

## **Request for Proposal (RFP)**

**for**

### **Selection of Agency for Rebranding and Repositioning of Delhi Tourism, Government of National Capital Territory of Delhi through Integrated 360° Media, PR, Digital Content & Reputation Management**

**Delhi Tourism & Transportation Development Corporation (DTTDC)**

**Government of NCT of Delhi**



**Delhi Tourism & Transportation Development Corporation (DTTDC) Government of  
National Capital Territory of Delhi**

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## **DISCLAIMER**

The information contained in this Request for Proposal (“RFP”) document and/or subsequently provided to the bidder(s)/agency(ies), whether verbally or in documentary form, by or on behalf of Delhi Tourism & Transportation Development Corporation (DTTDC), Government of NCT of Delhi, or any of their employees, officers or advisors, is provided to such bidder(s)/agency(ies) on the terms and conditions set out in this RFP document and any other terms and conditions subject to which such information is provided. This RFP document is not an agreement and is not an offer or invitation by DTTDC to any party other than the bidder(s)/agency(ies) who are qualified to submit bids. Its purpose is to provide interested bidders with information to assist in formulation of their proposals.

This RFP document does not purport to contain all information that each bidder may require. Each bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and, where necessary, obtain independent advice. DTTDC, its employees, officers and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP document.

DTTDC may, in its absolute discretion, but without being under any obligation to do so, update, amend, revise, improve or supplement the information in this RFP document. DTTDC also reserves the right to withdraw, cancel, modify, discontinue or terminate the RFP process at any stage, without assigning any reason and without incurring any liability to any bidder(s)/agency(ies). The issuance of this RFP shall not be construed as a commitment by DTTDC to award the contract or to enter into any agreement with any bidder.

## Schedule of RFP Process

Delhi Tourism & Transportation Development Corporation (DTTDC), Government of NCT of Delhi invites Proposals for:

### **“Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi through Integrated 360° Media, PR, Digital and Reputation Management”**

Interested firms / parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in **Clause 5** of this document in this regards from website: <https://delhitourism.gov.in/>

## Important Dates and Information

Estimated Cost of Engagement	INR 18,00,00,000/- excluding GST
Tender Reference Number	PR & PUB/1220/04/DTTDC/2026
Date of Issue of RFP	<u>30.04.2026</u>
Last Date for Submission of Pre-Bid Queries	06.05.2026 at 03.00 P.M.
Pre-Bid Meeting (Online / In Person at DTTDC Head Office)	<u>05.05.2026 at 11.00 A.M.</u>
Last Date and Time for Submission of Bid (Technical and Financial)	21.05.2026 at 03.00 P.M.
Date and Time of Opening of Technical Bid	21.05.2026 at 03.30.P.M.
Date and Time of Technical Presentations by Qualified Bidders	To be intimated later
Date of Opening of Financial Bid (of Technically Qualified Bidders)	To be intimated later
Bid Validity Period	<u>1 8 0 D a y s</u>
Bid Security / Earnest Money Deposit (EMD)	INR 54,00,000/- (Rupees Thirty Six Lakh only), being 3% of estimated cost
Performance Security	3% of total contract value, in compliance with Rule 171(i) of GFR, 2017

	Transportation Development Corporation, 18-A D.D.A. SCO Complex, Defence Colony, New Delhi - 110024. E-mail: <a href="mailto:eventsdelhitourism@gmail.com">eventsdelhitourism@gmail.com</a>
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**Note:** DTTDC reserves the right to amend any of the dates mentioned above through corrigendum / addendum.

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## **1. INTRODUCTION**

### **1.1 Background**

National Capital Territory of Delhi occupies a unique position as the political heart of the country, a major economic centre, and a symbol of India's urban transformation. The city is simultaneously a seat of governance, a hub of infrastructure development, and a location of strategic relevance for investors, institutions and citizens.

In order to build a stronger, more coherent and globally resonant perception of the city, DTTDC proposes to appoint a professional agency for a year-long integrated mandate focused on city brand strategy, governance and infrastructure communication, investor and institutional outreach, media relations, reputation management, stakeholder engagement, content creation, paid amplification, and narrative-led visibility enhancement for the National Capital Territory of Delhi as a city of governance, enterprise and civic life.

### **1.2 Objective**

The objective of this mandate is to systematically transform the perception and positioning of National Capital Territory of Delhi into a globally recognized, future-ready urban brand through creation and consistent communication of a unified, credible and aspirational narrative across governance, infrastructure development, cultural heritage, economic opportunity and citizen experience.

### **1.3 Nature of Assignment**

The selected agency shall provide end-to-end support for brand strategy, integrated communications, media engagement, digital and social media management, development of a city narrative hub, content and creative production, paid media amplification, events and experiential outreach, governance reporting, and internal capacity building.

### **1.4 Contract Duration**

The engagement shall initially be for a period of one (01) year from the date of signing of the Agreement or issuance of Work Order, whichever is applicable. The contract may be extended

on yearly basis, for maximum two more years, one year each time, subject to satisfactory performance, budget availability and administrative approval.

## **2. SCOPE OF WORK**

The selected Agency shall be responsible for the following:

### **2.1 Brand Strategy and Positioning**

The Agency shall develop a comprehensive city brand strategy to serve as the foundation for all communication initiatives. This shall include:

- Defining the core identity of the city, including strengths, values and unique positioning at national and global level.
- Crafting a clear and consistent narrative reflecting governance excellence, infrastructure growth, cultural richness and economic opportunity.
- Developing a messaging framework to ensure uniform communication across departments, platforms and stakeholders.
- Preparing a **City Brand Playbook** as the foundational output of this stage.

### **2.2 Integrated Communications Framework**

The Agency shall design and implement a year-long integrated communication plan across all major channels. This shall include:

- A detailed 12-month communication roadmap with themes, campaigns and milestones.
- Communication alignment across governance and public service delivery, infrastructure and urban transformation, culture and heritage, and investment/business ecosystem.
- Audience identification and segmentation covering citizens, domestic and international investors, institutional and trade audiences, diplomatic and consular community, policy and academic stakeholders, civic and cultural audiences, urban professionals, and national and global media.
- Coordination of messaging so that communication is consistent, non-contradictory and aligned to the approved brand narrative.

### **2.3 Media Relations and Reputation Management**

The Agency shall establish and maintain structured engagement with media stakeholders at national, regional and international levels. This shall include:

- Building relationships with print, television and digital media, senior journalists, editors and opinion leaders.
- Proactively generating positive media coverage through feature stories, op-eds, expert commentary and senior leadership interviews.
- Planning and executing press conferences, media briefings and roundtable discussions.
- Implementing media monitoring to track volume, tonality and narrative trends.
- Developing and operationalizing a crisis communication framework including early detection, response strategy and timely factual dissemination.

### **2.4 Content and Creative Ecosystem**

The Agency shall establish a centralized content development ecosystem to ensure consistent and high-quality communication across all platforms. This shall include:

- Production of city films and promotional videos.
- Short-form digital content for online platforms.
- Infographics, presentations, reports and other communication materials.
- Creation of internal and external communication collateral.

### **2.5 Digital and Social Media Transformation**

The Agency shall revamp and manage the digital and social media presence of the capital city. This shall include:

- Redesigning and standardizing official social media platforms.
- Implementing an always-on content strategy with daily updates.
- Executing monthly thematic campaigns on urban mobility, sustainability, cultural heritage, innovation, technology and other approved themes.
- Producing video-first content.

- Driving citizen engagement through comments, responses, discussions, polls and interactive campaign formats.

## **2.6 Paid Media and Amplification**

The Agency shall design and execute a paid media strategy across print, digital, social media and outdoor channels. This shall include:

- Planning media deployment across national/regional newspapers, display/native/programmatic media, social media advertising, and outdoor media including transit and airport formats.
- Identifying key campaign moments such as national events, international summits and city milestones.
- Ensuring efficient utilization of budgets with focus on reach, recall and measurable outcomes.
- Performance tracking through data-led dashboards and reporting.

## **2.7 Events, Experiential and On-ground Engagement**

The Agency shall conceptualize and execute on-ground and hybrid initiatives, including:

- City showcase events.
- Investment roadshows.
- Media and influencer familiarization visits focused on infrastructure projects, landmarks and urban development initiatives.
- Live coverage and digital amplification of events.

## **2.8 Stakeholder and Influencer Engagement**

The Agency shall develop a structured external engagement approach covering:

- Thought leaders and subject matter experts.
- Industry stakeholders and institutional partners.
- Digital influencers and content creators.
- Citizen engagement programmes to strengthen participation, trust and shared ownership of the city narrative.

## **2.9 Governance, Monitoring and Reporting**

The Agency shall establish a centralized governance and reporting mechanism, including:

- Tracking of media coverage, public sentiment, digital engagement and campaign performance.

- Weekly updates on highlights and emerging risks.
- Monthly performance reports.
- Quarterly strategic review reports.
- Actionable recommendations for optimization of communication efforts.

## **2.10 Capacity Building and Internal Alignment**

The Agency shall support the Delhi Tourism/government in strengthening internal communication capability by:

- Conducting training for officials on media interaction, crisis response and effective digital communication.
- Ensuring uniformity of communication across departments and agencies.
- Providing templates, toolkits and communication governance support.

### **Scope Boundary with Other DTTDC Engagements**

2.11 DTTDC may, from time to time, engage other agencies or service providers for specific communication, outreach or promotion mandates falling outside the scope of this RFP. The selected Agency shall be responsible only for the scope of work defined in Clauses 2.1 to 2.10 and the Minimum Deliverables set out under Clause 2.11 of this RFP, focused on city-level brand strategy and integrated communication for the National Capital Territory of Delhi covering governance, investment, infrastructure, civic affairs, policy narratives and cultural identity.

The Agency shall coordinate professionally with any other agencies or service providers engaged by DTTDC, share information as required by DTTDC for governance and reporting purposes, and refrain from undertaking work falling outside the scope of this RFP unless specifically directed in writing by DTTDC.

Any clarification on the boundaries of scope shall be sought from DTTDC in writing, and DTTDC's decision in this regard shall be final and binding. The Agency shall not, by reason of any such clarification or any subsequent allocation of work by DTTDC, claim any additional fee, time extension or compensation, except where DTTDC expressly directs additional deliverable inside the scope of work of this RFP and agrees to remunerate the same separately in accordance with the terms of this Agreement.

- City Brand Playbook for the National Capital Territory of Delhi covering core identity, narrative pillars, messaging architecture and visual codes for governance, infrastructure, investment, civic life and cultural identity of the city (One-time, within first 60 days; refresh once during contract period).
- Investor and Institutional Brand Playbook positioning the National Capital Territory of Delhi as a destination for capital, enterprise, talent and institutions, including investor narratives, ease-of-doing-business storylines, sectoral opportunity briefs and inbound investment messaging architecture (One-time, within first 90 days; quarterly updates).
- Governance Excellence Narrative Document covering policy outcomes, public service delivery, transparency and accountability initiatives, institutional reforms, and citizen-government interface

stories (One-time + biannual refresh).

- Quarterly Brand Health Review notes covering perception trends, messaging consistency audit and recommended course corrections (Q – 4 nos.).
- Monthly Narrative Refinement Note flagging emerging themes and messaging adjustments based on environmental scan (M – 12 nos.).

#### **B. Integrated Communications Framework**

- 12-Month Integrated Communication Roadmap with theme architecture, campaign milestones and audience segmentation (One-time, within first 60 days).
- Integrated Communication Toolkit and Messaging Framework for use across DTTDC and allied agencies of the Government of NCT of Delhi, covering messaging architecture for governance, infrastructure, investment, civic affairs, cultural identity and policy narratives, with thematic message banks, approved talking points and creative quality benchmarks (One-time, within first 75 days).
- Investor Communications Playbook including pitch narratives, sectoral opportunity decks, ease-of-doing-business positioning, success-story repository, and investor FAQ bank (One-time + quarterly refresh; 5 nos. over contract period).
- Civic Crisis Communication Playbook covering protocols, escalation matrices, spokesperson scripts and template responses for civic emergencies, public health incidents, infrastructure disruption, weather and air quality events, and law and order situations (One-time within first 90 days; biannual refresh).
- Spokesperson Briefing Pack, anticipated questions, approved talking points, on-the-record and off-the-record guidance, supplied to designated spokespersons of DTTDC and allied agencies (Q – 4 nos. + monthly issue updates).
- Inter-Departmental Communication Coordination Protocol Document setting out approval workflows, content clearance procedures, joint statement protocols, and crisis-response chain of command across DTTDC, GNCTD departments and allied agencies (One-time within first 90 days; revised half-yearly).
- Quarterly Campaign Calendar Updates aligning communication priorities with seasonal, civic and strategic moments (Q – 4 nos.).

#### **C. Media Relations and Reputation Management**

- Minimum 30 (Thirty) media placements per month across print, broadcast and credible digital media, (M – minimum 360 placements over contract period).
- Minimum 4 (Four) op-eds, by-lines, expert columns or feature stories per month authored or placed in tier-1 publications (M – minimum 96 over contract period).
- Minimum 1 (One) curated press conferences, media briefings or editorial roundtables per month (M – minimum 12 over contract period).
- Minimum 1 (One) senior leadership interviews, profile placements or thought-leadership features per month (M – minimum 12 over contract period).
- Daily media monitoring with same-day alerts on negative or sensitive coverage; tonality and share-of-voice analytics submitted in weekly highlights and Monthly Progress Report.
- Crisis Communication Framework including early-detection protocol, escalation matrix, holding statements and rapid response toolkit (One-time, within first 90 days; updated half-yearly).
- Rapid response capability for crisis communication situations as and when triggered.

