

**RFP No: MMCE/TLGN/MARKETING/AGENCIES- PUBLIC RELATIONS AND
MEDIA MARKETING /2023-24/0014**

The Leela Gandhinagar Hotel (TLGN)

**Request for Proposals to select Public Relations and Media Relations Marketing,
invited by The Leela Gandhinagar, a unit of GARUD.**

Correspondence Address: The Leela Gandhinagar, Sector 14, Airspace above Gandhinagar
Railway Station, near K Road, Gandhinagar, Gujarat 382014

Section 1: Introduction

The Leela Gandhinagar

BACKGROUND:

Gandhinagar Railway and Urban Development Corporation Ltd. (GARUD) is a joint Venture Company incorporated on January 5, 2017, between Government of Gujarat (GOG) and Indian Railway Stations Development Corporation Ltd (IRSDCL) under the provisions of the Companies Act, 2013.

GARUD is entrusted with the task of undertaking the implementation of Gandhinagar Railway Station redevelopment project. It has been mutually agreed between Indian Railways and Government of Gujarat that Gandhinagar Railway station would be redeveloped to international standards by leveraging land/ air space around station which shall include development of 5-star Category 318 rooms hotel on the airspace of the station as well as management of Mahatma Mandir and Exhibition Centre at Helipad Ground for enhanced utilization of these facilities.

Section 2: Tender submission format:

Tenders should be submitted intact in the prescribed tender forms in sealed covers in two cover bid systems. The main cover should be superscribed with the name of **RFP for Public Relations and Media Marketing Services** to reach it to the office of Purchase Manager, The Leela Gandhinagar Hotel, Airspace Above Gandhinagar Capital Railway Station, Sector 14, Gandhinagar, Gujarat, 382014, before **29th August '23, 18:00 hrs.**

1st cover Superscribed with the name **Technical Bid** comprising of following Technical Documents:

1) **Technical bid** comprising of Tender Fee (In DD only) and DD of EMD in favor of **Gandhinagar Railway & Urban Development Corporation Ltd.** and following technical documents:

- a) Attached the balance sheet of the company of the FY 2020-21, 2021-22 and 2022-23 duly signed by Chartered Accountant
- b) Attach the copy of necessary marketing agency/company certifications & marketing company business license
- c) Attach Company Incorporation / Registration Certificate
- d) Attach the copy of contract/work order/LOA/experience of currently working with luxury category hotels/brands/products, international airports, IT Companies, or Convention Centre.
- e) Attach copy of Pan Card
- f) Attach the GST Certificate of the company

i. **2nd cover** Superscribed with name of **financial bid** comprising filled Financial Bid Annexure I (Section 5) duly sealed and Signed.

Note: -

- **Pitch Presentation to be done before opening of tender over a video call**
- **The original RFP document needs to be submitted back along with the technical Bid.**
- **Tender/Bids to be submitted at The Leela Gandhinagar, maximum by 29th August 2023.**
- **The bidders who will qualify the technical round, will be called for opening of financial Bids.**
- **Tender bids to be submitted through Speed Post/ RPAD, Express Courier or Hand delivered at The Leela Gandhinagar Purchase Office. The submission should be two cover bid system with 1st cover super scribe with name of Technical Bid and 2nd cover super scribe with name of Financial Bid.**

Section 3: Eligibility Criteria

3.1 Technical Qualification:

Bidders should meet the below specified criteria for technical proposal consideration.

The bidders are supposed to provide the supporting documents and compliances as mentioned below. Any deviation from the same will lead to the disqualification.

