Tender for

Digital Marketing Agency

At

Ahmedabad University, Ahmedabad

**Ahmedabad University**

**Ahmedabad**

**Subject: Notice for Inviting Tenders (NIT) for appointment of a Digital Marketing Agency for Ahmedabad University, Ahmedabad**

Ahmedabad University invites a tender for **Digital Marketing Agency for** CommunicationsOffice, Ahmedabad.

The Technical & Financial Bids are to be submitted online and in hardcopy on [www.ahduni.edu.in](http://www.ahduni.edu.in). A Pro-format for “Tender Acceptance Letter” is at **Annexure II** which is also to be filled in and submitted with the Technical Bid. Complete details of the NIT, viz. Scope of Work, formats for submission of the bids, Terms and Conditions etc. are as per Tender Document attached.

1. Technical Bids and Financial Bids, as per the instructions contained in the Tender Document, have to be submitted separately.
2. Key Dates and information pertaining to this NIT are as below:

|  |  |
| --- | --- |
| Name, Designation and address of the authority to whom the bids have to be submitted | Procurement Office  Ahmedabad University  Ahmedabad, Gujarat - 380009 |
| Mode for submitting the bids | Online and Hardcopy Submission |
| Submission of Technical Bids | 18th June 2025  Ahmedabad University |
| Venue, date and Time of the Pre-bid Meeting | 16th June 2025, 11:00 AM  Ahmedabad University |
| Closing date & time for submission of bids. | 20th June 2025 at 12:00 PM |
| Submission of Financial Bids | 20th June 2025  Ahmedabad University |
| Amount of Earnest Money Deposit | Rs. 25,000 (Twenty-Five Thousand Rupees only) |
| Bid Validity Period | 60 days after the date of opening of the Technical Bids |

1. This Notice Inviting Tender shall also form part of Tender Document and shall be returned duly signed along with the Tender Document while submission of bids.

Tender No: AU/TEN/COM/2874/006

1. Tender Name :Appointment of Digital Marketing Agency
2. Name of Organization :Ahmedabad University
3. Pre-Bid Meeting :16th June 2025, Ahmedabad University
4. Last date & Time for submission of Technical Bid & submission of EMD

:18th June 2025, 12:00 PM

1. Last Date of Financial Bid Submission :20th June 2025 at 12:00 PM
2. Address for communication :Ahmedabad University

Procurement Office

Commerce Six Roads,

Navrangpura, Ahmedabad

380009

Tel: 70439 22440

**Appointment of a Digital Marketing Agency for Ahmedabad University, Ahmedabad**

1. **Scope of Work:** Details of Scope of Work, Deliverables and Timelines are as per

Annexure IIto this Tender Document.