#### **D. Content and Creative Ecosystem**

- Minimum 6 (Six) city films, brand films or promotional videos per year of varying durations (30-second,

60-second, 3-minute and 5-minute formats), including concept, scripting, shoot, production and post-production (A – minimum 6 nos.).

- Minimum 6 (Six) short-form videos, reels or social-first cuts per month (M – minimum 72 over contract period).
- Minimum 12 (Twelve) photography shoots over the contract period covering infrastructure projects, civic landmarks, governance institutions, urban transformation works, investment and industrial assets, leadership portraiture, skyline and public spaces, citizen and community life; supply of minimum 100 high-resolution curated images per month for the centralized content repository (A – 12 shoots; M – 100 images).
- Minimum 4 (Four) long-form documentary films of 8-12 minute duration per year covering city governance milestones, urban transformation projects, civic institutions, social development achievements and infrastructure delivery, including concept, scripting, shoot, production, post-production and multilingual subtitling (A – minimum 4 nos.).
- Minimum 12 (Twelve) leadership profile and institutional spotlight reels per year (90-second formats) featuring senior officers, departments, agencies and institutions of the Government of NCT of Delhi, for use across owned and earned channels (A – minimum 12 nos.).
- Minimum 20 (Twenty) infographics, data visualizations or motion graphics per month for use across owned, earned and paid channels (M – minimum 240 over contract period).
- Minimum 4 (Four) long-form articles, success stories or feature write-ups per month for the official narrative ecosystem (M – minimum 48 over contract period).
- Internal and external communication collateral as required, including brochures, presentations, fact sheets, leadership decks and event collateral (continuous, on demand subject to maximum 4 per month).

#### **E. Digital and Social Media Transformation**

- Standardisation and management of minimum 5 (Five) official social media handles of DTTDC across leading platforms, with monthly content calendars approved in advance (M – 12 calendars).
- Minimum 25 (Twenty-Five) original posts per platform per month, ensuring an always-on presence and a minimum of 125 posts across all platforms per month (M – minimum 1500 posts over contract period).
- Minimum 10 (Ten) reels, short videos or platform-native formats per month deployed across handles (M – minimum 120 over contract period).
- Daily community management including responses to comments, queries and citizen interactions during defined service-level windows.
- Live coverage of priority events and announcements through micro-content, threads, lives and reels.
- AI-enabled Sentiment and Trends Dashboard providing real-time monitoring of public sentiment, trending topics and risk alerts (One-time deployment within 90 days; ongoing operation through contract period).
- Monthly Social Media Performance Report covering reach, engagement, share-of-voice, audience growth and platform-wise benchmarks (M – 12 nos.).

#### **F. Paid Media and Amplification Strategy**

- Annual Paid Media Strategy with quarterly refresh, covering print, digital, programmatic, native, social and outdoor channels (A + Q – 1 + 4 nos.).
- Paid Media Plan with media mix, audience targeting, creative deployment and projected

outcomes, submitted for DTTDC approval (M – 12 nos.).

- Assessment of performance report covering reach, impressions, engagement, conversions and cost-efficiency metrics, based on input received from service provider.

#### **G. Events, Experiential and On-ground Engagement**

- Minimum 2 (Two) experiential, on-ground or hybrid initiatives over the contract period covering city showcase events, investor and institutional roadshows, governance and infrastructure-themed convenings, civic engagement formats, policy-themed forums, sustainability and smart-city dialogues, diplomatic and consular outreach, and city-level cultural and citizen-engagement events centred on the city as a place of governance, enterprise and civic life.
- Minimum 1 (One) closed-door investor and partner roundtables per year (B2G and B2B formats) bringing together institutional investors, multilateral agencies, industry bodies and policy stakeholders for focused dialogue on Delhi's investment, infrastructure and policy agenda.
- Minimum 2 (Two) diplomatic and consular engagement supports per year, including communication and content support for inbound and outbound diplomatic outreach by senior leadership of the Government of NCT of Delhi, in coordination with the Ministry of External Affairs and consular missions in Delhi.
- Minimum 1 (One) sustainability, climate-action and smart-city forum supports per year, including communication, content and amplification for events focused on air quality, urban mobility, green infrastructure, urban resilience and smart-city innovation.
- Minimum 2 (Two) civic and citizen-engagement events per year (town halls, innovation challenges, hackathons, urban-design competitions, citizen-feedback forums and recognition initiatives), with end-to-end communication, content and amplification support.
- Minimum 4 (Four) media and influencer familiarisation visits per year focused on infrastructure projects, urban development initiatives, civic landmarks and governance milestones.
- Pre-event communication strategy, narrative architecture, on-ground content capture, live amplification across earned and owned channels, and post-event documentation pack for every event supported under this RFP. The Agency's responsibility extends to communication, content, narrative, on-site media engagement and amplification; operational logistics, venue, fabrication and vendor execution shall be coordinated by DTTDC's designated execution partners with the Agency providing communication-side coordination.
- Post-event outcome assessment reports for every event supported under this RFP, submitted within 10 (Ten) working days of completion, covering communication outputs, media coverage, audience engagement metrics and recommendations.

#### **H. Stakeholder and Influencer Engagement**

- Stakeholder and Influencer Database with categorisation by reach, relevance and credibility, updated quarterly (One-time + Q updates).
- Minimum 1 (One) thought-leader, expert or institutional engagement touchpoints per month (M – minimum 12 over contract period).
- Investor Advisory Council Secretariat Support: communication, content and convening support for a quarterly Investor Advisory Council of DTTDC, including agenda preparation, briefing notes, presentation

decks, post-meeting communiques and follow-up tracker (Q – 4 nos.).

- Industry Body Engagement Programme: structured engagements with apex industry bodies including CII, FICCI, ASSOCHAM, NASSCOM, PHDCCI and equivalent regional and sectoral chambers, covering joint thought-leadership platforms, position papers, member outreach and policy advocacy (A – minimum 6 engagements over contract period).
- Diplomatic and Consular Relations Engagement Support: structured outreach to embassies, high commissions, trade missions and multilateral agencies based in Delhi, including curated city-briefing packs, leadership-meeting support, speech notes, calling-card content and post-engagement communiques (A – minimum 6 engagements over contract period).
- Quarterly Stakeholder Dialogue Forums or curated convenings, in alignment with priority themes (Q – 4 nos.).
- Citizen engagement initiatives in coordination with DTTDC, including participatory campaigns, polls, contests and user-generated content drives (continuous).

- **I. Governance, Monitoring and Reporting**

- Daily morning briefing notes on overnight and emerging media, social and reputational developments.
- Weekly Highlights and Risk Note summarising the week's outputs, performance signals and risks (Weekly – minimum 50 nos.).
- Monthly Progress Report (MPR) in DTTDC-approved format covering all workstreams, deliverables completed against the prescribed minima, performance indicators, vendor coordination and exceptions (M – 12 nos.). Acceptance of the MPR shall be the basis for release of monthly fees.
- Quarterly Strategic Review Deck presenting performance against objectives, learnings, course corrections and forward plans (Q – 4 nos.).
- Annual Impact Assessment Report at the close of the contract, including independent audit of outputs against approved deliverables (A – 1 no.).

- **J. Capacity Building and Internal Alignment**

- Minimum 2 (Two) capacity-building or training sessions per quarter for DTTDC officials and allied stakeholders, covering media interaction protocols, crisis communication response, social media and digital communication governance, spokesperson briefings, on-camera presentation skills, investor pitch and B2G negotiation skills, and inter-departmental communication coordination (Q – minimum 8 sessions over contract period).
- Standard Operating Procedures, templates and toolkits for departmental communications (One-time + ongoing updates).

- **K. Team Deployment and On-site Support**

- Dedicated core servicing team of minimum 15 (Fifteen) full-time professionals deployed exclusively on the DTTDC mandate, with declared composition covering account leadership, brand strategy, media relations, social media, content, creative, video, paid media, analytics and reporting.
- Dedicated on-site presence at DTTDC office of minimum 2 (Two) full-time personnel during working hours of all working days for day-to-day coordination, approvals and rapid execution under this engagement (minimum requirement can be increased as per directed by DTTDC). These personnel shall be deployed exclusively against this RFP and shall not be shared with any other client or assignment of the Agency during the contract period.

- Continuity of deployed personnel with replacements only upon prior written approval of DTTDC and at equivalent or higher seniority.
- Senior leadership oversight from the Agency's CEO/MD or equivalent through monthly review meetings with DTTDC leadership.
- The minimum deliverables prescribed above are floor commitments and do not limit the Agency's responsibility to deliver any additional outputs reasonably required to fulfil the spirit and objectives of the mandate. DTTDC reserves the right to adjust the periodicity or composition of deliverables during the contract period, with the overall annual quantum remaining substantially equivalent.

### **3. FEES AND PAYMENT SCHEDULE**

The bidder shall quote a single consolidated monthly retainer fee (exclusive of GST), payable for each calendar month of the contract period, for delivery of the entire scope of work and minimum deliverables prescribed under Clause 2 of this RFP. The monthly retainer shall be inclusive of all professional fees, staffing cost, account management, content strategy, media relations, social media management, creative design, video production, photography, monitoring and reporting, stakeholder engagement support, campaign planning, on-site personnel deployment and all incidental costs required for satisfactory execution of the mandate, except those items specifically identified by DTTDC as reimbursable or separately payable.

Any third-party media buying spend, media inventory cost, print insertion cost, paid advertising budget, venue cost, event production and fabrication, celebrity or influencer commercial fee, media release distribution cost, travel outside Delhi-NCR (where specifically directed and approved) and any other extraordinary out-of-pocket cost shall be dealt with separately by DTTDC as per approved requirement and applicable norms, unless specifically included in the financial proposal format.

#### **Indicative Monthly Retainer and Total Contract Value**

The estimated cost of this engagement is INR 18,00,00,000/- (Rupees Eighteen Crore only) excluding GST, computed on the basis of an indicative monthly retainer of INR 1,50,00,000/- (Rupees One Crore Fifty Lakh only) for a contract period of twelve (12) months. The estimated cost is indicative and the final contract value shall be determined on the basis of the financial bid of the successful bidder, evaluated as per the QCBS framework set out in Clause 6.

#### **Monthly Payment Schedule**

Subject to satisfactory performance and acceptance of deliverables, payment shall be released by DTTDC on a monthly basis as per the following schedule:

- The Agency shall submit a Monthly Progress Report (MPR) in the format prescribed under Annexure-VIII of this RFP, along with all supporting deliverables, performance dashboards, output trackers and proofs, by the 7th (Seventh) working day of the month following the month for which the invoice is raised.
- The MPR shall demonstrate fulfilment of the minimum deliverables prescribed for the month under Clause 2.11 (Minimum Deliverables) and shall include placement trackers, content logs, social media performance summaries, campaign reports and event documentation, as applicable.
- In the event of partial fulfilment of monthly deliverables, DTTDC reserves the right to release a proportionate payment and to recover or adjust the shortfall against subsequent months, or to invoke the penalty provisions under Clause 11 of this RFP.
- No advance or mobilisation payment shall be released. The first monthly invoice shall be raised only at

the end of the first calendar month of the contract.

- Notwithstanding the monthly payment cycle, the Agency shall furnish all one-time deliverables (City Brand Playbook, 12-Month Integrated Communication Roadmap, Crisis Communication Framework, AI-enabled Sentiment Dashboard and other one-time outputs prescribed under Clause 2.11) within the timelines specified, failing which DTTDC may deduct a portion of the corresponding monthly retainer until acceptance of such one-time deliverables.

#### 4. MINIMUM ELIGIBILITY CRITERIA

Only those bidders meeting the following minimum eligibility conditions shall be considered:

- The bidder should be an Indian entity registered under the Companies Act / LLP Act / Partnership Act / Proprietorship / any other legally recognized form of business in India. **Supporting Document:** Certificate of Incorporation / Registration.
- The bidder must possess valid PAN and GST registration.
- **Supporting Document:** Copy of PAN and GST certificate.
- The bidder shall have a minimum average annual turnover of INR 18,00,00,000/- (Rupees Eighteen Crore Lakh only), being equivalent to 100% (One Hundred percent) of the estimated cost of this engagement, during the last three (03) audited financial years (FY 2022-23, FY 2023-24 and FY 2024-25), in line with the norms prescribed under the Manual for Procurement of Consultancy Services issued by the Department of Expenditure, Ministry of Finance, Government of India. **Supporting Document:** Certificate of Average Annual Turnover from a practising Chartered Accountant in the prescribed format, supported by audited balance sheets and profit and loss statements for the said three financial years. **Supporting Document:** CA Certificate and/or audited financial statements for FY 2022-23, FY 2023-24 and FY 2024-25.
- The bidder shall have satisfactorily executed similar work during the last seven (07) years ending the last day of the month previous to the month in which the bid is submitted, in the following pattern, in line with the norms prescribed under the Central Public Works Department and the Central Vigilance Commission for similar nature of work, namely: (a) three (03) similar works each of value not less than INR 7,20,00,000/- being 40% of the estimated cost; OR (b) two (02) similar works each of value not less than INR 10,80,00,000/- being 60% of the estimated cost; OR (c) one (01) similar work of value not less than INR 14,40,00,000/- being 80% of the estimated cost. For the purpose of this clause, similar nature of work shall mean integrated communication, media and public relations, brand or destination branding, reputation management, digital and social media management, or composite communication mandates of comparable scale, executed for any Central Government, State Government, Public Sector

Undertaking, Autonomous Body, Statutory Body or Urban Local Body in India. **Supporting Document:** Copy of work order / agreement / completion certificate / client certificate clearly mentioning scope, value and client name, attested by an officer not below the rank of Deputy Secretary or equivalent of the client organisation.