#	Qualification Points	Minimum Criteria	Supporting Docs. to be sent in technical proposal
1	Annual Business Turnover	The bidder must have the annual revenue turnover of more than Rs. 1 crore in the last 3 financial year	Attach balance sheet of the company of the FY 2020-21, 2021-22 and 2022-23 duly certified by Chartered Accountant
2	Similar Years in Business for Public Relations and Media Marketing Services	More than 5 years	Attach Company Incorporation / Certificate along with evidence of registration in Public Relations and Media Marketing Services
3	Experience	The bidder should have experience of working with luxury category brands/products/hotels / airport / convention or exhibition center/ large IT Company for F.Y 21-22 & F.Y 22-23.	Attach the copy of contract/work order/LOA issued along with certification of satisfactory work (At least three) for F.Y 21-22 and F.Y 22-23.
4	Government or Government Organization Experience	The bidder should have experience of working with at least one government/government organization on assignment or retainership (Last Three Year)	Attach the copy of contract/work order/LOA issued. F.Y 20-21, 21-22 and 22-23.

3.2 Compliances Qualification:

The bidder must possess below stated registrations & certificates regarding Labour laws & other compliances in order to apply for the technical bid.

Sr. No	Description	Qualification Requirement	Supporting Docs. to be sent in technical proposal
1	Shops & Establishment License	The bidder must possess the S&E License from the local municipal authorities	Attached the copy of S&E/Trade License Certificate
2	GST Compliance	The bidder must possess the GST Number from the tax authorities	Attach the GST Certificate of the company
3	Office Establishment	Office establishment proof to be submitted	Attach Government License/ Registration Certificate or similar evidence
4	Pan Card	Office to share their Pan Card Copy	Attach copy of pan card

Section 4: Scope of Work

Scope of Proposal

- 4.1.1 Detailed description of the objectives, scope of services, Deliverables and other requirements relating to this Services are specified in this RFP. The applicant may participate in the Selection Process individually (the “**Sole Firm**”) only. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP. No consortiums are allowed. Party that submit their Applications for a particular Project in accordance with this RFP hereinafter referred to as “**Applicant**”.
- 4.1.2 Applicants are advised that the selection of Agency shall be on the basis of an evaluation by the Authority through the Selection Process specified in this RFP. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the Authority’s decisions are without any right of appeal whatsoever.
- 4.1.3 The Applicant shall submit its Proposal in the form and manner specified in this Section of the RFP. The Technical proposal shall be submitted in the form at Appendix-I and the Financial Proposal shall be submitted in the form at Appendix-II. The Technical Proposal and Financial Proposal must be uploaded on the e-procurement portal as per the schedule provided in the RFP. In case of repugnancy between online and hard copy submissions, online submission to have primacy. Upon selection, the Applicant shall be required to enter into an agreement with the Authority in the form specified at Schedule-1(hereafter referred as “**Agreement**”).
- 4.1.4 *Deployment of Agency’s Personnel and Support Personnel and Brief Scope of works*
- A. **Deployment of Key Personnel** :- The Agency shall deploy at least 2 (two) personnel for the hotel and MMCEC for the entire duration of the Agency Contract (hereafter referred as “**Key Personnel**”). The Agency shall provide additional support staff on need basis to ensure fulfilment of Scope of Work to the satisfaction of the Authority. The Key Personnel’s are expected to furnish periodic reports along with all necessary supporting documentation. The Minimum qualification criterion for the Key Personnel available at the bidders are as follows:-

Sr. No.	Position	Requirement	Qualification & Experience
1	Marketing Communication and Social Media Engagement Manager	Full Time	<ul style="list-style-type: none">• Graduate or Post Graduate in Mass Communication or Journalism or Marketing with minimum 3 year work Experience• Experience should be in developing and executing media strategy, brand promotion, branding & marketing of event and organizing public relation activities, conceptualization, design and development of creative knowledge products experience in leading teams for Media, PR projects• Expertise in English, Hindi and Gujarati Language• Proficiency in use of Social Media Platform, Audio-Visual & Print Content Editing and creation tool.• Must have the knowledge of media buying and necessary contacts

			<ul style="list-style-type: none"> Should have media contacts
2	PR and Media Executive	Full Time	<ul style="list-style-type: none"> Bachelor's Degree in English or Marketing Communication or Mass Communication or Journalism 3+ years' experience in content creation, story writing, copy writing, PR responses, press releases or similar works Expertise in English, Hindi and Gujarati Language Content development for Social Media Post, Digital Media Post, Print Media Post and Communication with external and internal stakeholders.(The agency should provide resume of proposed team member)