1. **Submission of Tenders**: Two bid (Technical & Financial) systems.
2. Technical and Financial bids should be submitted separately.
3. **Technical Bid** should be submitted in the prescribed format as per Annexure IIIcontaining Earnest Money Deposit as prescribed and information/documents as mentioned in this Tender Document duly completed in all respects, signed and stamped at all pages but without indicating the rates quoted.
4. **Financial Bid** containing price bids should be submitted in the prescribed format as per Annexure IV**.** Further information relating to submission of Financial Bids may be referred to in this Tender Document.
5. Bid is to be submitted online and hardcopy at Ahmedabad University, Procurement Office, Gate 2, Commerce Six Roads, Navrangpura, Ahmedabad - 380009.
6. Tenders received after prescribed closing time shall not be accepted under any circumstances.
7. Bids received in the format prescribed in this tender document shall only be considered. Bidders must furnish the Technical and Financial Bids only in the prescribed forms as per Annexure III and Annexure IV, respectively. Bids not received in the prescribed format shall be rejected and no correspondence in this regard will be entertained.
8. **Earnest Money Deposit**
9. The amount of Rs. 25,000 (Twenty-Five Thousand Rupees Only) shall be submitted by way of the Demand Draftdrawn from any commercial bank in favor of **Ahmedabad University** along with the Technical Bid.
10. Bids received without EMD shall be summarily rejected.
11. EMD has to remain valid for a period of 45 days beyond the final bid validity period.
12. EMD of tendering firms who submit the sealed tender but withdraw the same before expiry of the tender validity date shall be forfeited.
13. EMD of the successful tenderer shall be released only after submission of Performance Security of specific amount prescribed in this Tender Document.
14. EMD of the tenderers who fail to honor the bid in prescribed time limit shall stand forfeited. No representation in this regard shall be entertained by the University.
15. No interest will be paid by the University for not releasing the EMD amount within the tender validity period or at any circumstances.
16. EMD will be returned to unsuccessful tenderers immediately after the completion of the tendering process.
17. **Eligibility, Essential Competencies & Details to be furnished in the Technical Bid**
18. Agency should have experience in the field of digital media communications management.
19. Agency should have permanent staff with minimum 10 Resources.
20. Agency/bidders should enclose a brief organizational profile including background, availability of resources and experience of the firm.
21. Address, Telephone number of the office along with proof of the office at Ahmedabad should be attached.
22. Agency should have deployed licensed digital media tools. Experience of social media communication campaign and managing Social Media handles University with a capability of real time response management.
23. The Bidder’s average annual turnover should not be below Rs. 1 crore for the last three years. Copies of the Audited Balance Sheet for the last three years are attached.
24. The Bidder should have media planning capability and in-house multimedia/ graphic design capabilities Details & proof of service facilities for Technical Support on services, maintenance, manpower are to be attached. Declaration by the bidder should be submitted.
25. The firm should be registered under the Goods and Services Tax Rules. The Tenderer should submit a copy of the registration certificate to this effect.
26. The firm should have income tax assessments for last five years. Copies of Income tax returns for the last 3 years and PAN Card should be enclosed.
27. The bids should be accompanied by Earnest Money Deposit (EMD) of the value and in the form as specified in this Tender Document.
28. All documents/proof should be attached as per Annexure-III sequence.
29. The firm should not be blacklisted by any Public Sector/Government Agency. A certificate in this regard may be enclosed by the bidder.
30. **Validity of bids**

Bids should be kept valid for acceptance by Ahmedabad University for a period of 60 days after the tender opening date.

1. **Pre-bid meeting with the prospective bidders**

Pre-Bid meeting will be held on prescribed date and time as per details given in the Tender Notice. The tenderers can visit Ahmedabad University, Ahmedabad before submission of their bids and can get familiarized with the scope of work and other terms & conditions of the tender during the pre-bid meeting.

1. **Date & Time of receipt and opening of bids**

The closing date & time for receipt of bids and opening of technical bids has been specified in the Tender Notice.

1. **Evaluation and comparison of proposals**

The technical bids will be evaluated on the basis of their responsiveness to the requirements to be fulfilled at the technical stage. In the Second Stage, the financial bid of all bidders, who have attained minimum score of 70 in the technical evaluation, will be opened and compared. The contract will be awarded to the bidder using the QCBS- Quality and Cost Based Selection method out of the technically qualified bidders.

* 1. **Criteria for Technical Evaluation**

Technical Bids will be evaluated as per the criteria detailed below:

|  |  |  |
| --- | --- | --- |
| **No.** | **Evaluation Criterion** | **Weightage** |
| 1 | Experience in Higher Education Sector - Demonstrated track record of working with universities, research institutions, or education-focused organizations. Weight will also consider the prestige of past clients | 15% |
| 2. | Quality, creativity, and relevance of the proposed digital marketing strategy. | 25% |
| 3. | Competence and experience of the proposed team, especially the account manager and senior resources. Experience in education, public policy, or mission-led sectors is a plus | 20% |
| 4. | Relevance, depth, and outcomes of similar past engagements. | 20% |
| 5. | Competitiveness of the quote, cost transparency, and alignment of scope-to-cost. Evaluation will follow a value for-money approach rather than lowest-cost selection | 20% |
|  | **Total Score** | **100** |
|  | Description | Compliance – Yes / No |
|  | * Past experience of handling similar assignments with any private institution/public organization, research institutions with objective, outcomes and timeline. (Attach any such works orders or outcome reports) |  |
|  | * Overview of the agency, ownership structure, and year of establishment. * Description of key capabilities and service areas. * Details of leadership team and key account managers, including bios and LinkedIn profiles (if available) |  |
|  | * Agency’s perspective on Ahmedabad University’s positioning, brand ethos, and communications context. * Identification of challenges and opportunities unique to the University. * Reflection on how the agency would tailor its approach for the institution |  |
|  | * Proposed digital marketing strategy framework (media engagement, content creation, thought leadership, and crisis preparedness) * Sample 90-day plan or activation calendar for paid marketing campaigns, lead generation and conversions, organic visibility through SEO, Generative Engine Optimization (GEO), and content marketing, website traffic and performance dashboards * Metrics for success and reporting frequency |  |
|  | * List of team members who will work on the account, their designations, roles, and % allocation. * Brief bios including sector expertise, years of experience, and key achievements. * Identification of single point of contact/account lead |  |
|  | * Monthly retainer fee, inclusive of all services. * Detailed breakdown of any one-time onboarding fees or out-of-scope activities. * GST and other applicable taxes clearly stated |  |
|  | * Contact details (name, designation, email, phone number) of at least two clients from the education, nonprofit, or research space who can speak to the agency’s performance and professionalism |  |
|  | * Statement of no conflict of interest. * Acceptance of all RFP terms and conditions. * Confirmation of compliance with applicable laws, confidentiality norms, and anti-plagiarism assurances |  |