- The bidder must have an **operational office in Delhi** as on the bid submission date. **Supporting Document:** Valid proof such as lease deed / utility bill / GST registration / office registration / other acceptable office proof.
- The bidder must have a minimum **full-time employee strength of 20** on its rolls. **Supporting Document:** Self-certified declaration by authorized signatory supported by EPFO/ESIC records or CA certificate or HR certificate.
- The bidder must be capable of deploying a **dedicated, well-qualified servicing team** for PR, media relations, digital communication and social media management for this assignment. **Supporting Document:** Proposed team structure with CVs of key professionals.
- The bidder should not have been blacklisted/debarred/terminated for material breach by any Central Government / State Government / PSU / Autonomous Body / Statutory Body. **Supporting Document:** Self-declaration in prescribed format.

### **Clarifications:**

- DTTDC reserves the right to verify all documents from issuing authorities/clients.
- Non-compliance with any one of the above criteria shall render the bid liable for rejection.
- Consortium / Joint Venture shall not be allowed unless specifically approved in the final tender conditions.

## **5. BID EVALUATION CRITERIA**

Evaluation shall be carried out on **QCBS basis** with weightage of **70% for Technical Proposal** and **30% for Financial Proposal**, broadly aligned with the structure adopted in the reference DTTDC RFP.

### **5.1 Technical Evaluation**

The Technical Proposal shall be evaluated out of **100 marks**, comprising:

- **A. Technical Proposal Evaluation – 50 Marks**

- **B. Technical Presentation – 50 Marks**

Only bidders meeting the minimum eligibility criteria and scoring at least **70 marks out of 100** in technical evaluation shall qualify for opening of the financial proposal.

## 5.2 Technical Proposal Evaluation (50 Marks)

Sl.No.	Criteria	Max. Marks	Scoring Methodology	Documentary Proof
1	Number of similar government work orders (PR/Media/Event/IEC) during the last seven (07) years, each of value not less than INR 7,20,00,000/- (40% of estimated cost)	20	<ul style="list-style-type: none"> <li>• 2 work orders: 10 marks;</li> <li>• 3 work orders: 14 marks;</li> <li>• 4 work orders: 18 marks;</li> <li>• 5 or more work orders: 20 marks</li> </ul>	Work orders / agreements / completion certificates / client certificates
2	Office presence (minimum employee strength of 10 nos. required to qualify an office as a branch office)	5	<ul style="list-style-type: none"> <li>• Delhi-NCR office mandatory: 2 marks;</li> <li>• up to 2 branch offices: 3 marks;</li> <li>• 3 to 4 branch offices: 4 marks;</li> <li>• more than 4 branch offices: 5 marks</li> </ul>	Proof of office presence
3	Average annual turnover in last 3 FY	10	<ul style="list-style-type: none"> <li>• &gt;₹15.00 Cr to ₹25 Cr: 5 marks;</li> <li>• &gt;₹25.01 Cr to ₹50 Cr: 8 marks;</li> <li>• &gt;₹50.01 Cr: 10 marks</li> </ul>	CA certificate / audited statements

4	Employee strength (full-time)	5	<ul style="list-style-type: none"> <li>• 20–50 employees: 2 marks;</li> <li>• 51–100 employees: 4 marks;</li> <li>• above 100 employees:5 marks</li> </ul>	HR/CA/EPFO declaration
6	Experience of delivering high-value integrated communication /IEC/ Media / PR campaign (single work order of value not less than INR 25 Crore) for any Central Government, State Government, PSU, Autonomous Body, Statutory Body or Urban Local Body	10	<ul style="list-style-type: none"> <li>• 1 eligible work order: 8 marks;</li> <li>• 2 or more work orders: 10 marks;</li> </ul>	Work order / completion certificate
	<b>Total</b>	<b>50</b>		

### 5.3 Technical Presentation (50 Marks)

The bidder shall make a technical presentation before the Evaluation Committee on the date and time communicated by DTTDC.

S.No.	Criteria	Total Marks
1	Understanding of the RFP, methodology for brand strategy, digital and social media transformation, Team deployment, implementation plan and innovation	50
	<b>Total</b>	<b>50</b>

### 5.4 Financial Proposal Evaluation

The Financial Proposals of only those bidders who qualify in technical evaluation shall be opened. The Financial Proposal shall be quoted in INR and exclusive of GST.

For financial evaluation, the lowest evaluated financial proposal (L1) shall be given a financial score of 100. Financial scores of other bidders shall be computed using the following formula:

$$Sf = 100 \times \frac{F_{min}}{\text{_____}}$$

*F*

Where:

- **Sf** = Financial Score of the bidder
- **Fmin** = Lowest evaluated Financial Proposal among technically qualified bidders
- **F** = Financial Proposal of the bidder being evaluated

The combined score shall be calculated as:

$$S = (St \times 0.70) + (Sf \times 0.30)$$

Where:

- **S** = Combined Score
- **St** = Technical Score
- **Sf** = Financial Score

The bidder obtaining the highest combined score shall be ranked H1 and may be considered for award of contract.

## **6. BID SECURITY / EARNEST MONEY DEPOSIT (EMD)**

The Bid shall be accompanied by a refundable Bid Security / Earnest Money Deposit (EMD) equivalent to 2% (Two percent) of the estimated cost, i.e. INR 36,00,000/- (Rupees Thirty Six Lakh Eighty only), submitted in accordance with Rule 170 of the General Financial Rules, 2017 (as amended from time to time). The Bid Security shall remain valid for a period of 45 (Forty-Five) days beyond the final bid validity period prescribed under Clause 13 of this RFP. Bids unaccompanied by the prescribed Bid Security or by valid documentary evidence of exemption shall be treated as non-responsive and summarily rejected.

### **Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC's) Bank Details**

\_\_\_\_\_ Bank, \_\_\_\_\_, New Delhi- 1100\_\_

RTGS / NEFT IFS Code: \_\_\_\_\_

Current Accounts Number: \_\_\_\_\_

Exemption from submission of Bid Security / EMD shall be allowed in accordance with applicable Government of India and GNCTD procurement norms, including: (i) Micro and Small Enterprises (MSEs) registered with the National Small Industries Corporation (NSIC) or Udyam Registration Portal under the Public Procurement Policy for MSEs, 2012; (ii) Startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) under the Startup India initiative, in line with Rule 173 of the General Financial Rules, 2017; and (iii) such other categories as may be exempted under the General Financial Rules, 2017 or by specific notification of the Government of India or GNCTD. Bidders claiming such exemption shall submit valid documentary evidence (Udyam Registration Certificate, DPIIT Certificate of Recognition or equivalent) along with the Technical Bid. The Public Procurement (Preference to Make in India) Order, 2017, issued under Rule 153(iii) of the General Financial Rules, 2017, shall apply to this procurement to the extent relevant.

Eligible bidders seeking exemption must submit relevant documentary proof such as valid MSME/Udyam Registration Certificate, DPIIT Startup Recognition Certificate, or any other applicable exemption certificate / document as per Government norms, along with the Technical Bid.

6.1.1. Proposals without the EMD/Bid Security or without valid exemption proof (where exemption is claimed) shall be treated as non-responsive and shall be summarily rejected. No interest shall be payable on such EMD/Bid Security by the Government.

6.1.2. The EMD/Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security Deposits.

6.1.3. The Bid Security / EMD of unsuccessful Bidders shall be returned in accordance with Rule 170(II) of the General Financial Rules, 2017 (as amended vide Department of Expenditure OM No. F.1/2/2022-PPD dated 1st April, 2022). In the case of two-packet or two-stage bidding, the Bid Security of Bidders found unsuccessful at the technical evaluation stage shall be returned within 30 (Thirty) days of declaration of the technical evaluation results. The Bid Security of all other unsuccessful Bidders shall be returned at the earliest after expiry of the final bid validity period and in any event not later than the 30th (Thirtieth) day after the award of the contract. No interest shall accrue on the Bid Security.

6.1.4. The Bid Security may be forfeited:

- a) If the Bidder withdraws the Bid after bid opening (opening of technical qualification / part of the bid during the period of Bid validity)
- b) In the case of a successful Bidder, if the Bidder fails within the specified time limit to:
  - i. sign the Agreement; and/or

- ii. furnish the required Security Deposits / Performance Security

## **7. FORCE MAJEURE**

For the purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of DTTDC and/or the Selected Agency, and which prevents or delays the performance of obligations under this Contract. The term “Force Majeure” as implied herein shall include but not be limited to acts of God (such as earthquake, cyclone, flood, fire), war, invasion, armed conflict, civil commotion, riot, strikes, lockouts, pandemic / epidemic, government orders / restrictions, acts and regulations of Central/State Government, court orders, or any other similar events affecting the performance of the contract.

Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall, within seventy-two (72) hours of the alleged beginning and ending thereof, intimate the other party giving full particulars and satisfactory evidence in support of its claim. If deliveries / services are suspended by force majeure conditions lasting for more than two (2) months, DTTDC shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

Force Majeure shall not include insufficiency of funds, financial constraints, or inability to make any payment required hereunder i.e. both the parties shall not be entitled to claim any damages/charges/license fee etc., from each other in case of any event of force majeure.

## **8. TERMINATION OF THE CONTRACT**

8.1. In case of deficiency or non-fulfilment of obligations as per the Scope of Work or agreed deliverables / milestones, as per the RFP/agreement, DTTDC shall serve a notice to the Selected Agency to rectify / fulfil the obligations within a specified period of not more than 30 (thirty) days, failing which DTTDC shall be at liberty to execute the work through any other agency at the cost of the Selected Agency. DTTDC also reserves the right to cancel/terminate the contract.

8.2. DTTDC reserves the right to terminate the agreement in case of deficiency in services, repeated non-performance, misconduct, or poor performance of the Selected Agency for any subsequent month/quarter/year. For this, DTTDC shall intimate the Selected Agency in the review meeting and/or through written communication. In this respect, the decision of DTTDC about the performance shall be final and binding. During first six month period only, in case the contract is terminated, a written notice of 90 days shall be served.

8.3. DTTDC reserves the right to drop, modify, or remove any or all components of the Scope of Work deemed not suitable or in line with the objectives of DTTDC which may necessitate

termination of contract. However, in such scenario DTTDC shall provide a maximum time period of three (3) months to the Selected Agency to complete the requisite formalities and handover of work, as applicable.

8.4. The Selected Agency may terminate the agreement with a notice of three (3) months to DTTDC, if the Agency deems that it is not in a position to fulfil the requirements and deliver the scope of work outlined in the agreement, subject to submission of all deliverables completed till the termination date, and proper handover of all documents, files and data to DTTDC.

## **9. PENALTY**

9.1. Failure in fulfilment of deliverables as indicated in Clause 2 (Scope of Work), or non-compliance with reporting / review / deliverable submission requirements, shall warrant the following:

*9.1.1. For shortfalls in deliverables, missed service levels, delays, repeated non-performance and other breaches, DTTDC shall levy penalties as per the Service Level Agreement and Penalty Matrix set out under Clause titled "SERVICE LEVEL AGREEMENT AND PENALTY MATRIX" of this RFP, which prescribes monthly-retainer-linked penalty rates for each category of breach, with an overall cap of 10% (Ten percent) of the monthly retainer per month (UPTO 100% of total value of 12 months for breaches involving confidentiality, data protection or intellectual property).*

*9.1.2. In case of repeated failure or material breach of contract, DTTDC may forfeit the Performance Security and may terminate the contract as per Clause 9, without any liability.*

*9.1.3. Apart from the above, in case of any contravention/ violation/ misrepresentation of facts or submission of forged documents, the EMD/Performance Bank Security shall stand forfeited and DTTDC may take appropriate action including termination of contract, claim damages, legal proceedings and blacklisting as per applicable laws.*

9.2. On account of circumstances beyond the control of the Selected Agency like natural calamities or force majeure event or any other unforeseeable events and upon formal notification by the appropriate authority, DTTDC may grant extension of time (as per the sole discretion of the DTTDC) for completion of deliverables, and in such a case, will not hold up the payment that is due for that particular stage, subject to satisfactory justification and approval.

## **10. VALIDITY OF BID**

Proposal shall remain valid for **180 (One Hundred and Eighty) days** from the last date of submission of the Proposal on the e-procurement portal. A proposal valid for a shorter period shall

be rejected as non-responsive.

## **11. DISPUTES**

Any dispute between parties, agreement shall be resolved by exclusive jurisdiction of the civil court, Delhi only and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.

## **12. ACKNOWLEDGMENT BY AGENCY**

It shall be deemed that by submitting the Proposal electronically, the Agency has gone through the scope of work and other stipulations in detail; and:

- a) Made a complete and careful examination of the requirements for the project, details mentioned in RFP, general conditions of contract, submission formalities and evaluation mechanism.
- b) Received all relevant information requested from DTTDC.
- c) Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of DTTDC.
- d) Satisfied itself about all matters, things and information necessary and required for submitting the proposal and performance of all of its obligations there under.
- e) Agreed to be bound by the undertaking provided by it under and in terms hereof.

DTTDC shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by DTTDC.

## **13. RIGHT TO REJECT ANY OR ALL PROPOSALS**

Notwithstanding anything contained in this RFP document, DTTDC reserves the right to accept or reject any proposal and to annul this selection process and reject all proposals, at any time during the bidding process, without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

DTTDC also reserves the right to reject any Proposal if:

- a) At any time, a material misrepresentation is made or uncovered; or
- b) the Agency does not submit in time any information or clarification asked for by DTTDC; or
- c) the Agency fails to comply with any of the terms and conditions of this RFP.

## **14. SUBMISSION OF PROPOSAL – ELECTRONIC SUBMISSION, UPLOADING & MARKING**

14.1 The Proposal shall be submitted only through electronic mode on Government e Marketplace (GeM) portal. No Financial Bid shall be accepted in physical form. However, physical submission of supporting documents/technical documentation (Technical Bid documents only) may be accepted as per the instructions in the Bid Document. Non-submission of physical Technical Bid documents shall not result in disqualification, provided the complete Technical Bid is uploaded on the e-procurement portal within the stipulated timeline.

14.2 The Agency shall submit the Technical Proposal (Part A) and Financial Proposal (Part B) separately in the relevant sections/packets as provided on the portal, along with all supporting documents, before the deadline specified in the RFP Schedule.

14.3 The Agency must ensure that:

- All uploaded documents are clear, legible and properly scanned.
- Documents are uploaded in the required format (PDF / Word / Excel as specified).
- Each file is correctly named and placed in the correct section to avoid rejection.

14.4 The portal-generated acknowledgement/receipt of bid submission shall be treated as proof of successful bid submission.

14.5 The Technical Proposal shall be uploaded as:

### **Part-A:**

Technical Proposal for Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi.

And Financial Proposal shall be uploaded as:

### **Part-B:**

Financial Proposal for Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi.

Any proposal not uploaded successfully on or before the scheduled time and date shall be treated as non-responsive and shall not be considered.

Note: Opening of the Financial Proposal shall be done only after evaluation of the Technical Proposal, and as per the scheduled dates which shall be intimated by DTTDC to the eligible Agencies. Agencies are advised to prepare their documents with proper sequence and indexing, page numbering and clear headings, failing which the bid may be considered non-responsive. DTTDC shall not be responsible for delays/errors due to internet connectivity issues, portal downtime, device/browser errors, incomplete uploads, or last-minute submission failures.

## **15. DOCUMENTS TO ACCOMPANY THE PROPOSAL**

PART A – (Technical Proposal)

The Agency must submit/upload the following particulars/documents along with the Technical Proposal failing which the proposal may be treated as non-responsive:

1. Cover Letter (Annexure-I)
2. Details of Bidder (Annexure-II)
3. Certificate of Incorporation / Registration
4. PAN and GST Registration
5. Power of Attorney (Annexure-III), if applicable
6. Declaration on Non-Blacklisting (Annexure-IV)
7. Undertaking on correctness of information (Annexure-V)
8. Project Credentials (Annexure-VI)
9. Proof of Delhi-NCR office and other branch offices (Annexure-VII)
10. Financial turnover certificate / audited statements
11. Employee strength certificate
12. Proposed team deployment with CVs
13. Any other documents required under the RFP

PART B – (Financial Proposal)

The Agency must submit/upload the Financial Proposal as per format provided in Annexure IX.

## **16. AMENDMENT/ MODIFICATION**

At any time prior to the deadline for submission of Proposal, **DTTDC Ltd.**, may, for any reason, whether at its own initiative or in response to clarifications requested by Agency, modify any of the terms mentioned in this RFP document by issuance of **Corrigendum/ Addendum/ Amendment**.

All such amendments/ addenda/ corrigenda shall be hosted on the **e-procurement portal/ website** and shall also be communicated through email to the registered bidders, and will be binding on all participating Agencies.

In order to give the Agency a reasonable time for considering such amendment(s) in their proposal, or for any other reason, DTTDC may, at its sole discretion, **extend the Proposal Due Date** and the revised date shall be notified on the e-procurement portal/website.

## **17. LANGUAGE**

The Proposal and all communications in relation to or concerning the selection process shall be in **English language only** and strictly in the formats provided in this invitation document.

## **18. LATE SUBMISSION**

Proposal received/uploaded after the deadline for submission prescribed by DTTDC on the e-procurement portal shall not be entertained and shall be rejected. DTTDC shall not be responsible for any delay due to technical issues, internet connectivity, server downtime, incomplete uploads or any other reason whatsoever.

## **19. CONSORTIUM / JOINT VENTURE**

Bidders are permitted to participate either individually or as part of a consortium/ joint venture (JV), comprising a maximum of two members only. In the case of a consortium / JV all members shall be jointly and severally responsible for the execution of the contract and all clauses included penalty clauses.

One member shall be designated as the lead member, who shall act as the single point of contact for DTTDC and shall have the authority to bind the consortium / joint venture. No change in the composition of the Consortium / JV shall be permitted after submission of the bid. The consortium / JV shall not assign, transfer, or otherwise part with its rights / obligations

under this agreement, in whole or in part, to any other party without the written consent of DTTDC.

The lead member / agency shall not sub contract core services of brand strategy, media relation or reputation management however, for specialized technical tasks/ subscriptions/ assistance may be availed with prior written approval of DTTDC.

## **20. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS**

No modifications to the Proposals shall be allowed once it is submitted electronically on the e-procurement portal, in any circumstances.

However, Agencies may withdraw their Proposal prior to the Proposal Due Date through the e-procurement portal by following the prescribed procedure available on the portal.

Withdrawal of the proposal after the Proposal Due Date shall be treated as a breach and may result in forfeiture of the Bid Security/EMD and/or any other action as deemed appropriate by DTTDC.

## **21. PERFORMANCE SECURITY AND AGREEMENT**

DTTDC shall issue a Letter of Award (LoA) along with the Draft Agreement & Integrity Pact to the selected Agency post completion of technical and financial evaluation and selection of the successful bidder.

Within 30 (Thirty) days of issuance of the Letter of Award (LoA) by DTTDC, the selected Agency shall furnish a Performance Security in the form of an Account Payee Demand Draft, Fixed Deposit Receipt, Bank Guarantee issued by any Scheduled Commercial Bank in India, electronic Bank Guarantee (e-BG), Insurance Surety Bond, or any other instrument acceptable to DTTDC, for an amount equivalent to 3% (Three percent) of the total contract value, in compliance with Rule 171(i) of the General Financial Rules, 2017 (as amended vide Department of Expenditure, Ministry of Finance, Office Memorandum No. F.1/2/2023-PPD dated 1st January, 2024), and shall enter into an Agreement with DTTDC in the prescribed format. The Performance Security shall remain valid for a period of 60 (Sixty) days beyond the date of completion of all contractual obligations, including any extension thereof granted by DTTDC.

The Performance Security shall remain in force and shall be retained by DTTDC until 60 (Sixty) days after the date of completion of all contractual obligations under this contract, including any extension thereof, and may be invoked by DTTDC, in whole or in part, in accordance with the provisions of this RFP. The Performance Security shall be returned to the Agency, without interest, after the said period, subject to satisfactory completion of the contract and absence of

any outstanding claims by DTTDC against the Agency.

The Performance Security shall be forfeited at the sole discretion of DTTDC towards any loss, damage or non-performance/ breach by the Agency, as may be determined by DTTDC.

## **22. INDEMNITY**

The Agency shall, subject to the provisions of the Agreement, indemnify DTTDC Ltd. for an amount not exceeding the value of the Agreement, for any direct loss or damage that is caused due to any deficiency in service on its part and/or non-performance of obligations under this RFP. The obligation under this clause shall survive the expiry or termination of the agreement.

## **23. LIMITATION OF LIABILITY**

In no circumstance shall the aggregate liability of either DTTDC Ltd. or the Agency exceed the total value of the Agreement. Notwithstanding anything to the contrary, the limitation of liability shall not apply to: (i) cases of fraud, willful misconduct, or gross negligence; (ii) breach of confidentiality; (iii) infringement of Intellectual Property Rights; (iv) data protection or security breaches; and (v) third-party claims, bodily injury, or death.

## **24. CONFLICT OF INTEREST**

The Agency shall ensure compliance with the Conflict of Interest provisions prescribed under Rule 175 of the General Financial Rules, 2017 and the Manual for Procurement of Consultancy Services issued by the Department of Expenditure, Ministry of Finance. The Agency shall not, during the term of this contract or for a period of 12 (Twelve) months thereafter, undertake any assignment or represent any client whose interests are, or could reasonably be perceived to be, in conflict with the interests of the Government of NCT of Delhi or DTTDC. The Agency shall disclose, in writing and prior to the signing of the Agreement, all existing or potential conflicts of interest, including engagements with other agencies of the Government of NCT of Delhi, related-party transactions, ownership or director-level relationships with bidders or vendors likely to participate in DTTDC procurement, and any prior advisory or representation work that may compromise the Agency's independence. The Agency shall, throughout the contract period, promptly notify DTTDC of any new circumstance that may give rise to a conflict of interest. Failure to disclose, or any subsequent discovery of an undisclosed conflict, shall constitute a material breach of this contract and shall entitle DTTDC to terminate the contract, forfeit the Performance Security and pursue such further legal action as may be appropriate.

## **25. APPLICABLE PROCUREMENT FRAMEWORK**

This procurement shall be governed by, and the terms of this RFP shall be interpreted in accordance

with, the following framework, as in force on the date of issue of this RFP and as amended from time to time:

1. General Financial Rules, 2017 (GFR) issued by the Department of Expenditure, Ministry of Finance, Government of India, in particular Chapter 6 (Procurement of Goods and Services) and Rules 177 to 196 governing procurement of consultancy services.
2. Manual for Procurement of Consultancy Services issued by the Department of Expenditure, Ministry of Finance, Government of India (latest edition), and the associated Model Tender Document for Procurement of Consultancy Services.
3. Public Procurement (Preference to Make in India) Order, 2017, as issued under Rule 153(iii) of GFR, 2017, and subsequent amendments and clarifications thereto.
4. Public Procurement Policy for Micro and Small Enterprises (MSEs), 2012, issued by the Ministry of Micro, Small and Medium Enterprises, and notifications and amendments thereunder.
5. Guidelines and circulars issued by the Central Vigilance Commission (CVC) on transparency, competition, fairness and elimination of arbitrariness in public procurement.
6. Procurement procedures, financial powers and delegations applicable to DTTDC and the Government of National Capital Territory of Delhi (GNCTD), including the GeM portal of Government of India.

In the event of any inconsistency between any provision of this RFP and the General Financial Rules, 2017 or any Office Memorandum issued thereunder, the General Financial Rules and the said Office Memoranda shall prevail. This RFP shall be published on the official website of DTTDC and on the Government e-Marketplace (GeM)

## **26. CODE OF INTEGRITY**

Bidders, the Selected Agency and all persons acting on their behalf shall observe the highest standard of integrity throughout the bidding process and the performance of the contract, in compliance with Rule 175 of the General Financial Rules, 2017. By submitting a Bid in response to this RFP, the Bidder declares and undertakes that the Bidder has not engaged, directly or indirectly through any agent or intermediary, in any of the following practices:

1. Corrupt practice: offering, giving, receiving or soliciting, directly or indirectly, anything of value to influence the action of any official of DTTDC or GNCTD in the procurement process or in contract execution.
2. Fraudulent practice: a misrepresentation or omission of facts, including misleading statements, in order to influence the procurement process or the execution of the contract to the detriment of DTTDC.
3. Collusive practice: a scheme or arrangement between two or more Bidders, with or without the knowledge of DTTDC, designed to establish bid prices at artificial, non-competitive levels or to otherwise deprive DTTDC of the benefits of free and open competition.
4. Coercive practice: harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the procurement process or the execution of the contract.
5. Obstructive practice: deliberately destroying, falsifying, altering or concealing evidence material to the investigation, or making false statements to investigators in order to materially impede any investigation by DTTDC or any competent authority into allegations of corrupt, fraudulent, coercive or collusive practice; and failure to permit DTTDC to inspect accounts and records relating

to the procurement.

The Bidder shall disclose, in writing and as part of the Technical Bid, the name and address of any agent, intermediary, consultant or representative engaged in connection with this procurement, together with details of any commission, fee or remuneration paid or payable to such person.

Any breach of the Code of Integrity, established at any stage of the procurement process or during the contract period, shall, without prejudice to any other rights and remedies available to DTTDC, entitle DTTDC to (i) reject the Bid; (ii) cancel the Letter of Award; (iii) terminate the contract; (iv) forfeit the Bid Security and the Performance Security; (v) recover any payment made under the contract together with interest; and (vi) initiate debarment proceedings under Rule 151 of the General Financial Rules, 2017 (as amended vide DoE OM No. 18/4/2021-PPD dated 2nd November, 2021), in addition to any civil or criminal action that may be available under applicable law.

## **27. AUDIT, INSPECTION AND VIGILANCE RIGHTS**

DTTDC, the Government of National Capital Territory of Delhi, the Comptroller and Auditor General of India, the Internal Audit Wing of GNCTD, and any other authority specifically empowered in this behalf shall have the right, at any time during the contract period and for a period of 7 (Seven) years thereafter, to inspect, audit and obtain copies of any books of account, vouchers, records, deliverable proofs, vendor records, time sheets, payment receipts, contracts with sub-contractors and any other documents of the Agency relating to the performance of this contract.

The Agency shall maintain complete, accurate and contemporaneous records of all activities, expenditures, deliverables and outputs under this contract, in a form that permits independent verification, and shall produce such records before the inspecting authority within a reasonable period not exceeding 15 (Fifteen) working days of receiving a written request. The Agency shall extend full cooperation to any vigilance enquiry, audit objection or investigation initiated by DTTDC or any competent authority arising out of or in connection with this contract.

DTTDC shall be entitled to inspect, with reasonable prior notice, the Agency's premises, project records and personnel deployed on the contract for the purpose of verifying compliance with the scope of work, deliverables, quality benchmarks and code of integrity. Findings of any audit, inspection or vigilance enquiry shall be communicated to the Agency in writing and the Agency shall rectify identified deficiencies within the timeline stipulated by DTTDC, failing which the penalty and termination provisions of this RFP shall apply.

## **28. PROFESSIONAL INDEMNITY INSURANCE**

The Selected Agency shall, within 30 (Thirty) days of issuance of the Letter of Award and for the entire duration of the contract including any extension thereof, obtain and maintain at its own cost a Professional Indemnity Insurance policy from a reputed insurance company licensed to operate in India, covering errors, omissions, negligence, breach of professional duty, defamation claims arising from communication outputs, infringement of intellectual property rights and breach of confidentiality, in connection with services rendered under this contract.

The minimum aggregate sum insured under the said policy shall not be less than INR 2,50,00,000/-

(Rupees Two Crore Fifty Lakh only). The policy shall name DTTDC as a beneficiary or loss payee to the extent of any claim arising out of the Agency's services, and a true copy of the policy together with the receipt of premium payment shall be furnished to DTTDC prior to commencement of services.

The Agency shall promptly renew the Professional Indemnity Insurance policy upon expiry and shall furnish proof of such renewal to DTTDC. The existence of the Professional Indemnity Insurance shall not in any manner limit, reduce or be construed as a substitute for the Agency's liability or indemnity obligations under this RFP and the Agreement.

## **29. INTELLECTUAL PROPERTY RIGHTS**

All deliverables, content, copy, scripts, films, photographs, illustrations, designs, brand assets, layouts, infographics, dashboards, software, databases, data sets, research outputs, strategy documents, presentations, plans, recommendations and any other work product (collectively, 'Deliverables') created, developed or generated by the Agency, its personnel or its sub-contractors specifically in the performance of this contract shall, upon creation and irrespective of completion of payment, vest absolutely and exclusively in DTTDC, free of any encumbrance. The Agency hereby assigns, and shall procure that its personnel and sub-contractors assign, to DTTDC all right, title and interest in such Deliverables, including the copyright, design rights, database rights, trade marks, moral rights (to the extent legally permissible) and all other intellectual property rights therein, throughout the world and for the entire term of protection available under applicable law.

Where any pre-existing intellectual property of the Agency or of a third party is incorporated by the Agency into any Deliverable, the Agency shall procure for DTTDC a perpetual, irrevocable, royalty-free, worldwide, transferable and sub-licensable licence to use, reproduce, modify, distribute, display, publish and create derivative works from such pre-existing intellectual property, solely for the purposes of DTTDC, the Government of National Capital Territory of Delhi and their successor entities. The Agency shall ensure that all third-party content (stock images, music, footage, fonts, software components and similar materials) used in Deliverables is duly licensed for the intended use of DTTDC, with documentation of such licences provided to DTTDC.

The Agency shall not, during the term of this contract or thereafter, use, reproduce, publish, exhibit, claim authorship of or otherwise exploit any Deliverable, or any portion thereof, for its own purposes or for any third party (including award entries, case studies, portfolio use and credentials presentations) without the prior written consent of DTTDC, which DTTDC may grant or withhold at its sole discretion. The Agency shall, on request of DTTDC, execute and deliver such further documents and instruments as DTTDC may require to perfect, record or enforce DTTDC's ownership of the Deliverables.

The Agency warrants that the Deliverables shall not infringe the intellectual property rights of any third party. The Agency shall, at its own cost, defend, indemnify and hold harmless DTTDC and its officers, employees and representatives against any and all claims, damages, losses, fines, costs and expenses (including legal fees) arising out of any actual or alleged infringement of third-party intellectual property rights by the Deliverables, and shall, at its own cost, either procure for DTTDC the right to continue using the affected Deliverable, or modify or replace the Deliverable to make it non-infringing without diminishing its functionality.

### **30. CONFIDENTIALITY AND NON-DISCLOSURE**

All information, data, documents, plans, strategies, internal communications, deliberations, decisions, financial details, citizen and stakeholder data, vendor and supplier information, and any other material disclosed by DTTDC or the Government of NCT of Delhi to the Agency, or otherwise accessed by the Agency in the course of this contract, whether marked confidential or not, shall be deemed Confidential Information and shall be held by the Agency in strict confidence.

The Agency shall: (i) use Confidential Information solely for the performance of this contract; (ii) restrict access to Confidential Information to those of its personnel and approved sub-contractors who have a strict need-to-know and who are bound by written confidentiality obligations no less stringent than those set out in this clause; (iii) implement reasonable physical, technical, administrative and organisational safeguards to protect Confidential Information from unauthorised access, disclosure, alteration or loss; (iv) not disclose Confidential Information to any third party without prior written consent of DTTDC; and (v) not issue any press release, public statement, social media post, award entry or marketing communication referring to DTTDC, the Agreement or the work performed thereunder, without prior written consent of DTTDC.

The obligations under this clause shall not apply to information that is, or becomes, publicly available without breach of this clause; was lawfully in the possession of the Agency prior to disclosure, free of confidentiality obligations; is independently developed by the Agency without reference to the Confidential Information; or is required to be disclosed by law, court order or regulatory authority, in which case the Agency shall promptly notify DTTDC and cooperate with DTTDC to limit or contest such disclosure.

The Agency shall procure individual non-disclosure undertakings from each personnel member, sub-contractor and consultant deployed on the contract, in a form acceptable to DTTDC, and shall furnish copies of such undertakings to DTTDC within 30 (Thirty) days of personnel deployment. Confidentiality obligations shall survive expiry or termination of this contract for a period of 5 (Five) years, except for trade secrets and personal data, which shall remain confidential in perpetuity. On expiry or termination of the contract, the Agency shall, at the option of DTTDC, return or securely destroy all Confidential Information in its possession or control and certify such return or destruction in writing.

Any breach of confidentiality shall constitute a material breach of this contract entitling DTTDC to immediate termination, forfeiture of Performance Security, and recovery of all damages, including indirect and consequential damages, suffered by DTTDC, in addition to any criminal action available under applicable law including the Bharatiya Nyaya Sanhita, 2023 and the Information Technology Act, 2000.

### **31. DATA PROTECTION AND PRIVACY**

The Agency shall, at all times during the contract period and thereafter as required, comply with the Digital Personal Data Protection Act, 2023, the Information Technology Act, 2000, the rules made thereunder, and any other applicable law governing the collection, processing, storage, transfer, retention or deletion of personal data. For the purposes of this contract, DTTDC shall be the Data

Fiduciary and the Agency shall be the Data Processor in respect of any personal data processed on behalf of DTTDC.

The Agency shall:

- Process personal data only on documented instructions of DTTDC and only to the extent strictly necessary for performance of this contract, observing the principles of lawfulness, purpose limitation, data minimisation, accuracy, storage limitation, integrity, confidentiality and accountability.
- Implement and maintain appropriate technical, organisational and physical safeguards, including encryption of personal data in transit and at rest, access controls, audit logging, secure deletion protocols and personnel screening, in line with industry best practice and any specific requirements communicated by DTTDC.
- Ensure that all personnel and sub-processors authorised to process personal data are bound by written confidentiality obligations and have received appropriate training on data protection.
- Not transfer or process personal data outside the territory of India without the prior written consent of DTTDC and only in accordance with conditions notified by the Central Government under the Digital Personal Data Protection Act, 2023.
- Not engage any sub-processor in respect of personal data without the prior written consent of DTTDC. Where a sub-processor is approved, the Agency shall impose data protection obligations on such sub-processor that are no less stringent than those set out in this clause and shall remain liable to DTTDC for the acts and omissions of the sub-processor.
- Provide DTTDC, upon reasonable notice, with information necessary to demonstrate compliance with this clause, and submit to audits, inspections and assessments by DTTDC or its authorised auditor.
- Promptly notify DTTDC, and in any event within 24 (Twenty-Four) hours, of becoming aware of any actual or suspected personal data breach, security incident or unauthorised access, providing all relevant details and cooperating with DTTDC in containment, investigation, regulatory notification and remediation activities, in line with timelines prescribed under the Digital Personal Data Protection Act, 2023.
- Cooperate with DTTDC in responding to requests from Data Principals exercising their rights under the Digital Personal Data Protection Act, 2023, including rights of access, correction, erasure, grievance redressal and nomination.
- On expiry or termination of the contract, return or securely delete all personal data in its possession, including back-ups and copies held by sub-processors, and certify such return or deletion in writing within 30 (Thirty) days of contract end.

Any breach of this clause shall, in addition to constituting a material breach of contract, expose the Agency to penalties under the Digital Personal Data Protection Act, 2023, including financial penalties as may be imposed by the Data Protection Board of India. The Agency shall indemnify DTTDC against all liabilities, fines, penalties, claims, damages and costs arising out of any breach of data protection law attributable to the Agency or its sub-processors.

## **32. SERVICE LEVEL AGREEMENT AND PENALTY MATRIX**

The Agency shall meet the service levels and minimum deliverables prescribed under this RFP. The following Service Level Agreement (SLA) and Penalty Matrix shall apply, without prejudice to DTTDC's other rights and remedies under the contract.

### **Response Time Service Levels**

- Daily morning briefing notes: by 09:30 hours every day.
- Critical or negative media alert: within 30 (Thirty) minutes of identification, on any day, at any time.
- Crisis communication response: holding statement within 60 (Sixty) minutes of crisis trigger; full response strategy within 4 (Four) hours.
- Routine deliverable approval queries: response within 1 (One) working day.
- Routine creative or content drafts: first draft within 3 (Three) working days of brief; final version within 5 (Five) working days of approval.
- Event coverage (including social amplification): live during the event and full documentation pack within 7 (Seven) working days of event.
- Monthly Progress Report (MPR) submission: by 7th (Seventh) working day of the following month.
- Rectification of MPR queries raised by DTTDC: within 3 (Three) working days.

### **Penalty Matrix**

Where the Agency fails to meet the prescribed service levels or minimum deliverables, the following penalties shall apply, computed on the monthly retainer fee for the month in which the failure occurs:

- Shortfall in monthly minimum deliverables under any one workstream (Workstreams A to K of Clause 2.11): 1% (One percent) of the monthly retainer per workstream, per month.
- Cumulative shortfall in monthly minimum deliverables across two or more workstreams in the same month: additional 1% (One percent) of the monthly retainer.
- Failure to meet the response time service levels for daily briefings or critical media alerts (more than 3 occurrences in a month): 2% (Two percent) of the monthly retainer.
- Failure to mount crisis response within prescribed timelines: 5% (Five percent) of the monthly retainer per occurrence.
- Absence of dedicated on-site personnel beyond 1 (One) working day, without substitute or without prior written approval of DTTDC: 0.5% (Half percent) of the monthly retainer per personnel per day of absence.
- Delay in submission of MPR beyond the 7th working day of the following month: 1% (One percent) of the monthly retainer per week of delay.
- Unauthorised replacement of named Key Personnel (as defined in Clause titled 'Key Personnel and Team Continuity'): 5% (Five percent) of the monthly retainer per occurrence, in addition to DTTDC's right to require reinstatement or to terminate.
- Material breach of confidentiality, data protection or intellectual property obligations: up to 10% (Ten percent) of the monthly retainer per occurrence, in addition to DTTDC's right to terminate and pursue damages.

The total penalty deductible from any single monthly retainer payment shall be capped at 10% (Ten percent) of that monthly retainer, except in the case of breaches involving confidentiality, data protection or intellectual property, where the cap shall not apply. Penalties shall be deducted from the monthly invoice or recovered from the Performance Security or any other amount payable to the Agency. Persistent breaches over 3 (Three) consecutive months, or breach of any single high-severity item (crisis response failure, confidentiality breach or data protection breach), shall additionally constitute a material breach entitling DTTDC to terminate the contract under the Termination clause.

DTTDC reserves the right to waive, reduce or modify the application of penalties in cases involving genuine Force Majeure or where the Agency demonstrates, to the satisfaction of DTTDC, that the failure

was caused by acts or omissions attributable to DTTDC. Any such waiver shall be recorded in writing.

### **33. KEY PERSONNEL AND TEAM CONTINUITY**

The Agency shall identify in its Technical Bid the Key Personnel proposed to be deployed on this engagement, including, at minimum, the Account Director / Engagement Lead, the Brand Strategy Lead, the Media Relations Lead, the Digital and Social Media Lead, the Creative Lead, the Content Lead, the Paid Media Lead and any other senior role specifically required by the scope of work. The credentials, experience, role and time-commitment of each Key Personnel shall be set out in the bid and shall form a binding commitment of the Agency.

The Agency shall not, during the first 3 (Three) months of the contract period, replace, reassign, redeploy or substantially reduce the time-commitment of any Key Personnel, except in the case of (i) resignation from the Agency's employment; (ii) death, prolonged illness or incapacity; (iii) termination of employment for cause; or (iv) other circumstances which are beyond the reasonable control of the Agency, in each case with prior written intimation to DTTDC. After the initial 3 (Three) months, replacement of Key Personnel shall be permissible only with prior written approval of DTTDC, and only with a replacement of equivalent or higher credentials, experience and seniority. Continuity of senior leadership oversight (CEO/MD or equivalent of the Agency) shall be maintained throughout the contract period.

DTTDC shall have the right, at any time during the contract period, to require the Agency to remove and replace any personnel (Key Personnel or otherwise) whose performance, conduct or fit with the engagement is found unsatisfactory, by written notice setting out the reasons. The Agency shall effect such replacement within 30 (Thirty) days of such notice, with a person of equivalent or higher credentials, at no additional cost to DTTDC.

Unauthorised replacement of Key Personnel, or substitution with personnel of materially lower credentials, shall attract penalty as provided in the SLA and Penalty Matrix and may, at DTTDC's discretion, constitute a material breach. The Agency shall maintain a current organogram of all personnel deployed on the engagement and shall furnish the same as part of every Monthly Progress Report.

### **34. SUB-CONTRACTING**

The Agency shall not, without the prior written approval of DTTDC, sub-contract, assign or transfer any part of the core scope of work under this contract, including brand strategy, integrated communications planning, media relations, content strategy, social media management, governance and reporting. Any sub-contracting in breach of this clause shall be void and shall constitute a material breach of contract.

The Agency may, with prior written notification to DTTDC, engage specialist vendors and ancillary service providers for execution-level activities such as printing, video production and post-production, photography production, software development, animation, illustration, event execution, fabrication, media monitoring tools, analytics platforms and similar ancillary services. The Agency shall furnish details of all such ancillary service providers (legal name, scope, deployment period and indicative value) as part of the Monthly Progress Report.

Notwithstanding any sub-contracting or engagement of ancillary service providers, the Agency shall remain solely and fully responsible to DTTDC for the performance of the entire scope of work and for compliance with the contract. The Agency shall ensure that all sub-contractors and ancillary service providers are bound by confidentiality, data protection, intellectual property and code of integrity obligations no less stringent than those imposed on the Agency under this RFP, and shall furnish, on request of DTTDC, copies of relevant agreements with such sub-contractors or service providers.

DTTDC reserves the right to vet, reject or require replacement of any sub-contractor or ancillary service provider, by written notice setting out the reasons, and the Agency shall comply with such requirement within 15 (Fifteen) working days at no additional cost to DTTDC.

### **35. EXIT MANAGEMENT AND TRANSITION**

Upon expiry of the contract, or upon termination for any reason, the Agency shall cooperate fully with DTTDC and any incoming agency or in-house team designated by DTTDC, to ensure a smooth, complete and orderly transition of all services, assets, accounts and relationships established or maintained in the course of this contract.

#### **Transition Period and Plan**

The Agency shall, at least 60 (Sixty) days prior to scheduled expiry, or within 7 (Seven) days of receipt of notice of termination, submit a written Transition Plan to DTTDC, covering scope of handover, asset inventory, account credentials, vendor and stakeholder relationships, knowledge transfer schedule, risk register and proposed timelines. The Transition Plan shall be subject to approval of DTTDC and shall be implemented within an Exit Period of up to 60 (Sixty) days from the effective date of expiry or termination, or such longer period as DTTDC may direct.

#### **Handover Deliverables**

During the Exit Period, the Agency shall hand over to DTTDC, in editable, machine-readable and original-quality formats, all of the following:

- Complete archive of all Deliverables produced during the contract, including raw and final creative files, photographs (RAW and processed), video footage (RAW and edited), scripts, design source files, brand assets, presentations, reports and dashboards.
- Login credentials, administrator access and ownership transfer of all official social media handles, websites, microsites, content management systems, analytics dashboards, advertising accounts and other digital properties created, managed or operated for DTTDC.
- Media database, journalist and influencer contact lists, vendor and supplier database, stakeholder database and pitch logs, in editable formats and free of any third-party use restrictions.
- Status of all ongoing campaigns, pending publications, scheduled events and pipeline activities, including all relevant contracts, work-in-progress, payments due to vendors and pending approvals.
- All records, accounts, vouchers and supporting documentation relating to pass-through and reimbursable costs, including outstanding receivables and payables.
- Minimum 4 (Four) structured knowledge-transfer sessions with the incoming agency or DTTDC team, covering strategy, operating procedures, vendor relationships, risks and learnings.

#### **Service Continuity During Exit**

During the Exit Period, the Agency shall continue to deliver the scope of work at the prevailing monthly retainer (pro-rated where applicable), unless DTTDC directs otherwise. The Agency shall not, during the

Exit Period or thereafter, take any action that may impair, delete or compromise any account, asset or relationship referred to above. Any such action shall constitute a material breach attracting forfeiture of Performance Security and recovery of damages.

### **Final Reconciliation and Sign-off**

On completion of the handover deliverables to the satisfaction of DTTDC, the Agency shall raise its final invoice for any uninvoiced amounts. DTTDC shall, after final reconciliation, release any final payment due, return the Performance Security (subject to expiry of the post-completion validity period and absence of any outstanding claims) and provide a written acknowledgement of contract closure. The obligations of the Agency under the clauses titled Confidentiality and Non-Disclosure, Data Protection and Privacy, Intellectual Property Rights, Code of Integrity, Audit Inspection and Vigilance Rights, and Indemnity shall survive expiry or termination of this contract.

### **36. DTTDC'S RESERVED RIGHTS**

DTTDC reserves to itself, in its sole and absolute discretion, the rights set out below, in addition to such other rights and remedies as are available to DTTDC under the General Financial Rules, 2017, applicable law and this RFP. The exercise of any such right by DTTDC shall not entitle any Bidder or the Agency to any claim, damages, compensation or remedy whatsoever.

- To amend, modify, withdraw or cancel this RFP, in whole or in part, at any stage prior to issuance of the Letter of Award, by issuance of a corrigendum on the GNCTD e-procurement portal, the Central Public Procurement Portal and the official website of DTTDC, without assigning any reason and without any liability to any Bidder.
- To extend, suspend or postpone the deadline for submission of Bids, the date of opening of Bids, or any other date in the procurement timeline.
- To reject any Bid, or all Bids, at any stage of the procurement process, without assigning any reason and without incurring any liability to the affected Bidders.
- To accept or reject any Bid in whole or in part, to seek clarifications from any Bidder on its Bid, and to require any Bidder to furnish additional information, documents or evidence in support of the Bid.
- To verify the credentials, financial capacity, work experience, references, statutory compliance and any other information furnished by any Bidder, and to disqualify any Bidder found to have furnished false, misleading or incomplete information.
- To waive minor deviations or non-material informalities in any Bid, where such waiver does not prejudice or affect the relative ranking of any Bidder, and to seek formal cure of such deviations.
- To split the award of work, to award the contract in parts, or to issue letters of award to more than one Bidder, where the scope of work permits and where DTTDC determines that such division serves the public interest, with the agreement of the concerned Bidder(s) on commercial terms not less favourable to DTTDC.
- To extend the duration of the contract by a further period of up to 50% (Fifty percent) of the original contract duration, on the same terms and conditions and at the same financial rates, by mutual consent of DTTDC and the Agency, in accordance with applicable provisions of the General Financial Rules, 2017.
- To terminate the contract for convenience, at any time during the contract period, by issuance of 30 (Thirty) days' prior written notice to the Agency, without any obligation on DTTDC to compensate the Agency for any loss of future fees, lost profits, lost opportunity or any indirect or consequential

damages. On such termination for convenience, DTTDC shall pay the Agency only for services rendered and accepted up to the effective date of termination, and the Agency shall comply with the Exit Management and Transition clause.

- To suspend the contract, in whole or in part, by written notice to the Agency, where DTTDC determines that such suspension is necessary in the public interest, on grounds of vigilance enquiry, audit observation, change in policy or any other reason. During the period of suspension, no fees shall accrue to the Agency in respect of suspended services.
- To require the Agency to undertake additional work, modifications or enhancements within the broad scope of this RFP, at rates derived from the financial bid or as mutually agreed, without re-tendering, in accordance with applicable financial rules.

All decisions of DTTDC in exercise of these reserved rights shall be final and binding. No correspondence, representation or claim by any Bidder or the Agency in respect of such decisions shall be entertained, save and except an application before the Independent Review Committee, where such mechanism is established under applicable procurement procedures.

### **37. SET-OFF, RECOVERY AND STATUTORY COMPLIANCE**

#### **Right of Set-off and Recovery**

Without prejudice to any other right or remedy available to DTTDC, DTTDC shall have the right to set off, deduct, withhold or recover any amount due, or claimed to be due, from the Agency to DTTDC under or in connection with this contract, including but not limited to penalties, liquidated damages, recovery of advance payments, refund of overpayments, fines, taxes, interest, statutory dues, indemnity claims, damages, losses and costs (collectively, 'Recoverable Amounts'), against any payment due, or to become due, from DTTDC to the Agency, whether under this contract or any other contract, and to invoke and enforce the Performance Security, Bank Guarantee, Insurance Surety Bond or any other security held by DTTDC, in whole or in part, to recover such Recoverable Amounts.

The Agency shall not be entitled to claim or exercise any right of set-off, counter-claim or withholding against DTTDC. The exercise of the right of set-off and recovery by DTTDC shall not be construed as a waiver of any other right or remedy available to DTTDC, all of which shall remain available cumulatively. Where the Recoverable Amounts exceed the amounts available to DTTDC for set-off and the value of the Performance Security and other security, the Agency shall pay the balance to DTTDC within 15 (Fifteen) days of demand, failing which interest shall accrue at the rate of 12% (Twelve percent) per annum, compounded quarterly, until paid.

#### **Statutory Compliance and Tax Liability**

The Agency shall, at its own cost, comply with all applicable laws, rules, regulations, orders and statutory requirements relating to its business, the personnel deployed on this engagement, sub-contractors, and the services rendered under this contract, including but not limited to the Income Tax Act, 1961, the Central Goods and Services Tax Act, 2017 and corresponding State enactments, the Provident Funds and Miscellaneous Provisions Act, 1952, the Employees' State Insurance Act, 1948, the Code on Wages, 2019, the Code on Social Security, 2020, the Industrial Relations Code, 2020, the Occupational Safety, Health and Working Conditions Code, 2020, the Contract Labour (Regulation and Abolition) Act, 1970, the Bharatiya Nyaya Sanhita, 2023, the Information Technology Act, 2000, the Digital Personal Data

Protection Act, 2023, the Copyright Act, 1957, the Trade Marks Act, 1999, and the Press Council of India Act, 1978, as applicable.

All taxes, duties, levies, cesses and statutory contributions of every nature, whether direct or indirect, payable in respect of the services rendered, the personnel deployed or the income earned under this contract (including income tax, Goods and Services Tax, professional tax, provident fund, employees' state insurance, gratuity, bonus, leave encashment and any other statutory benefit), shall be the sole responsibility of the Agency. DTTDC shall deduct tax at source from payments to the Agency in accordance with applicable law, and the Agency shall furnish such certificates, declarations and information as DTTDC may require for compliance with its tax deduction obligations.

The Agency shall furnish, along with the Monthly Progress Report and the monthly invoice, a statement of statutory compliance certifying timely deposit of Goods and Services Tax, deduction and deposit of tax at source on its sub-contractors and personnel, payment of provident fund and employees' state insurance contributions, payment of wages in compliance with the Code on Wages, 2019, and any other statutory deposit relevant to the engagement. DTTDC shall be entitled, on reasonable notice, to inspect such statutory records of the Agency.

The Agency shall indemnify and hold harmless DTTDC, the Government of National Capital Territory of Delhi and their officers, employees and representatives, from and against any and all claims, demands, liabilities, fines, penalties, taxes, interest, costs and expenses (including legal fees) arising out of any non-compliance by the Agency with any statutory or tax obligation, including any claim by the Agency's personnel, sub-contractors, statutory authorities, regulators or third parties.

### **38. ASSIGNMENT AND INDEPENDENT CONTRACTOR**

#### **No Assignment by the Agency**

The Agency shall not, without the prior written consent of DTTDC, assign, transfer, novate, create any charge or security interest over, or otherwise dispose of, this contract or any of its rights, benefits or obligations under this contract, whether in whole or in part, including by way of merger, demerger, acquisition, change of control, scheme of arrangement, sale of assets or otherwise. Any purported assignment, transfer or novation in breach of this clause shall be void ab initio and shall constitute a material breach of contract entitling DTTDC to terminate the contract, forfeit the Performance Security and pursue all available remedies. DTTDC shall be entitled to assign, transfer or novate this contract, in whole or in part, to any successor entity, government department, statutory authority or any other entity nominated by the Government of National Capital Territory of Delhi, by written notice to the Agency, and the Agency shall have no right to object to such assignment.

The Agency shall promptly notify DTTDC of any change in its constitution, ownership, control or management, including any change in its directors, key managerial personnel, principal shareholders or ultimate beneficial owners, and shall furnish such information as DTTDC may require. DTTDC may, on the basis of such change, in its sole discretion, terminate the contract or impose such additional

conditions as it considers appropriate to safeguard its interests.

### **Independent Contractor Relationship**

The relationship between DTTDC and the Agency is that of principal and independent contractor on a non-exclusive basis. Nothing contained in this RFP, the Agreement or any other document related to this engagement shall be construed as creating any agency, partnership, joint venture, employer-employee or fiduciary relationship between DTTDC and the Agency, or between DTTDC and any personnel, officer, employee, sub-contractor or representative of the Agency. The Agency, its personnel, sub-contractors and representatives shall not, under any circumstances, hold themselves out as agents, employees or representatives of DTTDC, and shall not have any authority, express or implied, to bind DTTDC, incur any liability on behalf of DTTDC or make any representation, warranty or commitment on behalf of DTTDC.

All personnel deployed by the Agency on this engagement shall remain, at all times, the employees, contractors or representatives of the Agency, and shall not be entitled to claim any benefits, compensation, employment rights, statutory entitlements or any other rights from DTTDC. The Agency shall be solely responsible for the recruitment, training, supervision, payment, statutory compliance, discipline, termination and all other aspects of employment or engagement of its personnel, and shall indemnify DTTDC against any claim by such personnel for any benefit, entitlement or relief from DTTDC.

## **39. GOVERNING LAW, JURISDICTION AND GENERAL PROVISIONS**

### **Governing Law and Jurisdiction**

This RFP, the Agreement and all matters arising out of or in connection with the procurement and the engagement contemplated hereunder shall be governed by, and construed in accordance with, the laws of India. Subject to the dispute resolution provisions of this RFP relating to arbitration, the courts at New Delhi shall have exclusive jurisdiction over any matter arising out of or in connection with this RFP, the Agreement and the engagement, and the Agency hereby submits to the exclusive jurisdiction of such courts. The seat and venue of any arbitration proceedings shall be New Delhi, India, and such arbitration shall be conducted in the English language.

### **Notices**

All notices, communications, approvals, intimations, requests and consents required or permitted to be given under this RFP and the Agreement shall be in writing and shall be sent by registered post with acknowledgement due, by reputed courier service, by hand delivery against receipt, or by electronic mail with acknowledgement of receipt, to the addresses of DTTDC and the Agency designated in the Agreement, or such other address as may be notified in writing from time to time. A notice shall be deemed received: on the date of delivery, in the case of hand delivery; on the third working day after dispatch, in the case of registered post or courier; and on the date of acknowledgement of receipt, in the case of electronic mail.

### **Severability**

If any provision of this RFP, the Agreement or any document related to the engagement is or becomes illegal, invalid or unenforceable in any jurisdiction, the legality, validity and enforceability of the remaining provisions shall not be affected, and the parties shall negotiate in good faith to replace the invalid provision with a valid provision that achieves, to the maximum extent legally permissible, the intent of the original provision.

**No Waiver**

No failure, delay or indulgence by DTTDC in exercising any right, power or remedy under this RFP, the Agreement or applicable law shall operate as a waiver of such right, power or remedy, nor shall any single or partial exercise preclude any other or further exercise. No waiver by DTTDC of any breach or default by the Agency shall be effective unless made in writing and signed by an authorised officer of DTTDC, and no waiver shall extend to any subsequent or other breach or default.

**Entire Agreement and Amendments**

This RFP, the Agreement and the Annexures, together with the Bid of the Agency to the extent accepted by DTTDC and any corrigenda issued by DTTDC, constitute the entire understanding between DTTDC and the Agency in relation to the engagement, and supersede all prior negotiations, representations, understandings, communications and agreements, whether oral or written, in relation to the subject matter of this engagement. No amendment, variation, modification or supplement to this RFP, the Agreement or the engagement shall be effective unless made in writing and signed by duly authorised representatives of DTTDC and the Agency.

**Survival**

The provisions of the clauses titled Confidentiality and Non-Disclosure, Data Protection and Privacy, Intellectual Property Rights, Code of Integrity, Audit, Inspection and Vigilance Rights, Indemnity, Limitation of Liability, Set-off, Recovery and Statutory Compliance, Governing Law, Jurisdiction and General Provisions, and any other clause which by its nature is intended to survive, shall survive expiry or termination of the contract for the period specified or, in the absence of such specification, for such period as is necessary to give effect to the rights and obligations of the parties under those clauses.

**Successors and Assigns**

This RFP and the Agreement shall be binding upon and shall enure to the benefit of the parties and their respective successors and permitted assigns. References to DTTDC shall include any statutory successor of DTTDC or any other entity to which the functions of DTTDC, in relation to the subject matter of this engagement, may be transferred by the Government of National Capital Territory of Delhi, and the Agency shall continue to perform its obligations to such successor entity on the same terms and conditions.

**Counterparts and Stamp Duty**

The Agreement may be executed in two or more counterparts, each of which when so executed shall be deemed to be an original, and all such counterparts shall together constitute one and the same instrument. Stamp duty and other charges payable in respect of the execution of the Agreement, including any duplicates required for the parties, shall be borne by the Agency.

## **ANNEXURE–I: COVER LETTER**

*(On the Letterhead of the Agency)*

To,

Managing Director / Authorized Officer

**Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)**

18-A, DDA SCO Complex, Defence Colony, New Delhi – 110024

Date: \_\_\_\_

Ref: Request for Proposal (RFP) For Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi through Integrated 360° Media, PR, Digital & Reputation Management

Sir/Madam,

- With reference to your RFP document \_\_\_\_\_, dated \_\_\_\_\_, I/We, having examined the RFP Documents and understood their contents, hereby submit my/our proposal for the subject RFP. The Proposal is unconditional and unqualified.
- I/We acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency, and we certify that all information provided in the proposal and its Annexures along with the supporting documents are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.
- This statement is made for the express purpose of our selection as Agency for the design and execution of the aforesaid Project.
- I/We shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.
- I/We acknowledge the right of the Authority to reject our Proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.

- I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
- I/We declare that:
  - I/We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
  - I/We have not directly or indirectly or through an agent engaged or indulged in any
- corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any Agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
  - I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice; and
  - the undertakings given by us along with the Proposal in response to the subject RFP and information mentioned for the evaluation of the bid capacity were true and correct as on the date of making the Proposal and are also true and correct as on the Proposal Due Date and I/We shall continue to abide by them.
- I/We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any BID that you may receive nor to invite the Agencies to BID for the Project, without incurring any liability to the Agencies, in accordance with the RFP document.
- I/We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
- I/We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the Authority of the same immediately.
- I/We further acknowledge and agree that in the event such change in control occurs after signing of the Agreement up to its validity, it would, notwithstanding anything to the contrary contained in the Agreement, be deemed a breach thereof, and the Agreement shall be liable to be terminated without the Authority being liable to us in any manner whatsoever.

- I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Agency, or in connection with the Bidding Process itself, in respect of the subject RFP and the terms and implementation thereof.
- In the event of my/our being declared as the Selected Agency, I/We agree to enter into an Agreement in accordance with the draft that has been provided to me/us by the Authority. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
- I/We have studied all the Bidding Documents carefully and also surveyed the website of DTTDC. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or relating to the Bidding Process including the award of Agreement.
- The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.
- I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the Project not awarded to me/us or our Proposal is not opened or rejected.
- The Financial Proposal has been quoted by me/us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement, our own estimates of costs and after a careful assessment of the website and all the conditions that may affect the implementation cost.
- I/We agree and undertake to abide by all the terms and conditions of the RFP document.
- I/We shall keep this offer valid for 180 (One Hundred Eighty) days from the Proposal Due Date specified in the RFP.
- I/We hereby certify that we have not changed any quantity as mentioned in the financial figures and confirm that any discrepancy arrives at any time, decision of Authority (DTTDC) will be considered as final.
- I/We hereby submit our Proposal and quote an amount as indicated in Financial Proposal for undertaking the aforesaid Project in accordance with the Bidding Documents and the Agreement.

In witness thereof, I/We submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date:

Place: \_\_\_\_\_

## **ANNEXURE-II: DETAILS OF BIDDER**

*(On the Letter Head of the bidder)*

**(a) Name of the Agency:** \_\_\_\_\_

**(b) Incorporation:**

**(c) Registered Office Address with telephone, fax, website and email:**

Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Fax No.: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

**(d) Date of Incorporation** *(Please attach copy of certificate of incorporation/Registration):*

Name of the Contact Person (Authorized Signatory):

**Designation:** \_\_\_\_\_

**Mobile Number & Telephone Number:** Mobile No.: \_\_\_\_\_ Telephone No.: \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**GST Registration Number:** \_\_\_\_\_

**PAN Card:** \_\_\_\_\_

**(h) Banking details (Bank name, Acc number & IFSC):** \_\_\_\_\_

Duly signed by the Authorized Signatory of the Agency (Name, Title and Address of the Authorized Signatory)

**ANNEXURE–III: POWER OF ATTORNEY FOR SIGNING OF PROPOSAL**

Know all men by these presents, We, \_\_\_\_\_(name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms. \_\_\_\_\_(name), \_\_\_\_\_son / daughter / wife of \_\_\_\_\_ and \_\_\_\_\_ p r e s e n t l y r e s i d i n g a t

\_\_\_\_\_, who is (presently employed with us and holding the position of \_\_\_\_\_), as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the **“Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi”**

” (Project) proposed to be developed by **Delhi Tourism and Transportation Development Corporation (DTTDC)** including but not limited to signing and submission of all Bids / Proposals, bids and other documents and writings, participate in pre-bids / pre-proposal and other conferences and providing information / responses to DTTDC, presenting us in all matters before DTTDC, signing and execution of all contracts including the Agreement and undertakings, consequent to acceptance of our bid, and generally dealing with DTTDC in all matters in connection with or relating to or arising out of our bid, for the said Project and/ or upon award thereof, to us and / or till the completion of the project. AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us and shall be binding on us.

IN WITNESS WHEREOF WE, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS \_\_\_DAY OF \_\_\_\_\_, **2026**.

For \_\_\_\_\_  
(Name of the Agency)

## ANNEXURE-IV: DECLARATION ON NON-BLACKLISTING

*(On the Letter Head of the Agency)*

I/We \_\_\_\_\_ Proprietor/ Partner(s)/ Director(s) of M/s  
\_\_\_\_\_ hereby certified that, I/we M/s  
\_\_\_\_\_ have not been blacklisted or debarred  
by any Ministry/ Departments of Central/ State Government, International bodies like United  
Nations, World Bank or any other organization/ Funding Agencies as on date.

In case the above information found false I/We are fully aware that the tender/ contract will be  
rejected / cancelled by **Delhi Tourism and Transportation Development Corporation (DTTDC)**  
and EMD/PBG shall be forfeited. In addition to the above, **DTTDC** will not be responsible to pay  
the bills for any completed / partially completed work.

Duly signed by the Authorized Signatory of the Agency

(Name, Title and Address of the Authorized Signatory) Signature: \_\_\_\_\_

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Seal of Agency: \_\_\_\_\_ Date: \_\_\_\_\_ Place: \_\_\_\_\_

## **ANNEXURE–V: UNDERTAKING**

*(On the Letter Head of the Agency)*

Date: \_

To,  
The Managing Director / Chief Executive Officer

**Delhi Tourism and Transportation Development Corporation Ltd. (DTTDC)**

18- A, DDA SCO Complex, Defence Colony, New  
Delhi – 110024

**Ref:** Selection of Agency/Consulting Firm for

Dear Sir/Madam,

We have examined in detail and have understood the terms and conditions stipulated in the RFP issued by DTTDC. Our Proposal is consistent with all requirements of submission as stated in the RFP or in any subsequent communication issued by DTTDC. We would be solely responsible for any errors or omissions in our Proposal.

We hereby declare that we have read and understood the rules governing the development/implementation of the project as given in the RFP and Bidding Documents. We have examined and satisfied ourselves regarding the content of the various agreements, declarations and deeds to be executed and do hereby undertake to execute them when called upon to do so, and commit in unequivocal terms, in letter and spirit, that the project shall be implemented as per the comprehensive stipulations and requirements that have been spelt out by DTTDC, in the RFP and all related Bidding Documents including adherence to the relevant scope, capacities, specifications, guidelines, regulations, service standards and compliance requirements as detailed by DTTDC in this regard.

We also commit to abide by the decisions of DTTDC on all matters relating to the selection process, implementation of the Project and thereafter, as per the terms and conditions of the RFP and Agreement.

Thanking you,

Yours faithfully,

Duly signed by the Authorized Signatory of the Bidder

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Email: \_\_\_\_\_

**Seal of the Agency**

## ANNEXURE–VI: PROJECT CREDENTIALS

*(On the Letter Head of the Agency)*

Sl.	Parameters	Details
1.	Project Title	
2.	Project Description	
3.	Location	
4.	Name of Client	
5.	Total Value of Work Order (in Indian Rupees), as applicable	
6.	Other Information Relating to Project (Outcomes / Key Deliverables)	
7.	Copy of the Work Order / Agreement/ Completion Certificate to be submitted	

\*Please use a separate sheet for each project

Duly signed by the Authorized Signatory of the Agency

(Signature) \_\_\_\_\_

(Name, Title and Address of the Authorized Signatory)

Seal of the Agency

**Note:** Documentary proof (copy of Agreement / Work Order / Completion Certificate etc. of related projects)

## ANNEXURE – VII: PROOF OF PRESENCE IN DELHI-NCR

*(To be submitted on Bidder's Letterhead, duly signed and stamped)*

**Name of Bidder (Agency):** \_\_\_\_\_

**Registered Office Address:** \_\_\_\_\_

**Contact Person & Designation:** \_\_\_\_\_

**Mobile No.:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**GSTIN:** \_\_\_\_\_ **PAN:** \_\_\_\_\_

### Declaration of Operational Presence in Multiple Cities

The Bidder hereby declares that it has operational presence in the following cities/locations across India. The details provided below are true and correct, and supporting documents evidencing presence are enclosed along with this Annexure.

**Note:** "Operational Presence" shall mean existence of an office/branch/unit (owned or leased) or a functional place of business from where the bidder carries out its operations (creative/PR/digital/administrative or project execution activities).

City-wise Details of Presence

S. No.	City / Location	State	Address of Office / Unit	Since(Month-Year)	Proof Enclosed (Tick)
1					<input type="checkbox"/>
2					<input type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>
5					<input type="checkbox"/>
6					<input type="checkbox"/>
7					<input type="checkbox"/>
8					<input type="checkbox"/>
9					<input type="checkbox"/>
10					<input type="checkbox"/>

*(Add more rows as required)*

List of Supporting Documents to be Attached (Any Two per City/Office)

The Bidder shall attach supporting documents for each city/location listed above. The bidder may attach **any two (02)** of the following as proof for each office/location:

- **Rental / Lease Agreement / Rent Receipt** (in bidder's name)
- **Electricity Bill / Water Bill / Internet Bill / Telephone Bill** (in bidder's name or in the name of landlord with supporting office occupancy proof)
- **Shop & Establishment Registration / Trade License** (where applicable)
- **GST Registration showing additional place of business** (if available)
- **Municipal / Local registration / other statutory registration**
- **Company letterhead showing branch address**
- **Office photographs** (clearly showing signage and office setup)
- Any other supporting document acceptable to DTTDC

Summary

- **Total number of cities/locations of operational presence claimed:** \_\_\_\_\_
- **Total number of cities/locations for which proofs are enclosed:** \_\_\_\_\_

Self-Declaration

I/We hereby declare that the information provided above is true, correct and complete to the best of my/our knowledge and belief. I/We understand that DTTDC reserves the right to verify the above details from the concerned authorities / sources, and if any information is found to be false or misleading, DTTDC may reject the bid and take appropriate action as deemed fit.

**For and on behalf of (Bidder/Agency):** \_\_\_\_\_

**Name of Authorized Signatory:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Seal / Stamp:** \_\_\_\_\_

## **ANNEXURE–VIII: REPORTING TEMPLATE (MONTHLY PROGRESS REPORT – MPR)**

(To be submitted by the Agency by the 7th (Seventh) working day of the month following the reporting month, in accordance with Clause 3 (Fees and Payment Schedule) of this RFP. Acceptance of this Monthly Progress Report by DTTDC shall be the basis for release of the monthly retainer payment.)

### **Section 1: MPR Header**

- MPR Number and Reporting Month (e.g. MPR-01 for April 2026).
- Name of the Agency.
- Contract Reference Number and date of LoA.
- Reporting Period (from-date to to-date).
- Date of submission and signatory (name, designation, contact).

### **Section 2: Executive Summary**

A concise narrative (not exceeding two pages) covering: highlights and key outputs of the month; status of fulfilment of monthly minimum deliverables; key risks, issues and mitigations; brand health and reputation indicators; and forward look for the next month.

### **Section 3: Workstream-wise Output Tracker (Workstreams A to K)**

For each of the eleven workstreams set out in Clause 2.11 (Minimum Deliverables), the Agency shall furnish a tabular tracker comparing prescribed minima against actual outputs delivered during the month, supported by evidence references:

- Workstream A — Brand Strategy and Positioning: Status of City Brand Playbook (one-time); quarterly brand health review (where applicable); monthly narrative refinement note; perception trend indicators.
- Workstream B — Integrated Communications Framework: Status of 12-Month Roadmap; toolkit and messaging framework; quarterly campaign calendar updates.
- Workstream C — Media Relations and Reputation Management: Number of media placements achieved (target 30 per month, with placement tracker as evidence); op-eds and feature stories (target 8 per month); press conferences and editorial roundtables (target 2 per month); senior leadership interviews (target 2 per month); summary of daily monitoring and weekly sentiment reports; crisis incidents handled, if any.
- Workstream D — Content and Creative Ecosystem: City films, brand films and promotional videos delivered (against annual target of 6); short-form videos and reels delivered (target 6 per month); photography shoots conducted and high-resolution images delivered (target 100 per month); infographics and motion graphics produced (target 20 per month); long-form articles produced (target 4 per month).
- Workstream E — Digital and Social Media Transformation: Number of handles managed; posts published per platform per month (target 25 per platform, 125 in total per month); reels and short videos produced (target 10 per month); community management metrics (response time, queries handled); status of AI Sentiment Dashboard; monthly social media performance summary (reach, engagement, share of voice, audience growth).

- Workstream F — Paid Media and Amplification: Status of annual paid media strategy and quarterly refresh; submission and approval status of monthly paid media plan; weekly performance dashboards furnished; influencer and creator collaborations executed (target 5 per month); post-campaign effectiveness reports for campaigns above INR 25 Lakh.
- Workstream G — Events, Experiential and On-ground Engagement: Events and on-ground initiatives delivered during the month (cumulative against annual target of 12); media and influencer FAM trips conducted; pre-event, on-event and post-event documentation furnished.
- Workstream H — Stakeholder and Influencer Engagement: Status of stakeholder and influencer database; thought-leader and institutional engagements during the month (target 4 per month); status of quarterly stakeholder dialogue forums; citizen engagement initiatives.
- Workstream I — Governance, Monitoring and Reporting: Daily morning briefings issued; weekly highlights and risk notes issued; status of MPR submission; quarterly strategic review deck (where applicable); progress against annual impact assessment.
- Workstream J — Capacity Building and Internal Alignment: Capacity-building or training sessions conducted (target 2 per quarter); SOPs, templates and toolkits issued or updated.
- Workstream K — Team Deployment and On-site Support: Updated organogram of personnel deployed; attendance record of dedicated on-site personnel; key personnel deployment status; senior leadership review meeting status; any personnel changes during the month.

#### **Section 4: Service Level Compliance**

Tabular summary of compliance with response-time service levels prescribed under the SLA and Penalty Matrix clause, including: timeliness of daily briefings; response time on critical media alerts; crisis response timelines (where invoked); turnaround on creative drafts; and any deviations with explanation.

#### **Section 5: Performance Indicators and Brand Health**

Quantitative dashboard covering reach, engagement, share-of-voice, sentiment, audience growth, website traffic (where applicable), campaign outcomes and any other indicators agreed with DTTDC. Comparison with prior month and year-on-year, where data is available.

#### **Section 6: Risks, Issues and Exceptions**

Risks identified during the month, with severity, owner and mitigation plan; issues escalated to DTTDC, with status; and any exceptions to the prescribed minima or service levels, with explanation and proposed corrective action.

#### **Section 7: Sub-contractors and Ancillary Service Providers**

List of any sub-contractors and ancillary service providers engaged during the month, with scope, deployment period and indicative value, in compliance with the Sub-Contracting clause.

#### **Section 8: Pass-through Cost Statement**

Statement of approved pass-through and reimbursable costs incurred during the month, with vendor invoices and supporting documentation; status of approvals; and any pending or disputed amounts. Pass-through costs shall be claimed separately at actuals, in accordance with Clause 3 of this RFP.

#### **Section 9: Forward Plan**

Headline plan for the next month, including campaigns to be launched, key events, content priorities,

anticipated risks and resource requirements.

**Section 10: Declaration and Sign-off**

Declaration by the authorised signatory of the Agency confirming that: (a) the contents of the MPR are true, complete and accurate; (b) all prescribed minimum deliverables for the month have been delivered, except as expressly noted; (c) the Agency has complied with all obligations under the contract including confidentiality, data protection, intellectual property and code of integrity; and (d) no advance, kickback, gift or undue inducement has been offered to any official of DTTDC. Signed by authorised signatory with name, designation and date.

**Acknowledgement and Acceptance by DTTDC**

Section reserved for DTTDC use, recording: date of receipt; clarifications sought, if any; date of receipt of clarifications; date of acceptance; deductions, if any, on account of penalties under the SLA and Penalty Matrix clause; and final amount approved for invoice. Signed by the designated officer of DTTDC.

## ANNEXURE – IX: FINANCIAL PROPOSAL

(On the Letter Head of the Agency)

To,  
The Managing Director  
**Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)**  
18-A, DDA SCO Complex, Defence Colony, New  
Delhi – 110024

**Ref:** Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi

Dear Sir/Madam,

We, the undersigned, offer to provide the services as Agency for Rebranding and Repositioning of National Capital Territory of Delhi through Integrated 360° Media, PR, Digital and Reputation Management at **Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)** in accordance with your Request for Proposal dated [Insert Date]. Our Financial Proposal is as per the details mentioned below:

### FINANCIAL BID AMOUNT (IN INR) FOR ONE YEAR

Particulars	Amount
Monthly Retainer Fee (exclusive of GST)	₹ _____
Monthly Retainer Fee (in Words)	Rupees _____ only
Number of Months in Contract Period	12 (Twelve) _____
Total Annual Financial Bid (in Figures, exclusive of GST)	₹ _____
Total Annual Financial Bid (in Words)	Rupees only _____
Applicable GST (current rate, payable extra at actuals)	% as applicable _____

**Note:** The above quote shall be **exclusive of applicable GST**.

### DECLARATION

1. We confirm that this Financial Proposal is **unconditional** and **without any deviations**.

Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi

2. We agree that the above quoted rates and total bid amount shall remain **valid and binding** as per the validity period stated in the RFP.
3. We understand and accept that **DTTDC reserves the right** to accept or reject any proposal as per provisions of the RFP.

Yours faithfully,

For and on behalf of **[Name of Agency]**

**Authorized Signatory**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Workstream / Cost Head	Annual Cost (INR)
A. Brand Strategy and Positioning (City Brand Playbook, Investor Brand Playbook, Governance Excellence Narrative Document, quarterly Brand Health Reviews)	
B. Integrated Communications Framework (Toolkit, Investor Communications Playbook, Crisis Communication Playbook, Spokesperson Briefing Pack, Inter-Departmental Coordination Protocol)	
C. Media Relations and Reputation Management (30 placements/month, 4 op-eds/month, 1 press conferences/quarter, 1 leadership interviews/month, crisis response, daily monitoring)	
D. Content and Creative Ecosystem yearly (6 city films, 4 documentary films, 12 leadership reels, 12 photography shoots / 1200 images, 240 infographics, 48 long-form articles, 4 Capital Briefings)	

### Selection of Agency for Rebranding and Repositioning of National Capital Territory of Delhi

E. Digital and Social Media Transformation (5 handles, 1500 posts/year, 120 reels/year, AI Sentiment Dashboard, daily community management)	
F. Media and Amplification strategy (annual + quarterly + 12 monthly plans)	
G. Events, Experiential and On-ground Engagement (2 events + 1 investor roundtables + 2 diplomatic + 1 sustainability + 2 civic)	
H. Stakeholder and Influencer Engagement (4 Investor Advisory Council secretariat, 6 industry body engagements, 4 diplomatic engagements, 12 thought-leader touchpoints/year)	
I. Governance, Monitoring and Reporting (daily briefings, weekly notes, 12 MPRs, 4 quarterly reviews, annual impact assessment)	
J. Capacity Building and Internal Alignment (2 training sessions/year)	
K. Team Deployment and On-site Support (15 dedicated FTEs including 2 on-site, leadership oversight)	
Out-of-pocket and incidental expenditure (travel within Delhi-NCR, courier, printing, software subscriptions, design tools, stock licensing)	
<b>TOTAL ESTIMATED ANNUAL COST</b>	

*Source: Workstream allocation derived from Clauses 2.1 to 2.11 (Minimum Deliverables) of the draft RFP. Cost weights aligned with industry-standard composition for Government-grade integrated communications retainers, validated against the comparable tender benchmarks set out in Section 4.*

**ANNEXURE – X: PRE-BID QUERY FORMAT**

Interested parties shall submit their queries in the following format:

<b>Sl. No.</b>	<b>Clause No./ Page No.</b>	<b>Query/ Modifications Requested</b>	<b>Remark/ Reason</b>
1			
2			
3			
4			
5			

Note:

Agency/ Agencies shall submit their query or modification in soft copy to **[Insert DTTDC official email ID]** on or before the pre-bid query submission due date.

## **ANNEXURE – XI: PROPOSED TEAM STRUCTURE**

The bidder shall provide names/designations/experience of the dedicated team proposed for this assignment, including at minimum:

- Account Director / Engagement Lead
- PR / Media Lead
- Social Media Lead
- Content Lead
- Analytics / Monitoring Lead
- Creative Lead
- On-site / Client Servicing Resource