

Bid Document

Bid Details	
Bid End Date/Time	14-09-2021 15:00:00
Bid Opening Date/Time	14-09-2021 15:30:00
Bid Life Cycle (From Publish Date)	90 (Days)
Bid Offer Validity (From End Date)	60 (Days)
Ministry/State Name	Ministry Of Heavy Industries And Public Enterprises
Department Name	Department Of Heavy Industry
Organisation Name	Andrew Yule Company Limited
Office Name	Tea Division
Total Quantity	6
Item Category	Appointment of agency for Digital Media Marketing for promotion of Tea
Minimum Average Annual Turnover of the Bidder	6 Lakh (s)
Years of Past Experience required	3 Year (s)
MSE Exemption for Years of Experience and Turnover	No
Startup Exemption for Years of Experience and Turnover	No
Document required from seller	Experience Criteria,Past Performance,Bidder Turnover,Certificate (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
Past Performance	80 %
Bid to RA enabled	No
Time allowed for Technical Clarifications during technical evaluation	2 Days
Evaluation Method	Total value wise evaluation

EMD Detail

Advisory Bank	AXIS BANK LTD
EMD Percentage(%)	1.00
EMD Amount	12000

ePBG Detail

Required	No
----------	----

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

Beneficiary:

Sr. Manager (Supply Chain / Materials)

TEA DIVISION, Department of Heavy Industry, ANDREW YULE COMPANY LIMITED, Ministry of Heavy Industries and Public Enterprises
(Shantanu Boral)

Splitting

Bid splitting not applied.

MSE Purchase Preference

MSE Purchase Preference	No
-------------------------	----

Competent Authority Approval for not opting Micro and Small Enterprises Preference : [View Document](#)

MII Purchase Preference

MII Purchase Preference	No
-------------------------	----

Competent Authority Approval for not opting Make In India Preference : [View Document](#)

1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

2. Experience Criteria: In respect of the filter applied for experience criteria, the Bidder or its OEM {themselves or through reseller(s)} should have regularly, manufactured and supplied same or similar Category Products to any Central / State Govt Organization / PSU / Public Listed Company for number of Financial years as indicated above in the bid document before the bid opening date. Copies of relevant contracts to be submitted along with bid in support of having supplied some quantity during each of the Financial year. In case of bunch bids, the category of primary product having highest value should meet this criterion.

3. Past Performance: The Bidder or its OEM {themselves or through re-seller(s)} should have supplied same or similar Category Products for 80% of bid quantity, in at least one of the last three Financial years before the bid opening date to any Central / State Govt Organization / PSU / Public Listed Company. Copies of relevant contracts (proving supply of cumulative order quantity in any one financial year) to be submitted along with bid in support of quantity supplied in the relevant Financial year. In case of bunch bids, the category related to primary product having highest bid value should meet this criterion.

Appointment Of Agency For Digital Media Marketing For Promotion Of Tea (6 set)

Brand Type	Unbranded
------------	-----------

Technical Specifications

Buyer Specification Document

[Download](#)

Consignees/Reporting Officer and Quantity

S.No.	Consignee/Reporting Officer	Address	Delivery Schedule (In number of days from contract start days)		
1	Shantanu Boral	700001,8, Dr. Rajendra Prasad Sarani	Quantity	Delivery to start after	Delivery to be completed by
			1	1	30
			1	31	60
			1	61	90
			1	91	120
			1	121	150
			1	151	180

Buyer Added Bid Specific Additional Terms and Conditions

- Bidder shall submit the following documents along with their bid for Vendor Code Creation:
 - Copy of PAN Card.
 - Copy of GSTIN.
 - Copy of Cancelled Cheque.
 - Copy of EFT Mandate duly certified by Bank.
- Scope of supply (Bid price to include all cost components) : Only supply of Goods
- Bidders can also submit the EMD with Account Payee Demand Draft in favour of ANDREW YULE & CO LTD payable at KOLKATA.
Bidder has to upload scanned copy / proof of the DD along with bid and has to ensure delivery of hardcopy to the Buyer within 5 days of Bid End date / Bid Opening date.
- Buyer Added text based ATC clauses

Technical Specification including Scope of Work for Appointment of agency for Digital Media Marketing

1. Qualification criteria:

- The bidder should be a registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this.
- The bidder must be in the business of providing Social Media Marketing and ecommerce

portal management services to Tea Companies within 1 year. Supporting PO copies to be provided.

- III. The bidder must be in business of providing Digital Marketing services for a minimum period of five (05) years supported with Purchase Order.
- IV. The bidder must have experience in the area of Social Media Management, Search Engine Marketing and Ecommerce portal management for the Purpose of this tender.
- V. The bidders should not have been blacklisted by any department of the Government of India in the past. There should not be any criminal case registered against the bidding firm or its owner/partners anywhere in India. An undertaking to this effect is to be submitted with the tender document as an enclosure.
- VI. The bidder should be ISO 9001:2015 and ISO 27001:2013 certified firm.

2. Technical Proposal:

- I. The technical bid shall contain all the relevant information necessary for assessing the quality of service that the bidder is proposing. All the above information should be organized in logically structured form and submitted as technical bid. Bidder is free to add any information that can help in assessing technical quality of the solutions proposed and which touches upon the parameters/attributes for technical assessment.
- II. Approach & Methodology: A brief description of the proposed approach & methodology must be provided so that Andrew Yule Tea Division can gain a basic understanding of the capabilities of the firm.
- III. Bidder must submit the following documents in support of this campaign:
 - a. Product Marketing strategy for the Search engine, social media and ecommerce portal promotion
 - b. Lead generation plan
 - c. Increase brand visibility plan
- IV. Andrew Yule Tea reserves the right to, at any time and in its absolute discretion, accept or reject Proposals, discontinue, modify and/or terminate the Tender process at any time.

3. Scope of Work:

- I. The bidder has to submit strategy to increase brand visibility and generate leads of Andrew Yule Tea products immediately after receipt of the tender.
 - a. Product Marketing strategy through Local Search engine (Google, Just Dial, Quora etc.), social media (Facebook, Instagram, LinkedIn, Twitter etc.) and Ecommerce portals (Amazon, flipkart etc.).
 - b. Lead generation plan from social media and leading websites e.g. Just dial, Indiamart etc.
 - c. Increase brand visibility plan
 - d. SMS and Email Marketing
- II. Designing of the campaign in the most optimal manner leveraging the organic and paid media in above mention search engine, social media & E Commerce platform.
- III. Management of advertisement:

- a. Setup of advertisement account
 - b. Create advertisement copy and creatives
 - c. Design Ad banners, Emails creatives and SMS text
 - d. Campaign management and optimization
 - e. 24*7 Ad support
 - f. Real-time campaign reports
 - g. Purchase of third party applications required for marketing
- IV. All the charges of social media, Google, E commerce platforms, third party application to be borne by successful bidder only.

Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization. Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specification and / or terms and conditions governing the bid. Any clause incorporated by the Buyer such as demanding Tender Sample, incorporating any clause against the MSME policy and Preference to make in India Policy, mandating any Brand names or Foreign Certification, changing the default time period for Acceptance of material or payment timeline governed by OM of Department of Expenditure shall be null and void and would not be considered part of bid. Further any reference of conditions published on any external site or reference to external documents / clauses shall also be null and void. If any seller has any objection / grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

[This Bid is also governed by the General Terms and Conditions](#)

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---Thank You---

ANDREW YULE & COMPANY LIMITED
Tea Division
Technical Specification, Commercial Terms & Conditions
Ref. Tender No.: TED/DIGITAL MKTG/2021/10

Technical Specification including Scope of Work for Appointment of agency for Digital Media Marketing

1. Qualification criteria:

- I. The bidder should be a registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this.
- II. The bidder must be in the business of providing Social Media Marketing and ecommerce portal management services to Tea Companies within 1 year. Supporting PO copies to be provided.
- III. The bidder must be in business of providing Digital Marketing services for a minimum period of five (05) years supported with Purchase Order.
- IV. The bidder must have experience in the area of Social Media Management, Search Engine Marketing and Ecommerce portal management for the Purpose of this tender.
- V. The bidders should not have been blacklisted by any department of the Government of India in the past. There should not be any criminal case registered against the bidding firm or its owner/partners anywhere in India. An undertaking to this effect is to be submitted with the tender document as an enclosure.
- VI. The bidder should be ISO 9001:2015 and ISO 27001:2013 certified firm.

2. Technical Proposal:

- I. The technical bid shall contain all the relevant information necessary for assessing the quality of service that the bidder is proposing. All the above information should be organized in logically structured form and submitted as technical bid. Bidder is free to add any information that can help in assessing technical quality of the solutions proposed and which touches upon the parameters/attributes for technical assessment.
- II. Approach & Methodology: A brief description of the proposed approach & methodology must be provided so that Andrew Yule Tea Division can gain a basic understanding of the capabilities of the firm.
- III. Bidder must submit the following documents in support of this campaign:
 - a. Product Marketing strategy for the Search engine, social media and ecommerce portal promotion
 - b. Lead generation plan
 - c. Increase brand visibility plan
- IV. Andrew Yule Tea reserves the right to, at any time and in its absolute discretion, accept or reject Proposals, discontinue, modify and/or terminate the Tender process at any time.

3. Scope of Work:

- I. The bidder has to submit strategy to increase brand visibility and generate leads of Andrew Yule Tea products immediately after receipt of the tender.
 - a. Product Marketing strategy through Local Search engine (Google, Just Dial, Quora etc.), social media (Facebook, Instagram, LinkedIn, Twitter etc.) and Ecommerce portals (Amazon, flipkart etc.).
 - b. Lead generation plan from social media and leading websites e.g. Just dial, Indiamart etc.
 - c. Increase brand visibility plan
 - d. SMS and Email Marketing
- II. Designing of the campaign in the most optimal manner leveraging the organic and paid media in above mention search engine, social media & E Commerce platform.
- III. Management of advertisement:
 - a. Setup of advertisement account
 - b. Create advertisement copy and creatives
 - c. Design Ad banners, Emails creatives and SMS text
 - d. Campaign management and optimization
 - e. 24*7 Ad support
 - f. Real-time campaign reports
 - g. Purchase of third party applications required for marketing
- IV. All the charges of social media, Google, E commerce platforms, third party application to be borne by successful bidder only.