1. **Financial Bids**
2. All the bids which qualify in the technical evaluation stage will only be considered for the opening of their financial bids.
3. The financial bid must be submitted as per the format given at Annexure IV.
4. The rates quoted should be inclusive of GST. The rate at which the GST has been included should be clearly mentioned in the bid. In case nothing is mentioned, it will be assumed that taxes/other levies are included in the rates quoted.
5. Rate should be quoted on a comprehensive basis for carrying out all works as mentioned in the tender document.
6. QCBS- Quality and Cost Based Selection method will be used for selection of bidders out of the technically qualified bidders.

**Financial Bid Evaluation:** Proposal with the lowest cost (L1 bidder) will be given a financial score of 100 and other proposal given financial scores that are inversely proportional to their prices.

Example:

|  |  |  |
| --- | --- | --- |
| Bidder Name | Total amount quoted (Rs.) of Financial Bid | Financial Score |
| **(1)** | **(2)** | **(3)** |
| A | 80 | 80/80 x 100=100.00 |
| B | 100 | 80/100 x 100 = 80.00 |
| C | 150 | 80/150 x 100 = 53.33 |

**Overall Evaluations – Identification of successful bidder:**

Total/Final Score as per criteria Technical/Quality Score X Technical Weightage in

% i.e. 70% + Financial Score X Financial Weightage i.e. 30%.

The Bidder who obtains maximum Total/Final Score will be declared as successful bidder.

**Example:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Bidder Name | Technical/Quality Score obtained | Financial Score obtained | Calculation | Final Score | Rank of the Bidder |
| **(1)** | **(2)** | **(3)** |  |  |  |
| A | **85** | 100 | (85 \*70%) + (100\*30%) | 59.50+30.0= 89.50 | L2 |
| B | 97 | 80 | (97 \*70%) + (80\*30%) | 67.39+24.0=91.39 | L1 |
| C | 90 | 53.33 | (90\*70%) + (53.33\*30%) | 63.0+15.99=78.99 | L3 |

Here Bidder **‘B”** will be declared as successful bidder.

1. In case two firms offer the same lowest net bundled prices, then only the past experience for similar kind of work by the firms shall be considered for evaluation purpose. The decision of the University shall be final and binding.
2. **Performance Security**
3. Successful bidder shall be required to furnish a Performance Security for an amount equivalent to 10% of the total contract value in the form of Bank Guarantee from any Indian Bank with a validity of the whole contract period and 60 days beyond the date of completion of the contract period.
4. Performance Security has to be submitted within 7 days working from the date of issue of the work order/award of the contract.
5. Non-submission of Performance Security Deposit in the prescribed form or in timely manner shall lead to suspension of the contract and forfeiture of the amount of EMD of the bidder.
6. Performance Security of the firm will be forfeited in the events as mentioned under General Terms and Conditions in this Tender Document.
7. **Award of contract**
8. The contract will be awarded to the tenderer using QCBS selection method.
9. The tender whose rate is accepted shall be notified for award of the contract prior to expiration of the tender validity period.
10. The terms and conditions stipulated in the tender document shall be fully applicable to the resultant contract and shall be an integral part of the contract concluded.
11. Ahmedabad University reserves the right to accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without assigning any reason. Further, Ahmedabad University reserve the right to make partial changes within the general scope of the contract prior to award of contract after pre-bid meeting particularly related to payment terms, performance security and any technical issue arising out of the discussions during pre- bid meeting and same will be intimated to the bidder.
12. **Contract period**
13. The successful bidder shall sign a contract /agreement with Ahmedabad University as per terms conditions specified in this NIT. The format of agreement will be provided after finalization of successful bidder. The contract also shall include non-disclosure agreement.
14. The total period of the contract will be for one year from the date of commencement of contract. The contract is extendable to 2nd year based on the satisfactory services and certified as required. However, contractor has to comply with the time schedule given for deliverables.
15. This period can be extended/ shortened at the discretion of the University. There shall be an option to renew the empanelment for a further additional period of 1 year based on satisfactory performance and with the existing Terms and conditions. The University will have the right to drop the agency from the said assignment without assigning any reason whatsoever. ***University also reserves the right to modify the terms and conditions and shall be informed to the bidder.***
16. **Payment Terms**
17. No advance payment will be made.
18. Payment shall be made on Monthly basis as felt appropriate by Ahmedabad University after analyzing the monthly reports as submitted by the agency at end of the month.
19. Tax Deduction at Source (TDS): TDS shall be deducted from each bill/invoice (as applicable) of the contractor under the statutory rules in respect of Income Tax & other Taxes etc.
20. The documents required for processing payments are:

* Invoice.
* Certificate of completed work, for which the invoice has been raised, from the authority designated to oversee the progress/execution of the contract.

1. **Applicable law**

The contract shall be interpreted in accordance with the laws of India. For judicial adjudication, the disputes, if any, arising out of the Contract shall be subject to the jurisdiction of the Courts in Ahmedabad only and will be settled accordingly.

1. **Disputes & Arbitration**
2. All disputes arising out of execution of the contract shall be settled through arbitration. Both parties should first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 21 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.
3. Sole Arbitrator shall be appointed by Registrar, Ahmedabad University, Ahmedabad within 30 days of notice regarding appointment of Arbitrator.
4. The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act 1996.
5. Notwithstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the contract and the same shall be carried out strictly in accordance with the terms & conditions of the contract.
6. **Liquidated Damages**

In case the firm does not comply to the terms & conditions mentioned in the contract, action shall be taken against the firm to recover liquidated damages including administrative expenses which shall be a sum equivalent to 0.5% of the total contract amount per week for unfinished work and the total damages so claimed shall not exceed 10% of the total contract amount.