B. The Agency scope shall include the following but not limited to:

- All the contents which include but not limited to Press Releases, Snippets, Interviews, Testimonials, etc must be in English and / or Gujarati and/or Hindi or language only.
- Conceptualise and develop innovative, PR campaigns pertaining to the need of the hotel and MMCEC, to ensure a continuous brand recall and media engagement.
- To ensure the hotel has a positive perception in the media and reputation is not at any risk.
- To ensure crises communication handling in case of any crises and be able to propose and execute an image revamp plan if required.

Note: All communication / information going out to public domain must be approved by the concerned Officer of TLGN AND MMCEC including Press Releases, Snippets, Interviews, Testimonials, and Creatives, Social Media Posts etc.

- Respond to all the messages that are written by guests on social platforms
- Prepare the content for the official websites of the Authority.
- Creating buzz about science city by providing Coverage on "favorable" (positive / neutral) news. To achieve this, selected agencies may use different methods like Media briefing, One to One interaction, Q&A, Press Releases, Articles, Reports, Testimonials, News & Sector Analysis, Social Media Posts etc. More types may be suggested in the proposal. This will also include countering any negative news, managing perception and handling crisis if any emerges. And creating an image of GARUD too
- Strategy and Roadmap for creating buzz and momentum about Science City activities and projects.
- Online presence in media on latest announcements and events (Media interactions)
- Constant update of news in Media
- Production of Audio Spots/ Jingles for the Radio Channels.
- Media Stories in Print Media / periodicals / magazines / TV / Radio / Websites, social media any other
- Press Releases on events convened by the hotel and MMCEC .

- Media Evaluation with respect to coverage / positioning etc.
- Size of coverage to be mentioned in sq. cms. or in seconds / views / impressions
- Scope of work also includes monitoring of media reports from inputs available in India in physical form or available via Internet
- Coordination with Press Information Bureau (PIB) wherever necessary.
- Preparation of content strategy and calendar for The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela activities (Pre-event, during and Post event)
- Developing marketing campaigns for existing as well as new innovations and plans and day-to-day activities and events of TLGN AND MMCEC.
- Content research to be done by the agency in terms of –
 - Latest relevant content updates
 - Authority specific updates
 - Keeping a check on trending news and updates to flow in content calendar on a daily basis
 - Keeping a check and a daily share of key competition hotels and convention centers in the country.
 - Keeping a check and daily share of industry news
 - Measuring on a monthly basis the share of voice for the defined competition set for the hotel and MMCE individually
- Take pictures, videos, video shorts , testimonials for events, meetings , programmes conducted by the TLGN , MMCEC, Railway station (driven by GARUD) and or events, meetings , programmes are conducted by Authority or at The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela
- Agency to ensure that the events, meetings , programmes conducted by the TLGN AND MMCEC shall be covered in all relevant television news or electronic media networks
- Prepare the brief for the media release.
- Agency must assist the hotel and MMCEC in case of a press conference is required to be organized
- The Agency must share a briefing note and talking points for the spokesperson before each media appearance and conversation.
- Agency must organize bridge building and interaction meetings with the relevant media in the city or otherwise in the country where necessary.
- Agency must ensure that messaging is consistent and appropriate for the target audiences.
- Providing copy direction and ensuring overall quality of copy elements from concepts to final materials, including all advertising creative materials and any other marketing materials in support of advertising activities.
- Disseminate and co-ordinate news articles and columns on behalf of TLGN AND MMCEC.
- Agency must secure all relevant opportunities for authored articles, knowledge pieces and quotes and recipe requests.
- Communication with internal teams of TLGN AND MMCEC to support marketing effort
- Attending client briefings and meetings, and participating in conference calls, as required.
- A monthly report and a holistic coverage report to be shared of performance to be submitted on the deliverable mentioned in the Statement of Work.

C. Reporting and Communication

- The agency will be required to report to and communicate with TLGN AND MMCEC officials and or person depute by the TLGN AND MMCEC as follows for all work performed under the agreement
- Provide a monthly report of the work on coverages both in physical and digital to the hotel POC
- Provide post-analysis reports for all campaigns executed, as required, including but not limited to: summary from planning to completion, including results against planned objectives, lessons learned and recommendations, as applicable.
- The Agencies is also responsible for facilitating and maintaining regular communication with TLGN AND MMCEC and GARUD, Govt. of Gujarat and immediately notifying concerned person from the department of any issues or concerns related to any work performed under the Work Order, as they arise

D. Deliverables

- The agency shall submit a detailed quarterly PR plan to TLGN and MMCEC. The Agency at every stage and on a periodic basis shall review the progress with Authority and other key stakeholders.

Minimum tangible deliverables are tabularised below:-

S.No	Media Category / Activity	Minimum Coverage Per day	Minimum Coverage Per Month	Minimum Coverage Per year	Remarks
1.	Social Media Posts by influencers (Static and Dynamic)		30	360	
2.	Coverage in National TV Channels		2	24	
3.	Coverage in National Newspapers		2	24	
4.	Coverage in Top Domestic Websites of Newspaper / Magazines		2	24	
5.	Testimonials / Interview videos of 0-10 Minutes		2	24	
6.	Reports (Analytics) on impressions / views	Monthly			
7.	Coverage in Regional TV Channels		2	24	
8.	Coverage in Regional Newspaper		2	24	
9.	HD Video Films with Subtitles and voiceover in any two languages from English/Hindi/Gujarati as per the requirement	Agency need to develop up to 45 Minutes of HD Video Films with Subtitles and voiceover in English/Hindi/Gujarati in one year. <i>It is further clarified that if same HD Video Films voiceovers are done in more than one language then the minutes of HD Video Films shall be counted only once.</i>			

		The duration of each HD video films shall be decided by the TLGN AND MMCEC which may vary from 30 Secs to 45 minutes as per the requirement arises. However, overall minutes shall be limited to 45 minutes only
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The above is indicative and it will be expected that regular coverage is ensured every month and is done in Hindi and/or English and/or in regional languages wherever relevant. The activities to include Columns in print & electronics Newspapers and shows on TV channels.

Key Points

- Should have a list of contact details of key individuals from all luxury, lifestyle, regional, trade and national media- Tier I & II listed category
- PR agency to identify key brand hotel positioning collaborations and story opportunities to feature in leading luxury lifestyle, art, and travel category of A listed media network at regional & national level
- PR agency to strategically curate and execute 1 media mileage major PR value campaign every quarter in collaboration with hotel marketing team
- PR agency to be able to seed the hotel stories in the media
- PR agency to be equipped to tackle media crisis (to share a minimum of 02 -two case studies from other clients

MEDIA RELATIONS AND TRACKING

- Quarterly regional & national media mileage analysis of competition- Mainline print & digital vs The Leela Gandhinagar performance
- Scope for free ad-listing spaces via PR agency network in the media- regional & national
- Press-note creation, distribution and publication follow up, based on credible, sustainable, and newsworthy messages
- Monitor all media coverage of the brand and related topics-and suggesting various opportunities brand can collaborate on
- Identification, creation and follow up of editorial opportunities in luxury, lifestyle, and daily press and in the electronic media as and when available
- Every month organize 2-3 interviews for key hotel spokesperson-General Manager
- Month on month coordinate with hotel marketing team and organize at least 10 or more Food & Beverage influencer/media dining experiences at restaurants and 2 staycation collaborations with various leading regional Tier-I & II mainline media news editors and GRADE A influencers willing to feature
- Provide flexible marketing operations support month on month (including weekends) as and when required at the hotel unit level
- To generate a self-secured PR advertising value of minimum of INR 1 cr per month

EDITORIAL SERVICES

- Editorial services will be provided in accordance with the information provided by the hotel marketing team and relevance of the same to the media
- Create & design content during influencer/media collaborations or any PR led event collaborations to drive engagement & mileage for PR exclusive marketing activities done

