	2025/04/001
2.	(i) Downloading of Tender Document / Online bid Preparation (ii) DD of Rs. 2,000/- (Tender document fee Rs. 1,000/-, Processing Fee Rs. 1,000/-) are required in the name of HAICL Retail (iii) DD for EMD of Rs. 1,00,00/- (Rupees Ten Thousand Only)	16-04-2025 till 06-05-2025
3.	Last date of submission of queries via email at haicpl@gmail.com by 05:00 PM	28-04-2025 till 05:00 pm
4.	Last date of technical & financial bid submission	06-05-2025 till 11:00 am
5.	Date of opening of technical bids	06-05-2025 at 12:00 Noon
6.	Manual submission of additional document, if required	06-05-2025 at 05:00 pm
7.	Presentation by eligible bidders	08-05-2025 at 11:00 am
8.	Date of opening of financial bids	As per availability of competent authority
<b>Note :- In case a Central / State Holiday is declared on any day, the event will be held on the next working day at the same time and same venue.</b>		

#### **Important Note :-**

1. The bidders have to complete 'Application/Bid Preparation & Submission' stage on scheduled time as mentioned above. If any bidder fails to complete his/her aforesaid stage in the stipulated online time schedule for this stage, his/her application/bid status will be considered as 'Applications/bids not submitted'.
2. Bidder must confirm & check his/her application/bid status after completion of his/her all activities for e-bidding.
3. Applicant/bidder can re-work on his/her bids even after completion of "application/bid preparation and submission stage" (Application/bidders stage), subject to condition that the re-work must take place during the stipulated time frame of the applicant/bidder stage.
4. Vendors are eligible to pay the EMD amount through RTGS or NEFT to HAICL. The account details of HAICL are mentioned below:

**Haryana Agro Industries Corporation Ltd. - Retail**

**Punjab & Sind Bank, Sector - 5, Panchkula**

**A/c No. - 09151100731596**

**IFSC No. - PSIB0000915**

## **1. Instruction to bidder on Electronic Tendering System**

These conditions will over-rule the conditions stated in the tender documents, wherever relevant and applicable.

Registration of bidders on e-Procurement Portal: - All the bidders intending to participate in the tender process online are required to get registered on the centralized e - Procurement Portal i.e., <https://etenders.hry.nic.in>. Please visit the website for more details.

## **2. Obtaining a Digital Certificate: -**

- 2.1. The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
- 2.2. A Digital Certificate is issued upon receipt of mandatory identity (i.e., Applicant's PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazetted Officer. Only upon the receipt of the required documents, a digital certificate can be issued. For more details, please visit the website – <https://etenders.hry.nic.in>
- 2.3. The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities or may obtain information and application format and documents required for the issue of digital certificate from.
- 2.4. The bidder must ensure that he/she comply by the online available important guidelines at the portal <https://etenders.hry.nic.in> for Digital Signature Certificate (DSC) including the e-Token carrying DSCs.
- 2.5. Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised to keep a backup of the certificate and also keep the copies at safe place under proper security (for its use in case of emergencies).
- 2.6. In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate/power of attorney /lawful authorization to that User. The firm has to authorize a

specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act, 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

- 2.7. In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new person / user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.
- 2.8. The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.

### **3. Pre-requisites for online bidding: -**

In-order to operate on the electronic tender management system, a user's machine is required to be set up. A help file on system setup/Pre-requisite can be obtained from Tenders Haryana or downloaded from the home page of the website - <https://etenders.hry.nic.in>. The link for downloading required java applet & DC setup is also available on the Home page of the e-tendering Portal.

### **4. Online Viewing of Detailed Notice Inviting Tenders: -**

The bidders can view the detailed N.I.T and the time schedule (Key Dates) for all the tenders floated through the single portal eProcurement system on the Home Page at <https://etenders.hry.nic.in>

### **5. Download of Tender Documents: -**

The tender documents can be downloaded from the e-Procurement portal <https://etenders.hry.nic.in>

### **6. Key Dates: -**

The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take



place outside the start and end dates and the time of the stage as defined in the online Notice Inviting Tenders.

**7. Online Payment of Tender Document Fee, eService fee & Bid Preparation & Submission (PQQ/Technical & Commercial/Price Bid): -**

7.1. Online Payment of Tender Document Fee + e-Service fee: The online payment for Tender document fee, E-service Fee & EMD can be done using the secure electronic payment gateway. The Payment for Tender Document Fee and E-service Fee shall be made by bidders/ Vendors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD shall be made online directly through online. The secure electronic payments gateway is an online interface between contractors and Debit card / online payment authorization networks.

**7.2. Preparation & Submission of online Applications/Bids: -**

7.2.1. Detailed Tender documents may be downloaded from e-procurement website (<https://etenders.hry.nic.in>) and tender (bid) mandatorily be submitted online by following the instruction appear on the screen.

7.2.2. Scan copy of Documents to be submitted/uploaded for Prequalification or Technical bid under online PQQ/ Technical Envelope: The require documents (refer to DNIT) shall be prepared and scanned in different file formats (in PDF/JPEG/MS WORD format such that file size is not exceed more than 10 MB) and uploaded during the on-line submission of PQQ or Technical Envelope.

7.2.3. Financial or Price Bid Proposal shall be submitted mandatorily online under Commercial Envelope and original not to be submitted manually).

**8. Assistance to the Bidders : -**

**For queries on Tenders Haryana Portal, Kindly Contact**

**Note : - Bidders are requested to kindly mention the URL of the Portal and Tender Id in the subject while emailing any issue along with the contact details. For any issues/clarifications relating to the tender (s) published kindly contact the respective Tender Inviting Authority.**

**Tel. :- 0120-4200462, 0120-4001002, Mobile :- 88262-46593**

**E-mail: - support.etender@nic.in**

**For any technical related queries please call at 24 x 7**

**Help Desk Number 0120- 4001002, 0120-4200462, 0120-4001005, 0120-6277787**

**For Support related to Haryana Tenders in addition to helpdesk you may also contact on e-mail ID eproc.nichry@yahoo.com Tel: - 01722700275**

Note : - Bidders are requested to kindly mention the URL of the Portal and Tender Id in the subject while emailing any issue along with the contact details.

Timing : -

Technical Support Assistance will be available over telephone Monday to Friday (09:00 am. to 5:00 pm) (Helpdesk support team shall not be contacted for online bidding on behalf of the Contractors)

**NOTE : -**

**(A)** Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://etenders.hry.nic.in>.

**(B)** For help manual please refer to the 'Home Page' of the e-Procurement website at <https://etenders.hry.nic.in>, and click on the available link 'How to...?' to download the file.

## **9. Guideline for Online Payments at e-Procurement Portal of Government of Haryana**

Post registration, bidder shall proceed for bidding by using both his digital certificates (one each for encryption and signing) & Password. Bidder shall proceed to select the event/Tenders he is interested in. On the respective Department's page in the e-Procurement portal, the Bidder would have following options to make payment for tender document fee + eService Fee & EMD-cum- Security Amount Deposit: -

- A. Debit Card
- B. Net Banking
- C. Online

### **A. Debit Card**

The procedure for paying through Debit Card will be as follows: -

- Bidder selects Debit Card option in e-Procurement portal.
- The e-Procurement portal displays the amount and the card charges to be paid by bidder. The portal also displays the total amount to be paid by the bidder.
- Bidder clicks on "Continue" button.
- The e-Procurement portal takes the bidder to Debit Card payment gateway screen.
- Bidder enters card credentials and confirms payment.
- The gateway verifies the credentials and confirms with "successful" or "failure" message, which is confirmed back to e-Procurement portal.
- The page is automatically routed back to e-Procurement portal.
- The status of the payment is displayed as "successful" in e-Procurement portal.
- In case of successful payment, a success message along with unique transaction id is passed on to e-procurement system. The bidder shall store the unique transaction number in its database along with the date and timestamp.
- The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

### **B. Net-banking**

The procedure for paying through Net-banking will be as follows: -

- Bidder selects Net-banking option in e-Procurement portal.
- The e-Procurement portal displays the amount to be paid by bidder.

- Bidder clicks on “Continue” button.
- The e-Procurement portal takes the bidder to Net-banking payment gateway screen displaying list of Banks.
- Bidder chooses his / her Bank.
- The Net-banking gateway redirects Bidder to the Net-banking page of the selected Bank.
- Bidder enters his account credentials and confirms payment.
- The Bank verifies the credentials and confirms with “successful” or “failure” message to the Net-banking gateway which is confirmed back to e-Procurement portal.
- The page is automatically routed back to e-Procurement portal.
- The status of the payment is displayed as “successful” in e-Procurement portal.
- In case of successful payment, a success message along with unique transaction id is passed on to e-procurement system. The e-tendering portal shall store the unique transaction number in its database along with the date and timestamp.
- The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

### **C. Online**

This solution shall also allow the bidder to make the EMD payment online. This shall add to the convenience of those bidders who are not conversant to use net banking option to make the transaction. Using this module, bidder would be able to pay from their existing Bank account through online. This would offer a wide reach for more than 1,10,000 bank branches and would enable the bidder to make the payment from almost any bank branch across India.

1. To choose Payment of EMD, the bidder clicks on online payment option.
2. Upon doing so, the e-procurement portal will redirect the bidder to a page where it will generate a challan.
3. This challan shall include the beneficiary (Virtual) account number and other details like beneficiary IFSC code etc.

#### **Online Payment Procedure**

This provision will ensure that no confidential details regarding the bidder or tender are disclosed to the third party while remitting the payment online.

The bidder would remit the funds at least one day in advance to the last day and make the payment online.

SBI Bank shall receive this amount and credit the payment gateway service provider intermediary Departments/PSUs Escrow security deposit account post validating the first part of the beneficiary account number, i.e., the client code only. In case the validation of client code is not successful, the Bank shall return the funds and not credit the Tech process Intermediary Departments/PSUs Escrow security deposit A/c.

## 2. Dos and Don'ts for Bidders while doing online payment:

Do's	Don'ts
<ul style="list-style-type: none"> <li>• It is the bidder's responsibility to ensure that online payments are made to the exact details as mentioned in the challan which are:</li> <li>• Beneficiary account no: &lt;client code&gt; + &lt;random number&gt;</li> <li>• Beneficiary IFSC Code: As prescribed by SBI Bank (this shall remain same across all tenders)</li> <li>• Amount: As mentioned on the challan. It is specific for every tender/transaction.</li> <li>• Beneficiary bank branch: SBI Bank Ltd, CMS</li> <li>• Beneficiary name: As per the challan</li> <li>• For every tender, details in the challan are different and specific to that tender only. Bidder should not make use of a challan for making payment for another tenders' EMD.</li> </ul> <p>It is advised that all the bidders make payment via- online at least one day in advance to the last day of tender submission as certain amount of time is</p>	<ul style="list-style-type: none"> <li>• Bidder should not enter erroneous details while filling the online form at their bank. The following possibilities may arise:</li> <li>• Incorrect IFSC code mentioned: - Transaction would be rejected and the amount would be refunded back into the bidder's account.</li> <li>• Incorrect Beneficiary account number mentioned (&lt;client code&gt; + &lt;random number&gt;)</li> <li>• In case, the beneficiary account number mentioned is incorrect the transaction would be rejected, and the bid would not be accepted.</li> <li>• Incorrect Amount mentioned: The amount would be rejected if the amount mentioned in while making the payment is incorrect. Such cases will be captured as unreconciled transactions and will be auto-refunded directly to bidder's account. In the event of any discrepancy, payment would not be considered, and bidder would not be allowed to bid/participate.</li> </ul>

<p>required for settlement and various parties are involved. The payment may not be available for the bidder validation. In such cases bidder may not be able to submit the tender.</p>	
<ul style="list-style-type: none"> <li>• Bidder has to make only single payment against a challan as per the amount mentioned on the challan.</li> </ul> <p>Bidder must do the payment before tendervalidity gets expired.</p>	<ul style="list-style-type: none"> <li>• Bidder is not supposed to use challan generated in one tender for payment against another tender since details in the challan are unique to the tender and bidder combination.</li> <li>• Bidder must not make multiple or split payments against a particular challan. Any split payment received against the same challan will be refunded back to the bidder.</li> <li>• Bidder would not be entitled to claim thathe is deprived of participating in the tender because his funds are blocked with the division on account of incorrect payment made by the bidder.</li> </ul>

### **3. Introduction**

#### **3.1. Background**

This document is a Request for Proposal ('RFP') in order to evaluate and select a Marketing Agency for Retail Expansion Project "Har-Hith" of Haryana Agro Industries Corporation Limited ('HAICL').

HAICL under the Retail Expansion Project aims to setup 2000 FMCG retail stores/outlets (1500 outlets for rural locations and 500 for urban locations) across the 22 districts of Haryana, which will help in boosting the spirit of entrepreneurship and generating favorable employment opportunities. Through these retail outlets, Government will offer best quality products at discounted prices under State- owned brands and further the aim of Haryana Retail policy.

The Retail Expansion Project further aims to facilitate the achievement of vision "Atmanirbhar Bharat and Atmanirbhar Haryana" by making over 10,000 people self-reliant by providing them level playing field and making them reap the fruits of a growing food & grocery market. The focal point of this scheme is to make the people of the state of Haryana self-reliant and progressive.

The broad objectives of the same are listed below:

- Provide an alternate channel of sales to MSMEs, FPOs, SHGs and Govt. agencies and bring different stakeholders on a common platform by leveraging the strengths of each other.
- Promote entrepreneurship.
- Provide best quality products at discounted prices.
- Enhance the reach of Haryana based MSME's.
- Promote retail policy of Haryana and generate employment across the State.
- Going forward, the organization would help generate market for innovative products across packaged consumer goods.
- Enhancing manufacturing efficiency in the State.

## **B. Objectives of RFP**

Haryana Agro Industries Corporation Ltd is issuing this Request for Proposal (RFP) to identify and select a Marketing Agency to help the HAICL in creating wider awareness for the new initiative, marketing, social media, event, seminar, launch, awareness about the Har-Hith Retail Expansion Project of HAICL across Haryana, and create interest amongst potential franchisees, suppliers and consumers across the state.

Further, the agency must be able to provide strategic counsel to develop a long-term brand reputation program covering digital, social and traditional media as well as support in establishing and training an in-house team to independently manage public relations, digital and social media program for Har-Hith.

## **4. DESCRIPTION OF SERVICES/SCOPE OF WORK**

### **4.1. Social Media**

**Channels: Facebook | Instagram | Youtube | Twitter**

1. **Creation and Maintenance of Social Media profiles** : The vendor will be responsible for the creation, development and maintenance of social media profiles on popular platforms, e.g Facebook, Twitter, Instagram, WhatsApp, and YouTube etc.
2. **Content Creation**: The vendor shall be responsible for creating 40–45 high-quality, aesthetically appealing, and meaningful content pieces per month, including but not limited to GIFs, infographics, static creatives, and short videos, based on secondary research and inputs. The vendor shall ensure timely uploading of engaging content across all official social media platforms. In addition, the vendor will be required to develop and update a comprehensive HAR-HITH product catalogue, covering all product categories, on quarterly basis.
3. **Publicity** : The vendor shall be responsible for conceptualizing, designing, and executing digital media content aimed at maximizing the visibility and reach of the HAR-HITH initiative. This includes the creation of promotional content such as digital banners, video ads, sponsored posts, and campaign creatives tailored for various digital platforms. The vendor shall ensure the content is engaging, aligned with the communication objectives, and



optimized for reach and impact. The content must be strategically planned and published to effectively target the desired audience and enhance the overall digital presence of HAR-HITH.