# **GENERAL TERMS AND CONDITIONS:**

1. Any conditional offers made by the tenderer or any alternations/ corrections made in the tender form shall not be considered. Similarly incomplete and unsigned tender documents will be summarily rejected.
2. Bids submitted by post/email or after the due date and time will not be accepted.
3. This Notice Inviting Tender and the Tender Document shall be duly signed and stamped will be submitted with technical bid.
4. While submitting the tender for this work the tenderers shall be deemed to have read, understood and accepted all the terms and conditions stated in the tender document. Any doubts or clarifications with regard to the interpretation of the Terms & Conditions stipulated in this Tender Notice, shall be got clarified in the **pre-bid meeting**. Requests for postponing the tender opening date for the same shall not be accepted.
5. The bidder should be a company registered under the Indian Companies Act 1956/2013 or firm. Joint Ventures & Consortiums are not allowed to participate in the bid.
6. Tenderers shall treat the tender specifications and contents thereof as confidential.
7. The rates should be quoted inclusive of the cost of Services, Manpower cost, Transportation, maintenance for a minimum period of 1 year, Printing of Questionnaires and report generation and also inclusive of charges of GST and other taxes/charges as applicable.
8. The Contractor/Agency shall bear all costs associated with the preparation and submission of its bid, including cost of presentation for the purposes of clarification of the bid, if so desired by Ahmedabad University and Ahmedabad University will, in no case be responsible or liable for those costs regardless of the conduct or outcome of the Tendering process.
9. Contractor/Agency shall attend the Pre-Bid Meeting as per schedule through its authorized representative at its own cost.
10. The Contractor/Agency and his staff must abide by various rules, regulations and instructions of Ahmedabad University as prevalent/issued from time to time.
11. The contract once awarded can be terminated by either party after giving one months’ notice to the other party. Nevertheless, Ahmedabad University would have the right to terminate the contract without notice before the expiry of the term, in case the work performance is not found up to the standard, or in case there is any violation of the terms and conditions of the contract.
12. If the service of the agency continuously remains deficient, the Performance Security of the agency would be forfeited.
13. Non-compliance with any terms and conditions enumerated in the contract shall be treated as breach of contract.
14. Frequent changes of contract employees are not preferred but any changes shall be done with prior notice and to the satisfaction of Ahmedabad University.
15. Ahmedabad University reserves the right to reject any or all tenders and to cancel the process at any time prior to the award of contract without assigning any reason.
16. The contractor shall not divulge any information that is made known to him or he may come across during execution of the contract to any person not authorized to receive such information.
17. All information, documents, photos and data coming in the possession of firm as a result of the execution of the job shall remain the property of Ahmedabad University all at time. The firm shall not make or allow us to make an unauthorized copy, use, access or other utilization of these materials commercially or otherwise, directly or indirectly except as agreed by the Ahmedabad University. The firm shall also ensure complete confidentiality of the information and data provided to carrying out the job.
18. The firm has to complete the job assigned within the joint agreement time and if the job is not completed within the stipulated time, the liquidated damages shall be imposed on the Agency.
19. The Ahmedabad University will have no liability regarding transportation, boarding and lodging of firm and their staff.
20. The agency/Firm shall be responsible to make payment to the Manpower deployed at Ahmedabad University site on monthly/regular basis.
21. The support manpower deployed at Ahmedabad University site will be the sole liability of the contractor and any issues regarding the same will be the sole responsibility of contractor only.
22. Working hours and days will be as per the norms followed as specified by the Communications Office at Ahmedabad University.
23. Tenderer shall provide the backup of support manpower in case of non-availability of the any of the resource manpower deployed at Ahmedabad University.
24. Under no circumstances the firm shall appoint any 3rd party or sub-lease/sub-let the contract.
25. The rate quoted shall remain firm during the period of contract.
26. The firm shall provide backend support from their office.

ab) The Tenderer shall be solely responsible for compliance to provisions of various Labour, Industrial and any other laws applicable and all statutory obligations, such as, Wages, Allowances, Compensations, EPF, Bonus, Gratuity, ESI, etc relating to personnel deployed onsite at Ahmedabad University. Ahmedabad University shall have no liability in this regard.

**Annexure I**

# Tender Acceptance Letter

Date:

To

Procurement Office

Ahmedabad University,

Commerce Six Roads, Navrangpura,

Ahmedabad - 380009

Sub: Acceptance of Terms & Conditions of Tender

Tender Reference No. AU/TEN/COM/25-26/002

Name of Tender/Work: **Appointment of a Digital Marketing Agency for Ahmedabad University, Ahmedabad**

Dear Sir,

1. I/We have downloaded obtained the tender document(s) for the above mentioned ‘Tender/Work’ from the web site(s) namely [www.ahduni.edu.in](http://www.ahduni.edu.in) as per your advertisement, given in the above-mentioned website(s).
2. I/We hereby certify that I/ we have read the entire terms and conditions of the tender documents (including all documents like annexure(s). schedule(s) etc. which form part of the contract agreement and I/We shall abide by the terms /conditions/clauses contained therein.
3. The corrigendum(s) issued from time to time by your university / organization on the website too has also been taken into consideration, while submitting this acceptance letter.
4. I/ We hereby unconditionally accept the tender conditions of above-mentioned tender document(s)/ corrigendum(s) in its totality/entirety.
5. In case any provisions of this tender are found violated then your University/ organization shall without prejudice to any other right or remedy be at liberty to reject this tender/ bid including the forfeiture of the full said earnest money deposit absolutely.

**Annexure II**

Ahmedabad University invites proposals from experienced digital marketing agencies to partner with us in enhancing our online presence, driving student engagement and applications, and strengthening brand visibility across digital platforms.

# **Objectives of the Engagement**

# The selected agency will work closely with the Office of Branding and Communications on the following five core focus areas to:

1. Execute data-driven paid marketing campaigns across relevant channels
2. Improve lead generation and conversions for key academic programmes
3. Strengthening organic visibility through SEO, Generative Engine Optimization (GEO), and content marketing
4. Drive quality traffic to university-owned digital properties
5. Build robust digital performance dashboards for actionable insights

The scope of work of the selected agency shall be, but not limited to the following:

## Paid Marketing Campaigns

* Design and execute lead-generation and awareness campaigns for all academic programmes.
* Manage budgets, A/B testing, and creative optimization across Google, Meta, LinkedIn, YouTube and any other relevant platforms.
* Coordinate with the university on landing page tracking and integrations.
* Run geo-targeted ads based on regional priorities

## Lead Generation and Conversion Optimization

* Map and optimize user journeys from ad click to inquiry/application.
* Enhance CTAs, landing page design, and lead form completion rates.
* Integrate with CRM systems for lead scoring and nurturing

## SEO and GEO (Search Engine and Generative Engine Optimization)

* Conduct audits and implement on-page/off-page strategies.
* Optimize for keywords, prompts, and AI discovery platforms (ChatGPT, Gemini, Claude).
* Improve accessibility, mobile experience, and structured data/schema

## Website Traffic Growth

* Identify and target high-potential channels for inbound traffic.
* Analyze visitor flow, bounce rates, and session depth.
* Increase high-quality traffic across priority geographies

## Analytics and Reporting

* Set up dashboards.
* Provide weekly reports and monthly strategic insights.
* Track campaign ROI, GEO visibility, and geographic segmentation

## Social Media Management (Organic)

* Collaborate with an in-house team to support the social media calendar.
* Offer performance input and best practices.
* Monitor platform-specific engagement and growth metrics

## Email Marketing and CRM Integration

* Develop and manage drip campaigns by segment.
* Personalized content based on program interest
* Integrate with CRM tools (Salesforce)

**Key Deliverables:**

1. Paid Campaign Execution

* Timely data-backed implementation with platform specific optimization.

1. Lead Generation

* Pre-defined minimum number of qualified leads/months (Program wise variation may occur)

1. Cost per Lead (CPL)

* Within pre-approved targets per program segment.

1. SEO Rankings

* Top 5 Google Rank for 50% of priority keywords in 6 months

1. Geo Visibility

* Indexed presence across 3+ leading generative engines.

1. Website Traffic Growth

* 20% Increase in targeted traffic over contract period

1. Attribution Accuracy

* 90%+ conversion tracking accuracy

1. Landing Pages Metrics

* Bounce rate < 40%, conversion rate > 8%

1. Geo Targeted Reach

* Consistent results from 5+ priority regions.

**Annexure III**

**Technical Bid Form**

Technical bid containing the information/documents as specified in para 4 of this tender Document and other details should be submitted properly page numbered as the format given below:

|  |  |  |
| --- | --- | --- |
| **Sr. No** | **Particulars** | **Page Number** |
|  | Organizational profile including background, experience, track record and credentials of the firm. Describe organization knowledge about social media management (Human  Resource skill set and profiles) |  |
|  | Copy of the Registration Certificate of the company and Articles of Association |  |
|  | Copy of the MSME certificate (if applicable) |  |
|  | Brief profile and experience of the key personnel available with firm particularly of those who would to be involved in the  management of this program. |  |
|  | Address, email and Telephone number of the office |  |
|  | Name, Designation and contact details Mobile/ telephone no. and email of the authorized contact person in connection with this Tender Notice |  |
|  | Copies of Satisfactory Performance Certificates of having completed similar to the subject matter of this Tender Notice during the period of last 5  years in Govt. Departments/organizations/ PSUs/ Pvt. Organizations etc. |  |

|  |  |  |
| --- | --- | --- |
|  | The Bidder’s average annual turnover should not be below Rs. 1 Crore for the last three years. Copies of the Audited Balance Sheet for the last three years are attached. |  |
|  | Copy of GST Registration certificate. |  |
|  | Copies of PAN Card should be enclosed. |  |
|  | Details of EMD enclosed. |  |
|  | Proposed Work Plan and Approach. |  |
|  | Copy to this Notice Inviting Tender and Tender Document duly signed and stamped. |  |

**Declaration:**

This is to certify that I/We before signing this Technical Bid Document have read and fully understood all the terms and conditions contained in the Tender Document and undertake myself/ourselves to strictly abide by them.

**Signature of the Authorized signatory with name, designation, seal and date**

**Annexure IV**

**Format for Financial Bid for Digital Marketing Agency for Ahmedabad University, Ahmedabad**

**(To be submitted separately)**

Please provide detailed financial implications for the organization with break up. All prices/rates quoted must comply with the Scope of Work and other terms and conditions specified in this Tender Document.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr.**  **No.** | **Items of work** | **Bid Amount (in Rs)** | **Remarks, if any** |
| 1.  2. | Digital Marketing Service Charges / Manpower Charges inclusive of travelling and other expenses for one year.  GST (pl. specify rate of GST) |  |  |
| 3. | Total Bid Amount |  |  |
|  |  |  |  |

Total Bid amount (in words)

**Declaration:**

This is to certify that I/We before signing this Financial Bid have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

**Signature of the firm with name, designation, seal and date**

**Authorized Signatory**

**Annexure – V**

# **PROFORMA FOR PERFORMANCE BANK GUARANTEE**

1. In consideration of the AHMEDABAD UNIVERSITY, AHMEDABAD (hereinafter called “AHMEDABAD UNIVERSITY”) having agreed under the terms and conditions of Purchase Order No……… Dated………. made between. AHMEDABAD UNIVERSITY…and M/s ………………………………………………………………………………… (Hereinafter called “the said Contractor{s}”). For the Purchase Order (hereinafter called “the said Purchase Order”) having agreed to production of an irrevocable Bank Guarantee for Rs……………………………………………………………………………………………….... From the contractor(S) for compliance of his Obligations in accordance with the terms and conditions in the said Purchase Order, we ………………………………………………… (Indicate the name of the Bank) (Hereinafter Referred to as “the Bank”) hereby undertake to pay to the AHMEDABAD UNIVERSITY an amount not exceeding Rs. (Rs……………………………..only) on demand by the AHMEDABAD UNIVERSITY.
2. We (indicate the name of the Bank) do hereby undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the AHMEDABAD UNIVERSITY stating that the amount claimed is required to meet the recoveries due or likely to be due from the said Contractor(s). Any such demand made on the bank shall be However, our liability under this guarantee shall be restricted to an amount not exceeding Rs ……………… (Rupees… only).
3. We, the said bank, further undertake to pay to the AHMEDABAD UNIVERSITY any money so demanded not withstanding any dispute or disputes raised by the Contractor(s) in any suit to proceeding pending before any Court or Tribunal relating thereto, our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Contractor(s) shall have no claim against us for making such payment.
4. We (indicate the name of Bank) further agree that the guarantee herein ……………………………….. contained shall remain in full force and effect during period that would take for the performance of the said Purchase Order and that it shall continue to be enforced till all the dues of the AHMEDABAD UNIVERSITY under or by virtue of the Purchase Order have been fully paid and its claims satisfied or discharged or Purchase Officer ion behalf of the AHMEDABAD UNIVERSITY certified that the terms and conditions of the said Purchase Order have been fully and properly carried out by the said Contractor(s) and accordingly discharges this guarantee.
5. We (indicate the name of Bank) further agree with the AHMEDABAD UNIVERSITY that the AHMEDABAD UNIVERSITY shall have fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Purchase Order or to extend time of performance by the said Contractor(s) from time to time or to postpone for any time to time any of the powers exercisable by the AHMEDABAD UNIVERSITY against the said Contractor(s) and to forbear or enforce any of the terms and conditions relating to the said Purchase Order and we shall not be relieved from or liability by reason of any such variation, or extension being granted to the said Contractor(s) or for any forbearance , act of mission on the part of the AHMEDABAD UNIVERSITY or any indulgence by the AHMEDABAD UNIVERSITY to the said Contractor(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.
6. This guarantee will not be discharged due to the change in the constitution of the Bank or the Contractor(s).
7. We, (Indicate the name of Bank) lastly undertake not to revoke this Guarantee except with the previous consent to the AHMEDABAD UNIVERSITY in writing.
8. This guarantee shall be valid up to unless extended on demand by AHMEDABAD UNIVERSITY. Notwithstanding anything mentioned above, our liability against this guarantee is restricted to Rs. (Rupees only) and unless a claim in writing is lodged with us within six months of the date of expiry of this guarantee, all our liabilities under this guarantee shall stand discharged.

Signed and sealed

Dated the ………………………… day of ..…………………….. for (indicate the name bank)