

**Tender for appointment of vendor to carry out  
Promotional Campaign to run Boost Online selling in Market Place**

To,

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\_\_\_\_\_  
\_\_\_\_\_

Dear Sir,

We invite competitive quotation in respect of our requirement of a digital marketing firm as vendor for:  
**Promotional Campaign to Boost Online selling in Market Place & e-Commerce website.**

**Terms & conditions:-**

- 1.If selected the vendor will be issued with a work order stipulating the various terms of operation.
- 2.The vendor will have to give an expected sales likely to be achieved in each of these Six Months, and expected sales for the whole year. It may be noted that currently people are unaware of our products due to lack of visibility. As these products are available in e-shop, unless customers visit e-shops they will not be exposed to the products. Therefore, the purpose of the campaign is to formulate a design to ensure awareness which leads to comprehension imagery & increased eye balls. Finally to change the attitude of the visitor to purchase product. The vendor will be assessed on these aspects fortnightly, against a report to be submitted every 15 days.
3. Best possible offer will be selected on the basis of the minimum Charges and operational experience. Operational experience in terms of operating a Tea related market place and capability to handle on-line campaign will be foremost criteria for selection.
4. 60% Payment will be made only after completion of One months of successful operation, while balance 40% will be made only after the completion of the contract period.
- 5.Though the promotional activity is for six months, the purpose of the campaign will be for at least one complete year, and therefore, month wise break-up of expected sale needs to be mentioned for One complete year.
6. The quoted rate with the best commercial return to the Company during 6 months of promotional period by way of expected sale will be considered while selecting the vendor provided they fulfill the technical bid.

**Chief General Manager-Tea Division**

## ANNEXURE – I

### PART – 1

General information to be furnished by the tenderer:-

1. Name of the Firm :
2. Address & Telephone No. of the Regd. Office :
3. Nature of the Firm (Pvt. Ltd. / Limited / Sole Proprietary / Partnership / Registered / Non-Registered) and date of Inception :
4. Income Tax P/A No. and Assessed upto (Latest Clearance Certificate to be attached) :
1. Sales Tax Regd. No.
  - a) Central :
  - b) State / VAT :  
(Please attach photo copies of Registration No.)
6. Trade Licence No. :  
(Please attach photo copies of Licence)
7. Name of Banker, Branch & Address :
8. List of present clients :
9. Volume of business transacted in last three Years (year-wise indication should be given) :

I/We hereby certify that the particulars furnished by me/us above are true to the best of my/our knowledge and belief and misrepresentations of facts will render me/us liable to my/our action as may be deemed fit by Andrew Yule & Co. Ltd. (Tea Division) have the sole discretion to reject or accept my/our candidature.

Place:

Signature with seal & Date

The vendor will require to submit the quotation in two bids – Technical (Part1) & Commercial (Part2). Both Part 1 & Part 2 shall be sealed separately and put together in an envelope and send to Manager(Coord.& Mktg.) – Tea Division, Andrew Yule & Co. Limited. Only the applications qualifying the technical bids (Part1) will be eligible for the commercial bids.

## **ANNEXURE - II**

### **Tender No. AYCL/TEA/ONLINE/02/2016-17**

#### **Tender for appointment of vendor to operate On-Line Promotional activity**

#### **Part – 1 (Technical Bid)**

1. **Submission of Credential:-**

All credentials to be submitted including the:-

- i) List of Clienteles with the nature of job being done. Copy of work order should be attached.
- ii) Company's commercial details.
- iii) Company's Bank Account details for last 6 months.
- iv) Self Attested PAN Card.
- v) Self Attested Adhar Card of the proprietor.
- vi) Self Attested Trade License
- vii) Self Attested VAT registration Certificate

2. **EMD:** of Rs.2000.00 to be submitted along with the Technical Bid (Part1) favoring Andrew Yule & Co. Limited payable at Kolkata.

## **Part – 2 (Price Bid)**

### **Tender for appointment of vendor to operate On-Line Promotional activity**

<b>Campaign Type</b>	<b>Rate per month</b>	<b>Duration of Campaign</b>	<b>Total expenses</b>
Amazon : PPC ads		6 months	
Facebook promotions		6 months	
Facebook Store Creation :		6 months	
Facebook Store promotion		6 months	
Google Ad words (test promo)		6 months	
Nearbuy Deal promo		6 months	
emailer campaign 1 lac emails		6 months	
<b>TOTAL</b>			

### **Expected Sale Per Month:-**

<b>Month</b>	<b>Expected Sale in Rs.</b>	<b>Month</b>	<b>Expected Sale in Rs.</b>
1 <sup>st</sup> Month		7 <sup>th</sup> Month	
2 <sup>nd</sup> Month		8 <sup>th</sup> Month	
3 <sup>rd</sup> Month		9 <sup>th</sup> Month	
4 <sup>th</sup> Month		10 <sup>th</sup> Month	
5 <sup>th</sup> Month		11 <sup>th</sup> Month	
6 <sup>th</sup> Month		12 <sup>th</sup> Month	
<b>TOTAL</b>		<b>TOTAL</b>	
GRAND Total Sale for the Year in Rs. :			

**Signature of Authorized Signatory and Stamp)**

**NOTE:-** 1. Quotation in any other format will not be accepted. The vendor, must enclose a self attested copy of the Trade license, VAT registration certificate, Bank Account details and all other relevant documents.

2. The quotation should submitted in the given format only.

3. The quotation must be valid for at least 60 days from the date of opening the tender.

4. AYCL Management's decision to select the eligible vendor will be final.

Your sealed quotation must be submitted to Manager(Coord.& Mktg.)– Tea Division by 3<sup>rd</sup> Oct' 2016 with superscript "Quotation for **Online Market Place Promotion**". The sealed envelopes would be opened on 4<sup>th</sup> Oct' 2016 at 12.00Noon.