Section 5: Financial Proposal

Annexure - I (Financial Proposal) for Public Relations & Media Marketing			
Name of the Bidder:			
Location:			
Date:			
Annexure I			
Sr. No	Category	Monthly Public Relations & Media Marketing Agency Cost	Remarks
Public Relations and Media Marketing Agency			
1	Public Relations and Media Marketing Agency		Press Note+ Media Listings + Influencer Marketing + Brand Collaborations
			GST additional

- The rate quoted by the agency shall be deemed to be exclusive of GST
- The bidder should have the technical qualification as per the clause 3.1 & 3.2 for additional manpower bids.
- The monthly payment to the agency will made after 60-90 days from the date of receipt of the final invoice.

Section 6: Performance Bank Guarantee:

1. The successful bidder has to furnish a security deposit so as guarantee his/her (Bidder) performance of the contract.
2. The successful bidder shall deposit 5% of the total contract value, however for MSME registered bidders will be eligible for 3% of contract value as Performance Security. The performance security shall be in the form of Bank Guarantee or FD released in favor of “Gandhinagar Railway & Urban Development Corporation Ltd.” valid up to 180 days post expiry of the contract.
3. The performance security shall be denominated in Indian Rupees and shall be in the form of a Bank guarantee/FD.
4. No interest shall be payable on the Performance Bank Guarantee amount.
5. The successful bidder shall have to furnish the Performance security within 30 days after the issuance of Letter of Award to successful bidder. The Performa for submitting the PBG has been provided at **Annexure- I**

Section 7: EMD and Tender Fees:

Tender fees (Non-refundable)	Rs 1,000/-
EMD	Rs 15,000/-

1. The original sealed & signed RFP document can be collected by paying tender fee of INR 1000/-
2. The original RFP document needs to be submitted back along with the technical Bid.
3. EMD of INR 15,000 need to be submitted in favor of **Gandhinagar Railway & Urban Development Corporation Ltd.** Along with the Technical Bid.
4. Technical Bid without the DD of EMD shall be declared non-responsive.
5. If during tender validity period, the bidder withdraws his/her tender, the EMD shall be forfeited, and the bidder may be disqualified from tendering for future works.
6. EMD shall be paid in form of Demand draft (DD)/ irrevocable bank guarantee of banks approved by Govt. of Gujarat in favor of “Gandhinagar Railway & Urban Development Corporation Ltd.”
7. Payment made towards EMD will not be refunded unless the bid is accepted, and the tender is awarded.
8. EMD will be returned to the unsuccessful bidders within 45 days of acceptance of Letter of Award to successful bidder. For successful bidders the EMD will be returned once the bidder has submitted Security deposit/Bank Guarantee.

Section 8

ANNEXURE-I

Bank Guarantee for Bid Security

To be submitted physically in original hard copy also

Whereas M/s (here in after called the Bidder) is desirous and prepared to tender for work in accordance with terms and conditions of Tender Notice of (financial year) dated and whereas We, Bank; agree to give the Bidder a Guarantee for the Earnest Money Deposit.

1 Therefore, we here by affirm that we are Guarantors on behalf of the Bidder up to a total of Rupees (in words) i.e. INR. (in figures) and we undertake to pay the _____ (name of entity) upon his first written demand and without demur, without delay and without necessity of previous notice of judicial or administrative procedures and without necessity to prove the bank the defects or shortcomings or debits of the supplier any sum within the limit of Rupees _____ .

2 We further agree that the Guarantee herein contained shall remain in full force and effective during the period that would be taken for the acceptance of tender. However, unless a demand or claim under this guarantee is made only in writing on or before the (Date to be specified – will not be less than 180 days from the stipulated date of receiving the tender) we shall be discharged from all liabilities under the guarantee thereafter

3 We undertake not to revoke the guarantee during its currency except with the previous consent of the _____ (name of entity) in writing

4 We lastly undertake not to revoke the guarantee for any change in constitution of the Bidder or of the Bank.

Signature and Seal of Guarantor

Date:

Bank:

Address: