

**RFP No: MMCE/TLGN/MARKETING/AGENCIES- SOCIAL MEDIA &  
CREATIVE /2023-24/0016**

## **The Leela Gandhinagar Hotel (TLGN)**

**Request for Proposals to select social media and creative agency, 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**

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### **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 Creative and Social Media Marketing Services** to reach it to the office of Purchase Manager, The Leela Gandhinagar Hotel, Gujarat, 382014, before **29<sup>th</sup> August '23, 18:00 hrs.**

**1<sup>st</sup> cover** Superscribed with the name **Technical Bid** comprising of following Technical Documents:

**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 2018-19, 2019-20 and 2021-22 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. 2<sup>nd</sup> cover Superscribed with name of **Financial bid** comprising filled Financial Bid Annexure I & II (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 29<sup>th</sup> 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 & 2022-23 duly certified by Chartered Accountant
2	Similar Years in Business & Social Media and Creative	More than 5 years	Attach Company Incorporation / Certificate along with evidence of registration in Social Media and Creative.
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 labor laws & other compliances in order to apply for the technical bid.

<b>Sr. No</b>	<b>Description</b>	<b>Qualification Requirement</b>	<b>Supporting Docs. to be sent in technical proposal</b>
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 bidder as follows:-

Sr. No.	Position	Requirement	Qualification & Experience
1	Marketing Communication and Social Media Engagement Manager	Full Time	<ul style="list-style-type: none"><li>Graduate or Post Graduate in Mass Communication or Journalism or Marketing with minimum 3 year work Experience</li><li>Experience should be in developing and executing media strategy, brand promotion, branding &amp; marketing of event and organizing Creative Agency activities, conceptualization, design and development of creative knowledge products experience in leading teams for Media, PR projects.</li><li>Expertise in English, Hindi and Gujarati Language</li></ul>

			<ul style="list-style-type: none"> <li>• Proficiency in use of Social Media Platform, Audio-Visual &amp; Print Content Editing and creation tool.</li> <li>• Must have the knowledge of media buying and necessary contacts</li> <li>• Should have media contacts</li> </ul>
2	PR and Media Executive	Full Time	<ul style="list-style-type: none"> <li>• Bachelor's Degree in English or Marketing Communication or Mass Communication or Journalism</li> <li>• 3+ years' experience in content creation, story writing, copy writing, PR responses, press releases or similar works</li> <li>• Expertise in English, Hindi and Gujarati Language</li> <li>• 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)</li> </ul>

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

- All the contents which include but not limited to Static creatives, mainline creatives, hotel collaterals, hoarding designs, flex designs, videos, gifs etc must be in English and / or Gujarati and/or Hindi or language only.
- Conceptualise and develop innovative, hotel, F&B, spa, 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.

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.

**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
- 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 campaign 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:-

Unlimited number of creatives and adaptations as required for the hotel and MMCEC operations turned around in 48 hours.

#### **Mainline Creative Scope of Work for The Leela Gandhinagar:**

- Crafting overall long/medium/short term brand strategy for: The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela, a unit of GARUD in line with the brand positioning, overarching objective of establishing The Leela brand as an umbrella brand for all Leela Luxury properties
- Grow and consolidate the already established brand image of The Leela Gandhinagar Mahatma Mandir Convention & Exhibition Centre managed by The Leela, as an iconic brand amplifier, landmark hotel brand and a great venue for convention and exhibitions
- Conceptualizing ad/marketing campaigns and branding opportunities with year-round continuity targeted at the relevant audience
- Conceptualizing & Supervising shoots, recordings, photo finishing and similar tasks
- Providing support as and when required at the hotel level for any immediate/urgent task (including on weekends)
- If it's an Ahmedabad/Gandhinagar based agency, then all content shoot production (pre & post) works as per hotel marketing calendar month on month to be done at no additional cost
- Creating unlimited designs options, collaterals, images, video MP4, GIF content as per hotel content promotion requirement for communication purpose on WhatsApp or Emails or anything else
- Maintaining a standard turnaround timeline with hotel team- for major campaigns- 5 Days and for small/tactical campaigns- 2 Days ( Calendar)
- Providing on an ongoing basis, necessary and appropriate general informational and syndicated consumer behavior trends/ research as well as media research relating to the relevant industry
- Studying and analyze/analyzing the markets and audiences for the relevant industry, as well as the key competitors' strategies, programs, and spending.
- Creating WhatsApp communication: 2-3 collaterals for each promotion on a weekly basis throughout the year
- Creating brand property creatives without any number restrictions on monthly basis
- Adapting the created designs for e-invites, hard copy of invites, cards and any other such marketing collateral
- Creating in-hotel communication collaterals

- Adapting the collaterals to various POS items such as standees, panels, signages, tent cards, hoardings
- Providing all artworks and print ready files wherever needed
- Should have access to unlimited stock video footage & stills in case required by hotel
- Payment terms to have 90 days credit period minimum
- Should have mainline and digital portfolio handling experience of high end or luxury brands (preferably hospitality if at all any)- Bulgari, Mercedes, St. Regis, Four Seasons, Jaguar, Louis Phillipe, Titan, IT Companies, The Leela Palaces Hotels Resorts- Portfolio for the same to be shared in hardcopies.

## **Social Media**

### **E. The Agency scope shall include the following but not limited to:**

- All the contents which include but not limited to Interviews, Testimonials, and Creatives, Social Media Posts etc must be in English and / or Gujarati and/or Hindi or language only.
- Conceptualise and develop innovative, creative videos, testimonials and/or Posts and/or GIF's, video shots (for platforms like WhatsApp, Facebook, Instagram, LinkedIn and other social media) in coordination with the officials of hotel and MMCEC and also manage all social media handles by posting such content after approval of the competent authority. Agency to create new social media handles as per the requirement arises. **Agency to ensure at least 01 (one) different updates per day (including Holidays) to be posted in either social media handles (wiz. LinkedIn of TLGN, LinkedIn of MMCEC, and Instagram and Facebook for TLGN, Instagram and Facebook for MMCEC after taking approval from the Authority.** The same posts can be posted in the different social media handles. A total of 20 posts ( Video or image or otherwise) on each platforms

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

- Prepare the content for the official websites of the Authority.
- Design and develop all promotional material (Leaflets, Brochures, Pocket Book, Pamphlets, Banners, Posters, Hording, Books, Scientific Event Calendar, Annual Report, Magazine, Newsletters, Short film etc.) with updated images, video and content of TLGN AND MMCEC
- Creating buzz about The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela by providing Coverage on "favourable" (positive / neutral) news. To achieve this, selected agencies may use different methods like, 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.
- Strategy and Roadmap for creating buzz and momentum about The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela activities and projects.
- Create quality visuals and creative design strategy - it is expected to have a consistency in terms of creative designs, themes, color schemes and content display.

- Online presence in media on latest announcements and events
- Constant update of news in Media
- Production of Audio Spots/ Jingles for the Radio Channels.
- Design and develop all promotional material (Leaflets, Brochures, Pocket Book, Pamphlets, Banners, Posters, Hording, Books, Annual Report, Magazine, Newsletters, Short film etc.) with updated images, video shots and content of the TLGN AND MMCEC
- Development of creative works for banners / backdrops / standees.
- Social media influencer Evaluation with respect to coverage / positioning etc.
- Preparation of content strategy and calendar for the 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 avenues 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
  - Measuring page followers count
  - Increase overall reach of social media posts
  - Increase in mentions, shares and retweets
- Take pictures, videos, video shorts , testimonials for events, meetings , programmes conducted by the TLGN AND MMCEC and or events, meetings , programmes are conducted by Authority or at the 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 live in Social Media handles of the TLGN AND MMCEC as per the requirement.
- 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.
- 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.

#### F. 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 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

#### G. Deliverables

- The agency shall submit a detailed quarterly PR & Social Media Communication plan to GCGC. 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 posts Per Month	Minimum Per year	Remarks
1.	Reels on Social Media Platform – TLGN	12		
2.	Reels on Social Media Platform – MMCEC	8		
3.	Static Posts on Instagram and Facebook – TLGN	8		
4.	Static Posts on Instagram and Facebook – MMCEC	8		
5.	Stories on each handle	5		
6.	Static Posts on LinkedIn – MMCEC	16		
7.	Static Posts on LinkedIn – TLGN	10		
8.	Video Posts on LinkedIn – MMCEC	4		
9.	Video Posts on LinkedIn – TLGN	10		
10	Reports (Analytics) on impressions / views	Monthly		
11	User Generated Content Post – TLGN	2		
12	Unique campaigns _ TLGN	1		
13	Sustainable Long format IP		4	

### **Key points**

- Create Monthly content calendars in excel sheet by 25<sup>th</sup> of each month in advance and share creative content 7-10 days in advance on a weekly social media content review
- Run 2 major campaign quarterly basis on social media channels-Facebook & Instagram
- If it's an Ahmedabad/Gandhinagar based agency, then all content shoot production (pre & post) works as per hotel marketing calendar month on month to be done at no additional cost
- Reports to be shared by 4<sup>th</sup> of every month should have: Monthly Social Media analysis (including latest trends update) and quarterly one competition analysis vs The Leela Gandhinagar and Mahatma Mandir Convention & Exhibition Centre managed by The Leela
- Maintain online reputation across social media channels of Facebook & Instagram-reposting of appropriate story content round the clock
- Should have access to unlimited stock footage & stills in case required at hotel level
- Should have mainline and digital portfolio handling experience of high end or luxury brands (preferably hospitality if at all any)- Bulgari, Mercedes, St. Regis, Four Seasons, Jaguar, Louis Phillipe, Titan, IT Companies, The Leela Palaces Hotels Resorts-Portfolio for the same to be shared in hardcopies
- Run social media ad campaigns with an additional budget besides retainer for INR 1 Lakh per month without any advance payment (post boosting, engagement led campaigns, lead generation campaigns and campaign reporting and analysis)
- Payment terms to have 90 days credit period for monthly billing

### **Section 5: Financial Proposal**

Annexure - I (Financial Proposal) for Creative Agency			
Name of the Bidder:			
Location:			
Date:			
Annexure I			
Sr. No	Category	Monthly Creative Agency Cost	Remarks
Creative Agency			
1	Creative Agency		Creative Copy + Design + Emailer + Artwork Adapts Support
			GST additional

Annexure - II (Financial Proposal) for Social Media Agency			
Name of the Bidder:			
Location:			
Date:			
Annexure II			
Sr. No	Category	Monthly Social Media Agency Cost	Remarks
Social Media Agency			
1	Social Media Agency		Social Media Content Creation & Posting
			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
- The monthly payment to the agency will made after 45-60 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:**

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

1. The original sealed & signed RFP document can be collected by paying tender fee of INR 1,000/-
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: