



EOI/Agribusiness/EMEMA/559 /540

Date:12.12.2025

TENDER DOCUMENT

NOTICE INVITING TENDER (NIT)

**FOR EMPANELMENT OF MULTIMEDIA / EVENT MANAGEMENT
AGENCIES**

North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC)
(Under Ministry of DoNER, Government of India)

EXPRESSION OF INTEREST

North Eastern Regional Agricultural Marketing Corporation (NERAMAC) invites Expression of Interest **FOR EMPANELMENT OF MULTIMEDIA / EVENT MANAGEMENT AGENCIES** "e-Portal: <https://neramac.euniwizarde.com>". Interested party / Firm having relevant experience with sound financial condition may download the EOI document/Form from e-Portal: <https://neramac.euniwizarde.com>.

Important Dates:

Last date and time for the submission of Bid : 29th December 2025 at 12.00 hrs

Date of opening of Bids : 30th December 2025 at 11.30 hrs

Place of opening of Bids : NERAMAC HEAD OFFICE
NERAMAC Complex
Near Panjabari fly over, Six mile
Guwahati- 781022, Assam

In case the date opening falls on a holiday, the bids shall be opened on next working day at the same time and it will be binding on the Tenderer / Bidders for acceptance.

1. Introduction

NERAMAC invites sealed proposals from reputed and experienced **Multimedia, Advertising, and Event Management Agencies/Firms** for empanelment to execute end-to-end multimedia campaigns, exhibitions, events, advertising deliverables, AV production, and related activities across India.

Empanelled agencies will assist NERAMAC in planning, conceptualising, designing, coordinating, and executing various events, exhibitions, marketing interventions, AV productions, digital/print campaigns, and other communication-related assignments.

Note: Attendance in the Pre-Bid Meeting is mandatory. Agencies/Firms not attending the Pre-Bid Meeting shall not be considered for empanelment.

Only the top five (05) technically qualified & highest-scoring agencies will be empanelled.

2. Scope of Work (Illustrative & Not Exhaustive)

Agencies are required to undertake any or all of the following services:

A. Event & Exhibition Management

1. Conceptualisation and planning of events/exhibitions/pavilions.
2. Developing layouts, creative themes, stall designs, branding elements, and visitor experience areas.
3. Designing and construction of stalls, Ministry pavilion, theme zones, VIP lounge, meeting spaces, welcome gates, help desks, etc.
4. Hiring, installation & management of event equipment, lighting, sound, LED walls, AV systems, projectors, special effects, and electricals.
5. Stage design, fabrication, audio-video recording, photography, and live-streaming arrangements.
6. Visitor flow management, registration counters, ushering staff, protocol arrangements.

B. Event Operations & Logistics

7. Coordination for permissions/approvals with State/Central Government departments, local authorities, venue operators, etc.
8. Logistics planning including vehicle arrangement, manpower deployment, and transportation support.
9. Receiving VIPs/delegates, travel coordination, pickup/drop, airport/railway facilitation.
10. Food & hospitality arrangements for participants, guests, VIPs, and staff.
11. Booking of hotel/stay arrangements for participants, delegates, and team members.

12. Ensuring protocol, security measures, and crowd management.

C. Media, Advertising & Communication

13. Execution of **360-degree mass media campaigns** covering print, digital, electronic, outdoor, social media, and radio.
14. Designing creatives for branding, promotional collaterals, publications, brochures, banners, standees, digital media, etc.
15. Production of high-quality **Audio Visuals (AVs)**, documentary films, promo films, corporate videos, and photo shoots.
16. Content development: scripting, voice-over, graphic animations, motion design.
17. Running digital campaigns and social media management (as required).
18. RSVP management for invitation circulation, tracking, seating plans & VIP handling.

D. Manpower Support

19. Deployment of experienced **Team Leader/Project Manager** supported by operational manpower, designers, technicians, production staff, and event crew for smooth event execution.

E. Any Other Associated Activities

20. Any additional multimedia, marketing, event, fabrication, or communication activity assigned by NERAMAC.

3. Pre-Qualification / Technical Eligibility Criteria

Agencies must **upload valid supporting documents** for each criterion.
Failure to meet any one of the criteria shall result in disqualification at Stage I.

Sl. No	Eligibility Criteria	Supporting Documents Required
1	Covering Letter on company letterhead (Annexure-I)	Signed letter
2	Bid Security Declaration (Annexure-II)	Signed declaration
3	Operational office in India	Address proof / utility bill / registration
4	Indian Legal Entity (Company/Partnership/Proprietorship etc.)	Registration/Incorporation Certificate

Sl. No	Eligibility Criteria	Supporting Documents Required
5	Average Annual Turnover: • Min ₹2.00 Cr for General Agencies • Min ₹1.00 Cr for MSMEs Average Turn Over for Last Three FY Years	Audited financials or CA-certified certificate
6	Minimum 3 similar multimedia/event/exhibitions projects for Govt./PSUs/Banks/Corporates in last 5 years; each project \geq ₹50 Lakhs	Work orders
7	Valid PAN and GST	Copies
8	Agency must not be blacklisted/debarred by any Govt./PSU/Bank/Corporate (Annexure-III)	Self-declaration
9	Agency cannot participate during any blacklisting period	Mandatory compliance
10	MSME Certificate (if applicable)	Valid certificate

4. Evaluation & Technical Presentation

Stage I: Technical Eligibility Scrutiny

Agencies meeting all pre-qualification requirements will be shortlisted for presentation.

Stage II: Technical Presentation (100 Marks)

Agencies must present before the Evaluation Committee.

A sample evaluation matrix:

Sl. No	Criteria	Max Marks
1	Understanding of Scope & Requirements	30
2	Concept, Methodology & Execution Plan	20
3	Event Design, Creative Concepts & Layouts	20
4	Innovations in Multimedia & Cross-Platform Solutions	15
5	Quality, Clarity & Professionalism of Presentation	15
Total		100

(Note: The above matrix is indicative and may be modified by NERAMAC.)

5. Qualification for Empanelment

- Agencies scoring **70 marks or above** in Stage II will be considered technically qualified.

- From the qualified agencies, **only the top 05 highest scorers** will be empanelled.
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6. Additional Notes

1. NERAMAC reserves the absolute right to accept or reject any deviation, justification, or document.
 2. All uploaded documents must be indexed and page-numbered clearly.
 3. Empanelment does not guarantee award of work; tasks will be assigned as per requirement and performance.
 4. Attendance in the Pre-Bid Meeting is **mandatory**.
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7. Submission of Proposal

Agencies must submit a complete proposal containing the following:

i. Company Profile

- Registration/Incorporation Certificate
- Brief history & management details
- Organizational structure
- Profiles of key personnel

ii. List of Past Projects

- Minimum 3 multimedia events/exhibitions executed in last 5 years involving:
 - Designing
 - Fabrication
 - AV setup
 - Photography & videography
- Work orders and testimonials from clients

iii. Financial Statements

- CA-certified audited accounts for FY **2022-23, 2023-24 & 2024-25**

iv. Statutory Documents

- PAN
 - GST Registration
-

8. Selection Process

Step 1: Evaluation of Technical Bids

Verification of eligibility, experience, documentation, and financial credentials.

Step 2: Technical Presentation

Shortlisted agencies will present:

- Understanding of NERAMAC's objectives
- Event concepts & creative designs
- Methodology
- Work plan
- Innovations

Step 3: Final Selection

Evaluation Committee will rank agencies based on total technical scores.

Only the top 5 scorers will be empanelled.

ANNEXURE – I

COVERING LETTER (On Agency Letterhead)

Date: _____

To

The Managing Director
North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC)
[Office Address]
[City, State]

Subject: Submission of Proposal for Empanelment of Multimedia Agency

Sir/Madam,

We, the undersigned, hereby submit our proposal in response to the Tender for **Empanelment of Multimedia/Event Management Agency** issued by NERAMAC.

We have thoroughly examined the Tender Document, eligibility conditions, scope of work, terms & conditions, and all annexures. We hereby agree to comply with all the requirements and conditions specified.

We further declare that:

1. All information provided in our proposal is true to the best of our knowledge and belief.
2. All documents uploaded/submitted are genuine and valid.
3. We agree to participate in the Pre-Bid Meeting as mandated and understand that non-attendance leads to automatic disqualification.
4. We understand that NERAMAC reserves the right to accept or reject any application without assigning any reason.

We request you to kindly consider our application for empanelment.

Thanking you,

Authorised Signatory

Name: _____

Designation: _____

Agency/Firm Name: _____

Address: _____
Phone: _____
Email: _____
(Seal)

ANNEXURE – II

BID SECURITY DECLARATION (On Agency Letterhead)

Date: _____

To

The Managing Director
North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC)

Subject: Bid Security Declaration – Empanelment of Multimedia Agency

Sir/Madam,

We, M/s _____ (Name of Agency/Firm), hereby declare that:

1. We understand that, as per tender conditions, we are required to submit a **Bid Security Declaration** in lieu of Earnest Money Deposit (EMD).
2. We hereby agree that if we withdraw or modify our bid during the period of bid validity or fail to sign the contract or fail to provide any required document during evaluation, our firm will be **suspended from participating in any future tenders of NERAMAC for a period specified by the authority.**
3. We agree to abide by all rules and conditions set forth in the tender.

This declaration is made in accordance with the tender guidelines issued by NERAMAC.

Authorised Signatory

Name: _____
Designation: _____
Agency/Firm Name: _____
Address: _____
Phone: _____
Email: _____
(Seal)

ANNEXURE – III

SELF-DECLARATION OF NON-BLACKLISTING / NON-DEBARMENT (On Agency Letterhead)

Date: _____

To

The Managing Director

North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC)

Subject: Declaration of Non-Blacklisting

Sir/Madam,

This is to certify that:

1. Our Agency/Firm M/s _____, having its registered/operational office at _____, is **not currently blacklisted, debarred, or suspended** by any Central Government department, State Government, PSU, Bank, Autonomous Body, or Corporate entity.
2. We further certify that no disciplinary proceedings, or investigations leading to blacklisting, are pending against our firm.
3. We also certify that if at any time after submission of this declaration, our agency is blacklisted or any material information is found to be false, NERAMAC shall have full rights to reject our proposal or terminate the empanelment without any liability.

We hereby declare that the information furnished above is true and correct.

Authorised Signatory

Name: _____

Designation: _____

Agency/Firm Name: _____

Address: _____

Phone: _____

Email: _____

(Seal)

ANNEXURE – IV

TECHNICAL BID FORMAT

(To be filled by the Agency/Firm and submitted along with documents)

1. General Information

Sl. No.	Particulars	Details
1	Name of the Agency/Firm	
2	Legal Status (Company/Partnership/Proprietorship/LLP/Other)	
3	Year of Establishment	
4	Registered Office Address	
5	Operational Office Address	
6	Name & Contact of Authorized Representative	
7	Email ID	
8	Contact Number	

2. Registration & Statutory Information

Sl. No.	Particulars	Yes/No	Supporting Document Attached (Y/N)
1	Certificate of Incorporation / Registration		
2	PAN		
3	GST Registration		
4	MSME Certificate (if applicable)		

3. Financial Details

Financial Year	Annual Turnover (₹)	Profit/Loss (₹)	CA/Audited Certificate Attached
2022–23			
2023–24			
2024–25			

Financial Year	Annual Turnover (₹)	Profit/Loss (₹)	CA/Audited Certificate Attached
Average Turnover (₹)	_____	_____	_____

4. Experience (Last 3 Years)

Minimum 3 similar multimedia/event management projects \geq ₹50 Lakhs
(Attach copies of work orders + completion certificates)

Sl. No.	Client Name	Project Description	Value (₹)	Duration	Supporting Documents
1					
2					
3					

5. Declaration

We hereby certify that the information provided above is true and complete.

Signature & Seal of Authorized Signatory

Name: _____

Designation: _____

Date: _____

ANNEXURE – V

FINANCIAL DETAILS STATEMENT (On CA Letterhead or Attested by CA)

To be submitted as part of Technical Bid

This is to certify that the financial details of M/s _____
(Name of Agency/Firm) for the last three financial years are as follows:

Financial Year	Annual Turnover (₹ in Lakhs/Crores)	Net Profit/Loss (₹)
FY 2022–23		
FY 2023–24		
FY 2024–25		
Average Turnover (₹)	_____	—

Certified that the above figures are in accordance with the audited books of accounts.

Seal & Signature of Chartered Accountant

CA Name: _____

Membership No.: _____

UDIN: _____

Date: _____
