

TERNA PUBLIC CHARITABLE TRUST



TENDER DOCUMENT

**Of
Corporate Brand Communications and brand building
For
Terna Group at NERUL, Navi Mumbai / Osmanabad**

(The tender document has 8 pages. The contents of the tender document are
1. Important dates, 2. Important conditions of the tender to be abided by the bidder 3.
General Terms & Conditions, 4. Technical Bid format 5. Financial Bid format)

www.terna.org/tender

Dec 2017

IMPORTANT DATES

1	Starting Date of Issue of Tender form	1 Dec 2017
2	Last Date of Download of Tender form from www.terna.org/tender	15 Dec 2017 (up to 5.00PM)
3	Last Date of Receipt of Tenders	20 Dec 2017 (up to 5.00PM)
4	Date of Opening of Technical Bids	21 Dec 2017 at 4.00 PM
5	Date of Opening of Financial Bids	Will be intimated to successful bidders.
Venue for Opening the Technical Bid : TERNA PUBLIC CHARITABLE TRUST Room No 204, Engg College Building ,Nerul ,Navi Mumbai		

NOTE:

- Tender form duly filled in all respects in only original prescribed format, should reach the Office of the CEO,TPCT.
- Bidder should sign and stamp all the pages of duly filled tender document before submission of the same.
- Financial bid and Technical bid should be placed in separate sealed covers. These two sealed covers along with a covering letter shall be put together in a sealed cover at the time of submission, clearly super-scribing "Tender for providing SERVICES for Corporate Brand Communications and brand building"
- This Contract is for 1 year.

CEO ,TPCT

IMPORTANT CONDITIONS OF THE TENDER TO BE ABIDED BY THE BIDDER

Submission of Tender: The tender can be submitted on all working days. In the event of this day being declared as a holiday, the tenders can be submitted up to the appointed time on the next working day.

Two-bid system: The offers/bids should be submitted in two-bid system (i.e.) Technical bid and Financial bid.

The Technical bid should consist of all the details as specified in the schedules along with commercial terms and conditions. There should be no cost indication in the Technical bid.

Authority to sign: - All the documents must be duly signed by the bidder. If an individual or a proprietor of a firm is a signatory, he/she should sign above the full type written name and current address. In case of a partnership firm, all the partners of the firm or a partner holding power of Attorney for the firm should sign in this case

The bidder should sign and stamp each page of the tender document as a token of having read and understood the terms & conditions contained therein and submit the same along with the bid. No photocopies of SIGNATURE document will be accepted.

Compliance/Confirmation:- Compliance or Confirmation report with reference to **general terms & conditions and requirement for compliance , Scope of work and the Basic Firm details with profile of group with previous work details** should also be included in the Technical bid.

Validity of offer: Bidder shall agree to keep the tender open for ninety (90) days from the due date of submission thereof and not to make any modifications in its terms and conditions.

Late offer: The offers received after the due date and time will not be considered and the same will be returned unopened to the bidder.

Opening of the tender: The offer/bids will be opened by a committee duly constituted for this purpose at the appointed place, time and date, in the presence of such bidders or their authorized representatives who choose to be present. The committee will examine the technical bids and decide the suitability as per the following specifications and requirements. The bidders, whose Technical Bids are not found acceptable will be advised of the same and their sealed cover containing financial bid will not be opened and EMD will be returned to them.

General Terms & Conditions

A. Eligibility Requirements

- i) The Firm / company should be registered under the companies act or it should be a partnership firm or registered under any other government act or regulation. In case, individual wants to apply, he/she can apply through new firm , for which registration from government agency must be obtained for any of entity within two months of award of contract.
- ii) The prospective bidder should have successfully carried out such prescribed services for any other corporates /industry/organization/establishment.
- iii) The annual turnover of the bidder during the last three years ending on 31-03-2017 should be at least Rs. 50 lakhs per annum (Rupees fifty lakh only). In case of individual, it must be demonstrated the same through any other proofs/documents.
- iv) Minimum number of clients served during the last THREE years should be TEN firms /Personalities.

Tenderer shall ensure submission of complete information / documents at the first instance itself. TPCT reserves the right to complete the evaluation based on the details furnished by the tenderers without seeking any subsequent additional information. Tenders not in compliance with tender conditions or with incomplete information / documents are liable for rejection.

The Technical Bids, which fulfil the above specifications and requirements, will be considered for further evaluation

The bidders, whose bids are short-listed by the Committee constituted for this purpose, will be intimated and they may attend the opening of financial bid. The financial bids of only these Bidders shall be considered for opening. **Only one service provider will be awarded all the works. That Firm can have outsourcing of some of operations. However, the decision of the TPCT will be the final.**

Acceptance and Rejection: Management reserves the right to shortlist/reject any or all tenders and accept the whole or any part of the Tender without assigning any reason.

Disputes and Jurisdiction: Any legal disputes arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the city of Navi Mumbai in Maharashtra.

Acknowledgement:- It is hereby acknowledged that we have gone through all the Schedules as well as the conditions mentioned above and we agree to abide by them.

Date:
Place:

**SIGNATURE OF BIDDER
ALONG WITH OFFICIAL SEAL**

b. Scope of Work

1. Module I

- Defining, articulating and building the corporate brand (the house) TERNA.
- Help the TERNA leadership team develop the brand platform – Vision, mission and values that is critical before any brand development exercise.
- Positioning the brand TERNA and clearly defining its statement of relevant differentiation, brand mood board, personality and tonality all of which will guide the brand design, brand communication and brand behavior. Creative and design consultancy for developing the brand design (logo, color palette, mood board, typeface, business deck etc.)
- Brand and visual design identity system for TERNA group
- Create 5 logo options to reflect brand identity , Strapline , Finalize logo based on strategic views of top management , Develop the visual identity system & the basic business deck
- Color palette Typography
- Visual application guidelines
- Mnemonic (if required)
- Business card design
- Letterhead & Envelope
- Email signature plate
- Utilize VIS created to design collaterals such as
- Exterior signage
- Hanger covers
- Wrapping paper
- POS leaflet stand
- Vehicle branding (campus buses for instance)

Note - Production and execution assignments resulting therefrom shall be costed, presented and then on approval would be reimbursed for costing at actuals.

2. Module II

- Social media and influencer marketing – TO manage the social and influencer marketing handles for the TERNA Corporate group brand.
- This will cover the following social handles – Facebook, Twitter, LinkedIn, Instagram, YouTube
- Designing unique creatives and which will be adapted to the different platforms. The number of creatives per month would be limited to 12 unique creative units
- Response Management (responding to suggestions, complaints & queries swiftly, and redirecting to the TERNA internal cell / customer care thus helping to manage the reputation on social media).
- Sharing a monthly social marketing, basic online PR and influencer strategy.
- Social Listening i.e Chatter Tracking, Posting according to trending topics etc.
- Monthly Social Insights and Reports.

Note – Cost of social media platforms for promotion shall be at actuals

3. Module III

Internal Marketing - to develop the strategy for internal marketing to make sure that brand exercise has equal excitement amongst the internal stakeholders which is very critical when cultural change, transitions are involved

4. Module IV

Website design & development –To design and develop an intelligent responsive website (extremely critical for brand positioning) . Necessary design, interaction and application integrations required shall be presented. Website shall be interactive and payment responsive with minimum 50 webpages out of which 20 shall be unique and rest shall be repetitive. Website shall be mobile device friendly and should be accessible to all popular browsers.

5. Module V

Events, IPs and forum marketing - Help the TERNA team conceive, develop and execute events, IPs, forums and neighborhood marketing on in creating content, designing events, building IPs, experience creation and large network of artists and talents specializes in handling such projects from ideation to execution. Costing to be quoted on per event basis.

TECHNICAL BID WITH BASIC INFORMATION

Details of Bidder (Attach details with documents)

- Name of firm -

- Name of Director /CEO /MD -
Name of Single Point of Contact -

- Address -

- Email -

- Website -

- Phone Nos -

- Company registration details -

- Last t h r e e year's turnover -

- Number of employees on roll -
On various projects

- Details of Clients -
 1. 6.
 2. 7.
 3. 8.
 4. 9.
 5. 10.

Documents to be attached

- ✓ Sample DESIGNS / Product Profiles.
- ✓ Last three years turnover data duly signed by representative (No need to give Balance sheets / Self disclosure on letter head is accepted)
- ✓ Key Management team
- ✓ List of clients and references
- ✓ Company profile / Brochure /Testimonials / Leaflets.

**Format for FINANCIAL BID
(to be given on letter head)**

Sr.No.	Retainer Fee per month or Lumpsum proposed for the period mentioned	Total duration proposed for this module
Modul I		
Modul II		
Modul III		
Modul IV		
Modul V		

GST / Service tax shall be extra, if any.
No other taxes/levies/duties. All to be considered in the cost.

Date -

Sign of bidder and seal

Authorized Sign of representative (with Name and post) & Seal of Company /organization

(All pages to be printed on letter head, all documents to be attached, with self attested complete tender document on each page. Sealed and to be given to Mr B R Chincholikar ,TPCT)