4. **Engage with Followers:** The vendor shall develop a comprehensive monthly social media content calendar and plan targeted campaigns with the objective of promoting approved communications, enhancing user engagement, and increasing the follower base on official different social media account handles. The vendor will be solely responsible for the end-to-end execution of these campaigns, including conceptualization, content creation, creative design, scheduling, publishing, monitoring, and performance analysis to ensure effective outreach and engagement in line with the goals of the HAR-HITH initiative.
5. **Festive creatives** : Programmes/activities/celebrations of all festivals / special days/events to be promoted on social media as suggested by the HAR-HITH team.
6. **Social Response management** : Respond to queries/comments of people on social media platforms after taking necessary approval from the HAR-HITH team. All queries received which need not require inputs from the HAR-HITH team must be responded to within 01 working day, and all queries which require consultation with the HAR-HITH team should be answered within 02 working days after receiving a reply from the HAR-HITH team.
7. **Reporting:** The vendor would submit a monthly “Effective Analysis report” to team HAR-HITH on the effectiveness of the social media strategy. The vendor submits an analysis of the steps undertaken for overall promotion of on the social media platforms and the results achieved.
8. **Gatekeeping:** Updating and checking the hygiene of all platforms with a frequency of 3 times a day to deal with spam, unauthorized advertisements, inappropriate content etc.

**Note : All the services described above shall be put into practice within 15 Days from the date of issue of the work order.**

## **Facebook**

- Managing Facebook page for HAR-HITH.
- Update and maintain profiles.
- Decide on content buckets like HAR-HITH updates/events/announcements, myth/reality, HAR-HITH retail expansion project promotion, Q&A, feedback, tongue twisters etc. and create content every week around more such buckets.
- 30-40 creative posts to be designed by the vendor per month will be posted.
- Response management with the HAR-HITH team's consent.
- Monthly analytical reports in the first week of the following month.
- Providing services for social media activities, along with the creation and publication of creative posts.
- Facebook likes, and follower growth management will be done on the page as monthly the likes will be added via paid promotions and our creative strategies.
- Post-boost will be done to increase engagement

## **Instagram**

- Creation and management of Instagram account, including e-commerce.
- Following somewhat similar content buckets as Facebook.
- 30-40 creative's to be designed by vendor per month with 50K Followers.
- Response management with the HAR-HITH team's consent.
- Monthly analytical report in the first week of the following month.
- Providing Services for the creation and publication of creatives.

## **Twitter(X)**

- Creation and management of Twitter profile, including e-commerce.
- Minimum 30-40 tweets per month and retweets as recommended by HAR-HITH teams
- Create tweets around relevant trending hashtags.
- Response management re-tweets etc., with HAR-HITH teams' consent.
- Listen to relevant conversations.
- Monthly analytical reports in the first week of the following month.

## **YouTube**

- The agency will upload minimum 10-20 videos.
- The agency will moderate comments and engagement on the page
- The agency will maintain account hygiene.

## **4.2. Digital Advertising**

### **A. Meta Ads**

- **Creation and management of Meta account** : The agency will create, monitor and execute Facebook and Instagram and other social media platforms advertisements to bring awareness to the brand HAR-HITH.
- **Content creation** : The agency will create creatives, write ad copies and publish the ad on Facebook and Instagram and other social media platforms with prior approvals
- **Budget management** : The budgets will be discussed and pre-approved by team HAR-HITH based on the objectives for the month. The agency will make sure the spending is within the budget.
- **Campaign performance**: The agency will identify the target audience, create campaigns and optimize the campaign to get the best possible results based on the campaign performance.
- **Reporting**: The agency is responsible for sharing weekly ad campaign results with all HAR-HITH stakeholders.

### **B. Google Ad words**

- **Creation and management of Google ad account** : The agency will create, monitor and execute Google ads to bring awareness to the brand HAR-HITH.
- **Content creation** : The agency will create creatives, write ad copies and publish the ad on Google ads with prior approvals.
- **Budget management** : the budgets will be discussed and pre-approved by team HAR-HITH based on the objectives for the month. The agency will make sure the spending is within the budget.
- **Campaign performance** : The agency will identify keywords, plan ad campaigns and optimize the campaign to get the best possible results based on the campaign performance.

- **Reporting :** The agency is responsible for sharing weekly ad campaign results with all HAR-HITH stakeholders.

### C. ATL PROMOTIONS

**Radio:** The agency will create creatives, write copies and help the Har-Hith team plan and publish radio jingles.

**Print Advertisements:** The selected agency shall be responsible for ideating and creating ad copy and creatives for print advertisements. The agency shall also support the Har-Hith team in planning and deciding the frequency and scheduling of print ads.

**Outdoor:** Help with ideation and creatives for bus shelters, bus wraps, posters, banners, Billboards, shop boards and other creatives needed for creating awareness.

**Event planning:** Help the HAR-HITH team to plan and execute events to promote stores in different clusters of Haryana to onboard more retailers and engage and get feedback.

### D. BTL PROMOTIONS

**Offer communication:** Create pamphlets, leaflets, flyers and other creatives for B2C and B2B communication.

**Instore marketing:**

- SMS/WhatsApp/Email promotions to the database provided by the HAR-HITH team. We will plan, create content and execute the campaigns on the required platforms.
- Creation of POS material, danglers, and flyers for the promotion of products, offers, seasons and other details to customers in the catchment.

### E. Overall roles and responsibilities

- Build and execute ATL, BTL and digital campaigns to support specific marketing objectives across different segments to bolster Product awareness, consideration & differentiation in support of HAR-HITH's overall strategic marketing plan.
- Maintains knowledge of trends and developments in the market. Devising and presenting ideas and strategies.
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes.

- Oversees the production of all promotional materials and marketing campaigns.
- Produce valuable and engaging content for our website and social handles that attract and convert target groups
- Partner with field teams, other internal stakeholders, and vendors
- Tracking and analyses the performance of campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity.

## 5. Period of engagement:

The firm will be engaged for an initial period of 12 months with effect from signing of agreement. However, it may be extended for 06 months twice, and that decision lies at the sole discretion of W/MD HAICL.

## 6. Eligibility criteria, Technical and Financial capability of bidders

### 6.1. Eligibility of applicants

As part of eligibility criteria, only those bidders who meet the following eligibility criteria are eligible to participate in the Technical and Financial bidding process. Bidders failing to meet these criteria or not submitting requisite supporting documents / documentary evidence for supporting pre-qualification criteria are liable to be rejected summarily.

To be eligible for evaluation of the Proposal, the Bidder shall fulfill the following Minimum Eligibility Criteria:

Basic Requirement	Minimum Eligibility Criteria	Document Proof to be submitted for supporting the Eligibility Criteria
1. Legal Entity	The bidder must be a Company (as per Companies Act, 1956 or 2013), Partnership Firm or Sole Proprietorship Firm. The Organization should be in existence in India for last two years at the end of 31 <sup>st</sup> March 2025	Copy of the Proprietor details / Partnership deed / By Law/ Certificate of Incorporation from Registrar of Companies.

2. Bidder's Past Experience in fields	The bidder must have experience in most of the similar domains (i.e., Marketing, Brand Building, brand positioning, electronic media, corporate Film making, commercial advertisement, public relations, media management, content development, digital media, social media services for at least 02 year as on 31.03.2025 and additionally firm should be in the business of providing software development services or retail operations management for similar duration.	Attach relevant Work orders issued by the client & Completion Certificate / self- certificate from authorized signatory of the organization.
3. Bidder's past work execution value	The bidder must have executed similar works of total value Rs. 05 lakhs. or more in last two financial years (FY 2023-24 and 2024- 25)	Copy of Work Order & Successful project or Appreciation letter Completion certificate should be attached.
4. Human Resource Deployment	Bidder must deploy ample number of resources who have expertise in designing, planning marketing strategy, brand management and other IT related task with more than 02 years of experience, they can be called on basis of project requirement to capture the information related to marketing activities  Education – BE/ B. tech/ MBA /PGDM	CVs/ work experience proofs/ educational certificates of the resources
5. Annual Turnover	The total financial turnover of the bidder in last two financial years should not be less than Rs. 25 lakhs. in last two financial years as on 31 <sup>st</sup> March 2025	CA Certificate
6. Additional Legal Documents	<ul style="list-style-type: none"> <li>- GST Certificate</li> <li>- Income Tax Return (Latest 02 years)</li> <li>- Copy of PAN</li> <li>- Articles of Association/ Company Registration (depending on company type)</li> </ul>	Copy of GST, PAN, ITR, AoA, and Self-declaration on entity letter head, etc.

	Undertaking that no cases in any court of law will impact the deliverance in HAICL project.	
7. Other Documents	Bidder should not currently be blacklisted by any of the State/Central Government or organizations of the State/Central Government in India and the bidder shall not be under declaration of ineligibility for corrupt or fraudulent practices.	A self-declaration on entity letter head by competent authority

## 6.2. Technical bid qualification: -

Technical evaluation will be done only for those bidders who have qualified the pre-qualification stage. The technical evaluation of the qualified bidders shall be done based on the following evaluation criteria: -

S. No.	Evaluation Criteria	Maximum Marks	Referencee document
1	Total Turnover of last 02 financial year minimum 25 Lakhs	20	
2	Bidder must have executed Digital marketing-based Project t o t a l v a l u e o f Rs. 05 Lakh or more in last 02 financial year	20	
3	Bidder must have experience of working with governments or any reputed Private organization in implementing similar works as per the scope of work	5 – Experience in retail business  5- Marketing Survey and digital marketing  5- IT software development  5- Stores operations  Total – 20	
4	Bidder must have experts with more than 02 years of experience in designing, planning, marketing strategy, IT development.  Education – BE/B.tech/MBA / PGDM	20	
5	Presentation	20	
	<b>Total</b>	100 marks	
<b>Note :- Bidder with at least 70 marks (post presentation score) will be eligible for the opening of financial bid.</b>			



### 6.3. Presentation Requirements

S. No.	Presentation Evaluation Criteria	Description	Maximum Marks
1	Approach & Implementation Methodology	<ul style="list-style-type: none"><li>• Overall marketing, marketing survey and strategy for buildup of “Har-Hith brand along with detailed timelines till the engagement</li><li>• Any unique project implementation strategy (or strategies) proposed, which can impact project’s outcomes in positive Manner</li></ul>	5
2	Har-Hith Promotional Strategy	<ul style="list-style-type: none"><li>• Planning and budgeting</li><li>• Resource Deployment</li><li>• Media to be used</li><li>• Directing, coordinating, and reporting</li></ul>	5
3	Social Media	As per Vendor choice (Presentation regarding previous work experience of social media)	5
4	Human Resource Deployment	<ul style="list-style-type: none"><li>• Relevant experience of the resources engaged for the project</li></ul>	5

## 7. Evaluation

Bidder with at least 70 marks (post presentation score) will be eligible for the opening of financial bid. The least financial bid will be considered. Negotiations will be done as per state government policy.

## 8. Payment Terms

The proposal shall include a financial quote of monthly retainer-ship value. The terms of payment would be on a monthly basis that will be paid out within the first week of the month against invoices raised along with the progress report after verification of deliverables. However, this payout will also be linked to the progress on the project charter submitted by selected vendor.

## 9. Implementation of work

The vendor should stick to the timelines below for completion of project:

Sr. No.	Activity	Time Line
1.	Marketing Activity	Within 15 Days of Work order
2.	Social Media	Within 15 Days of Work order
3.	Marketing & Survey strategy (Events, Seminars, Awareness Advertisement)	Within 15 Days of Work order
4.	Manpower Requirement	Within 15 Days of Work order

The service level agreement will be signed post issuance of Work Order

## 10. Contract Performance Guarantee

- Within 7 days of receipt of LOI, the successful bidder, to whom the work is awarded, shall be required to furnish a performance Bank Guarantee from a Scheduled / Nationalized Bank, in branch situated in Panchkula in the form attached in favor of the HAICL. The guarantee amount shall be equal to Five percent (5%) of total contract price valid up to 90 days after the expiry of contract period as below: -
- If the bank guarantee is not submitted within 15 days from the date of issue of LOI, HAICL reserves the right to cancel the LOA and initiate the action for allotment to L-2 agency at L-1 rate or below.

- The Contract Performance Guarantee is intended to secure the execution/ performance of the entire Contract. The Performance guarantee will be returned to the vendor without any interest at the end of the contract period with the approval of HAICL.

## **11. Termination by Default**

HAICL may terminate the contract if:

- a) The selected vendor fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, within fifteen (15) days of receipt of notice of default or within such further period as Department may have subsequently granted in writing.
- b) The selected vendor becomes insolvent or bankrupt.
- c) If the selected vendor fails to comply decisions / mandate of Department.
- d) Any document, information, data or statement submitted by the selected vendor in its Proposals, based on which it was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) If the acts of the selected vendor are found to be unethical by Department.
- f) In case of termination, HAICL will approach L2 bidder to either work at L1 rates and if not agreed, then L2 rates. The difference will be recovered from L1 agency i.e. work will be executed at risk and cost basis. If L2 bidder doesn't agree, HAICL will approach to other bidders to either work at L1 rates, and if not agreed, then at its bid value. The difference will be recovered from L1 agency i.e. work will be executed at risk and cost basis. However, if neither of bidders is interested in working then HAICL will get the work executed from open market at risk and cost and recovery will be done from L1 bidder.

## **12. Blacklisting of the Firm**

The Vendor will be blacklisted in the following conditions:

- If the vendor backs out of the contract at any stage, the firm will be issued two 15 days notices to commence the work failing which no further notices will be issued and the firm will be straightway blacklisted, without prejudice to other terms and conditions of the contract.
- If the vendor indulges in fraudulent and illegal practices such as forgery, cheating or any civil/criminal wrongdoing or any grave misconduct of similar nature which has a direct impact on the contract and the HAICL in such case no notice of default will be issued and the firm will be straightway blacklisted in addition to initiating the legal proceedings etc., without prejudice to the other terms and conditions of the contract.

- If the vendor fails to complete the work within the delivery/completion schedule, the deduction of the penalty will commence as per the terms and conditions of the present Bid Documents.
- The Performance Bank Guarantee of the Blacklisted vendor s will be forfeited and the firm shall have no claim whatsoever on the same.

### **13. Other Terms & Conditions**

- MD HAICL will be sole arbitrator
- MD HAICL will be the authority to increase or decrease the quantity of scope of work/ the units mentioned in the financial bid as per the requirement of the project and selected bidder will not raise any objection.
- The financial proposal by the Bidders shall be in Indian Rupees (inclusive of all taxes and expenses) as per enclosed format with no escalation provision for any reason whatsoever till the completion of the Assignment.
- The Bidder shall make available appropriate personnel as may be required for successful execution of the Assignment and or as may be required by HAICL on specified dates, venues and time in order to meet the obligations of HAICL.
- All claims shall be raised by the Bidder as per the terms of payment after being due and would be accepted for payment based on satisfactory progress and quality of the work at the sole discretion of the competent authority.
- In case there is a delay by the Bidder in accomplishing the deliverables which in the opinion of HAICL is attributable to the Bidder, HAICL reserves the right to get such specific work(s) done through any other Agency(ies) at the risk and cost of the Bidder for timely completion of the deliverables.
- In case the performance of the proposed team member(s) is not satisfactory, the Bidder will be asked to change/replace the team members within 3 days of receipt of such request from HAICL and should appoint another team members for the related work.
- HAICL can cancel the contract at any stage of the work with 7 days of notice period, in case it is found that the knowledge of a team/team member(s) and or his/her performance is not satisfactory, any information given at the time of submission of the bid is found to be incorrect.

- Given the nature of the work being entrusted, the firm would have to give an undertaking to the effect that the contents/ essence of any reference/ documents given would not be disclosed to any third person without the express approval of HAICL, failing which the engagement of the firm could be terminated.
- If due to any reason or decision of the Govt., the Assignment is dropped and the Bidder is directed to discontinue work, the Drop-Dead Fee would be limited to the payments received by the Bidder and the claims already raised, as per the payment terms relating to the Assignment, till the point of calling off the Assignment or as mutually agreed.
- HAICL reserve the right to accept or reject any or all Proposals/Offer or annul the bid Process or modify/ change the content of the bid document without assigning any reason.
- At any time prior to the deadline for submission of Bids, the HAICL may, for any reason, whether at its own initiative or in response to a clarification required by a prospective Bidder, modify the Bidding Documents by amendment(s). The amendment will be notified through Corrigendum uploaded in the websites of HAICL and <https://etenders.hry.nic.in/>. HAICL will bear no responsibility or liability arising out of non-receipt of the same in time or otherwise. In order to afford prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the HAICL may, at its discretion, extend the deadline for the submission of Bids. Such amendments, clarifications etc. shall be binding on Bidders and will be given due consideration by the Bidder while they submit their Bids and invariably enclose such documents as a part of the Bid.
- HAICL shall not entertain any claim of any nature, whatsoever, including without limitations, any claim of expenses in relation to the preparation, submission or any other activity relating to bidding or any other expense till award of contract.
- The Bidder shall not be permitted to sub-contract any part of its obligations under the Contract with the utilities.
- All matters, question, disputes, differences and/or claims arising out of and/or concerning and/or in connection and/or in consequences or relating to this Contract whether or not obligations of either of both parties under this Contract be subsisting at the time of such dispute and whether or not this Contract has been terminated or purported to be terminated or completed, shall be referred to the Sole Arbitrator to

be appointed by the Managing Director, HAICL. The arbitrator shall pass a speaking award. The Award of the Arbitrator shall be final and binding on the parties to this Contract.

#### 14. Information and instructions to the bidders – General instructions

##### Checklist of Submission

S. No.	Criteria / Form	Documents required	Status (Submitted/ Not Submitted)	Page No.
1.	Tender Processing fee	Rs. 1000 (Online payment)		
2.	Bid Security Amount	EMD Rs. 10,000 (Online payment)		
3.	Tender Fee	Rs. 1000 (online payment)		
4.	The bidder must have experience in most of the similar domains (i.e., Marketing, Brand Building, brand positioning, electronic media, corporate Film making, commercial advertisement, public relations, media management, content development, digital media, social media services) for at least 2 years.	Copy of the Proprietor details / Partnership deed / By Law / Certificate of Incorporation from Registrar of Companies.		
5.	The bidder must have executed similar works of total value Rs. 05 lakhs. or more in last two financial years	Attach relevant Work orders issued by the client & Completion Certificate / self- certificate from authorized signatory of the organization.		
6.	Bidder must have experts with more than 02 years of experience in designing, planning marketing strategy, IT development.  Education – BE/ B.tech/ MBA / PGDM	CVs/ work experience proofs/ educational certificates of the resources		

7.	The total financial turnover of the bidder in last 2 financial years should not be less than Rs. 25 Lakhs	CA Certificate as per Form Tech 5		
8.	<ul style="list-style-type: none"> <li>- GST Certificate</li> <li>- Income Tax Return (Latest 2 years)</li> <li>- Copy of PAN</li> <li>- Articles of Association/ Company Registration (depending on company type)</li> <li>- Undertaking that no cases in any court of law will impact the deliverance in HAICL project.</li> </ul>	Copy of GST, PAN, ITR, AoA as per Tech Form 4, and Self- declaration on entity letter head, etc.		
9.	Bidder should not currently be blacklisted by any of the State / Central Government or organizations of the State/Central Government in India and the bidder shall not be under declaration of ineligibility for corrupt or fraudulent practices.	A self-declaration on entity letter head by competent authority of at least C-level or above		
10.	Technical Proposal Submission Form	Form Tech 1		
11.	Bidder Details	Form Tech 2 – Tech 6		
12.	Performa for Commercial cost	Form FIN 1		

## Appendices

### Form Tech 1- Technical Proposal Submission Form

To,

**The Managing Director**  
**Haryana Agro Industries Corporation Ltd.**  
**BaysNo.15-20, Sector-4, Panchkula,**  
**Haryana.Pin:134112, India.**  
**Tel: +91-172-2561305,2561324,2561303**  
**Fax: +91-172-2561310,2561326**  
**Email: haicpkl@gmail.com**

Sir,

**RFP NO: \_\_\_\_\_ FOR APPOINTMENT OF MARKETING AGENCY SUBMISSION OF BID**

We, the undersigned, offer to provide our proposal for the assignment ‘Selection of Marketing agency for designing, planning & Implementation of marketing strategy for Har- Hith brand and its products in Haryana (except NCR region)’ in accordance with your Request for Proposal dated 16/02/2023. We are hereby submitting our Proposal only through online mode, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Document Control sheet.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Signature with date:

Name of authorized signatory:

Seal of Agency:



**Form Tech 2 - Details of Bidder**

<b>Form A : Details of the Bidder</b>	
<b>Name</b>	
<b>Date of Incorporation</b>	
<b>Date of Commencement of Business</b>	
<b>Address of Headquarters</b>	
<b>Address of the Registered Office in India</b>	
<b>Contact detail of Authorized person (name, address, phone no. and email)</b>	

**Form Tech 3 – Experience of bidder**

<b>Assignment name :</b>	Approx. Value of Contract: (Mandatory field) (Mention contractvalue in INR or provide ranges)
<b>Country : Location within country</b>	Duration of assignment (months) :
<b>Name of Employer :</b>	Total No. of staff-months of the assignment :
<b>Address :</b>	Approx. value of the services provided by your firm under the contract (in INR) :
<b>Start date (month/year) : Completiondate (month/year) :</b>	No of professional staff-months provided
Name of senior professional staff of your firm involved & functions performed (indicate most significant profiles such as Project Director / Co-Ordinator, Team Leader) :	
Narrative description of Project :	
Description of actual services provided by your staff within the assignment:	

***Note : Please provide the copy of Letter of agreement/ Certificate of Completion for each project***

**Form Tech 4 - Registration Certificates**

**(On Agency's letter head)**

**TO WHOM SO EVER IT MAY CONCERN**

This is certified that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

S. No.	Registration for	Registration No.	Date of Registration
1	PAN		
2	AoA		
3	GST		
4	ITR		
5	Others		
6	Others		

Signature of Authorized person:

Signed at \_\_\_\_\_ dated \_\_\_\_\_ by \_\_\_\_\_

Designation \_\_\_\_\_ for \_\_\_\_\_ Agency

**Seal of Agency**

**Form Tech 5- Chartered Accountant Certificate**

**[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]**

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **M/s.** ..... having its  
Registered Office ..... had achieved the following  
level of Turnover in respect for the financial years mentioned here under :

Financial Year	2023-24	2024-25
Turnover		

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

**Signatures of Auditors / Chartered Accountants :**

**Name:**

**Seal:**

**Place:**

**Date:**

**Form Tech 6 - Curriculum Vitae**

**CURRICULUM E (CV) OF THE PROPOSED TEAM FOR HAICL**

**Name of Agency :**

**Name of Team member :**

**Designation :**

**Number of years in marketing cum survey :**

Employment Record [Starting with present position, list in reverse order every related assignment/employment held by staff member since graduation as per format below] :

<b>S. No.</b>	<b>Name of the Organization</b>	<b>Positions Held</b>	<b>Experience in years and months as on 31/03/2025</b>	<b>Key Accounts Worked on &amp; corresponding key role</b>	<b>Notable Achievements</b>

Note : Any other relevant information may be added (Signature of Authorized Signatory)

**Name of the Authorized Signatory :**

**Firm Name :**

**Form FIN- I- This will be filled online and not to be sent separately to HAICL or any other person associated to HAICL.**

**Format for Financial Bid**

Dated:

To,

**The Managing Director  
Haryana Agro Industries Corporation Ltd.  
Bays No.15-20, Sector - 4, Panchkula  
Haryana, Pin : 134112, INDIA.  
Tel : +91-172-2561305,2561324,2561303  
Fax : +91-172-2561310,2561326  
Email : [haicpkl@gmail.com](mailto:haicpkl@gmail.com)**

**Sub :- Selection of Marketing agency for designing, and planning & Implementation  
Supervision of marketing strategy for Har-Hith brand and its products in Haryana  
(except NCR region)**

Dear Sir,

1. With reference to your RFP document dated 15/04/2025 I/we, having examined the Bidding Documents and understood their contents, and pursuant thereto, hereby submit my/our Financial Bid for the aforesaid mentioned services as per Schedule of Requirements and other terms of the RFQ cum RFP. The Bid is unconditional and unqualified.
2. Our Financial Bid offer will be as per the following table which inclusive of all expenses (inclusive of all applicable taxes).

Sr. No.	Cost Head	Total Unit F1	Unit Cost Rs. (Inclusive of all taxes) F2	Total cost (F1*F2)
1.	Marketing Activity, social media activity, and other scope mentioned in this document (Monthly cost for 12 months)	12		
	<b>TOTAL ( SUM OF F1*F2)</b>			

**Note :** please don't provide the financial details in the technical document or in this format.  
It is to be submitted online only.

3. I/We agree to keep this offer valid for 180 (One Hundred Eighty days) days from the Bid Due Date specified in the RFQ cum RFP.
4. I/We agree and undertake to abide by all the terms and conditions of the Bidding Documents. By filling this Form online, we hereby irrevocably consent and agree to be bound by all the terms and conditions set out hereunder.
5. I / We further confirm that we shall not demand Additional Fee, any other charges etc. from Haryana Government during the mentioned Period.
6. We hereby declare that our Financial Proposal is unqualified and unconditional in all respects and there are no deviations from the stated terms in the Bidding Documents.

**Yours faithfully,**

**(Signature of the Authorized signatory)**

**(Name and designation of the of the Authorized signatory)**