



RFP for Managing Public Relations and Media Consultancy Services

Tender No. HLL/CCD/PR-MC/2024 dated 12.12.2024

HLL Lifecare Limited

(A Govt. Of India Enterprise)

CIN : U25193KL1966GOI002621

**HLL Bhavan, Poojappura,
Thiruvananthapuram -695012**

Kerala, India

Tel: 0471 2354949

Website – www.lifecarehl.com

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Introduction to HLL Lifecare Limited

HLL Lifecare Limited (HLL) formerly known as Hindustan Latex Limited, is a Mini Ratna Government of India Enterprise under the Ministry of Health & Family Welfare. HLL was established in 1966 for the manufacture and supply of condoms under the National Family Planning Programme of Govt. of India.

HLL has traversed a long path, over the past fifty-seven years. From a modest condom packing unit to a condom manufacturer, to an organisation manufacturing the widest range of contraceptives, HLL has emerged as one of the foremost providers of healthcare products and services in India. With a wider spectrum of activities, HLL touches the lives of millions across the world thereby rightly realising its motto of '**Innovating for Healthy Generations**'. The foundation of HLL's legacy is its focus on high quality and affordable costs.

HLL Manufacturing Facilities

HLL commenced its commercial operations on April 5, 1969 at Peroorkada in Thiruvananthapuram in the state of Kerala. HLL today has seven state-of-the-art manufacturing plants in India – Peroorkada in Thiruvananthapuram, Kerala for Male and Female Condoms, Kanagala near Belgaum in Karnataka (1985) for contraceptives and pharmaceutical products, Akkulam in Thiruvananthapuram, Kerala (1994) for Blood bags, Surgical Sutures and other hospital products and also contraceptives like IUCD and Tubal Ring, Kakkanad in Cochin Special Economic Zone, Kerala (2004) for female and male condoms, Manesar in Gurgaon, Haryana (2007) for in-vitro diagnostic test kits, Indore in Madhya Pradesh (2010) for pharma and women's healthcare products, Irapuram in Cochin, Kerala (2014) for Male Condoms and Bhagwanpur Factory, Haridwar (2022) for the manufacturing and supply of Ayurvedic and Unani Medicines. HLL also has a full-fledged Corporate R&D Centre (CRDC) to carry out applied research activities in selected healthcare areas.

Innovative Products

Throughout, HLL has strived to reach out, care and protect lives across the world. HLL made available safe and affordable contraceptives, thus contributing to checking the population growth in a big way. This was followed by a vast array of innovative, revolutionary and path-breaking healthcare products. HLL's product basket includes:

- Contraceptives
- Hospital Products
- Rapid Diagnostic Test Kits
- Pharma Products for Women
- Sanitary Napkins
- Vending Machines
- Incinerators
- Covid-19 Management products
- Deodorants
- Lubes
- Medicated Plasters
- Oral Re-hydration Salts

Marketing Network

HLL's large marketing infrastructure has been delighting its customers over the last two decades. Servicing 200000 retail outlets, covering 3500 hospitals, reaching over 30000 medical professionals, it has over 2800 stock points, 700 frontline team members placed in every town, with offices in all metros and mini metros, and reaches over one lakh villages in the country. HLL is also one of the leading social marketing organisations in the country in the area of contraceptives - with a market share of over 70 percent in the rural and semi urban markets. On the global front, HLL brands today reach more than 86 countries.

Innovative Services

HLL has launched several initiatives to take reliable and quality healthcare to every nook and corner of the country. Landmark initiatives in the services sector have all been conceived to bring about a whole new realm of accessible, affordable healthcare delivery to every citizen.

Healthcare Services Division (HCS)

The Healthcare Service Division (HCS) of HLL has been providing affordable and state-of-the-art diagnostic services to the public from 2008 onwards under the brand name "HINDLABS".

Retail Business Division (RBD)

The Retail Business Division of HLL was conceived in the year 2015, to provide quality healthcare products at affordable rates by setting up a network of retail pharmacy outlets. The retail business division operates the following 4 models:

AMRIT

HLL is the Implementation partner of Govt. of India's flagship AMRIT (Affordable Medicines and Reliable Implants for Treatment) - a novel initiative launched by the Ministry of Health & Family Welfare to provide affordable medicines for treatment of cancer, cardiovascular and other diseases since November 2015.

HLL Pharmacy & Surgicals / HLL Opticals

HLL Pharmacy and HLL Opticals are comprehensive medical retail outlets, started in partnership with State Governments / Medical Institutions, wherein all type of essential medicines, surgical disposables, implants and ophthalmic products are provided at a discount from the prevailing market price.

Free Generic Pharmacy

Free generic Pharmacy (FGP) is a delivery model of dispensing generic medicines free-of-cost in partnership with an institution. HLL has established FGPs in National Premiere Institutes like AIIMS, New Delhi and AIIMS, Jhajjar.

HLL Projects & Services Division (HLL – P&S)

The projects and services division of HLL is specialised in healthcare infrastructure development and procurement of medical equipments & devices based on the requirements of small to medium to large hospitals in public sector. The division offers comprehensive and smart solutions for healthcare infrastructure projects from concept to delivery and operation & management.

Emergency Procurement of Medical Supplies for COVID-19

On 21st February 2020, MoHFW nominated HLL as the nodal agency for the procurement and supply of emergency medical items for COVID -19 pandemic management in the country.

HLL Group

1. HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST (HLFPPT) (www.hlfppt.org)
2. LIFESPRING HOSPITALS PRIVATE LIMITED (www.lifespring.in)
3. GAPL (www.gaplgoa.com)
4. HLL INFRA TECH SERVICES Limited (HITES) (www.hllhites.com/)
5. HLL MANAGEMENT ACADEMY (www.hllacademy.in)

Further details of the organisation, including its vision and business divisions, focus areas of activities and objectives are available in <https://www.lifecarehll.com>

GENERAL INSTRUCTIONS TO BIDDERS

1. This tender is an e-Tender and is being published online in Government eProcurement portal, <https://etenders.gov.in/e procure/app>
2. Bid documents including the Bill of Quantities (BoQ) can be downloaded free of cost from the Central Public Procurement Portal of Government of India (e-portal). All Corrigendum/extension regarding this e-tender shall be uploaded on this website i.e. <https://etenders.gov.in/e procure/app>.
3. The tender and its corrigendum/extension will also be published in our company website, URL address: <http://www.lifecarehll.com/tender>.
4. The tendering process is done online only at Government eProcurement portal (URL address: <https://etenders.gov.in/e procure/app>). Aspiring bidders may download and go through the tender document.
5. All bid documents are to be submitted online only and in the designated cover(s)/envelope(s) on the Government eProcurement website. Tenders/bids shall be accepted only through online mode on the Government eProcurement website and no manual submission of the same shall be entertained. Late tenders will not be accepted.
6. The complete bidding process is online. Bidders should be in possession of valid Digital Signature Certificate (DSC) of class II or above for online submission of bids. Prior to bidding DSC need to be registered on the website mentioned above. If the envelope is not digitally signed & encrypted the Purchaser shall not accept such open Bids for evaluation purpose and shall be treated as non-responsive and shall be rejected.
7. Bidders are advised to go through “Bidder Manual Kit”, “System Settings” & “FAQ” links available on the login page of the e-Tender portal for guidelines, procedures & system requirements. In case of any technical difficulty, Bidders may contact the help desk numbers & email ids mentioned at the e-tender portal.
8. Bidders are advised to visit CPPP website <https://etenders.gov.in> regularly to keep themselves updated, for any changes/modifications/any corrigendum in the Tender Enquiry Document.
9. The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the Government eProcurement Portal.

9.1 Registration

- a) Bidders are required to register in the Government e-procurement portal, obtain ‘Login ID’ & ‘Password’ and go through the instructions available in the Home page after log in to the CPP Portal (URL: <https://etenders.gov.in/e procure/app>), by clicking on the link “Online bidder Enrolment” on the CPP Portal which is free of charge.
- b) As part of the enrolment process, the bidders will be required to choose a unique user name and assign a password for their accounts.
- c) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- d) They should also obtain Digital Signature Certificate (DSC) in parallel which is essentially required for submission of their application. The process normally takes 03 days’ time. The bidders are required to have Class II or above digital certificate or above with both signing and encryption from the authorized digital signature Issuance Company. Please refer online portal i.e. - <https://etenders.gov.in/e procure/app> for more details.
- e) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or above Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify /nCode / eMudhra etc.), with their profile.

- f) Bidder then logs in to the site through the secured log-in by entering their user ID/password and the password of the DSC / e-Token.
- g) The Bidder intending to participate in the bid is required to register in the e-tenders portal using his/her Login ID and attach his/her valid Digital Signature Certificate (DSC) to his/her unique Login ID. He/She have to submit the relevant information as asked for about the firm/contractor. The bidders, who submit their bids for this tender after digitally signing using their Digital Signature Certificate (DSC), accept that they have clearly understood and agreed the terms and conditions including all the Forms/Annexure of this tender.
- h) Only those bidders having a valid and active registration, on the date of bid submission, shall submit bids online on the e-procurement portal.
- i) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- j) Ineligible bidder or bidders who do not possess valid & active registration, on the date of bid submission, are strictly advised to refrain themselves from participating in this tender.

9.2 Searching for Tender Documents

- a) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Form of Contract, Location, Date, Value etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization
- b) Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS/ e-mail in case there is any corrigendum issued to the tender document.
- c) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification/help from the Helpdesk

9.3 Preparation of Bid

- a) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- b) Please go through the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- c) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR /DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- d) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.
- e) Note: My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.

10. More information useful for submitting online bids on the CPP Portal may be obtained at <https://etenders.gov.in/eprocure/app>

11. Tenderer are required to upload the digitally signed file of scanned documents. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. Uploading application in location other than specified above shall not be considered. Hard copy of application shall not be entertained.

12. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The 24x7 Help Desk details are as below: -

For any technical related queries please call at 24 x 7 Help Desk Number:
0120-4001 062, 0120-4001 002, 0120-4001 005, 0120-6277 787

Note:- International Bidders are requested to prefix +91 as country code

E-Mail Support: For any Issues or Clarifications relating to the published tenders, bidders are requested to contact the respective Tender Inviting Authority

Technical - support-eproc@nic.in, Policy Related - cphp-doe@nic.in

13. Bidders are requested to kindly mention the URL of the portal and Tender ID in the subject while emailing any issue along with the contact details.

14. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender. Address for communication and place of opening of bids:

Associate Vice President (GBDD)
HLL Lifecare Limited
Corporate & Regd. Office
HLL Bhavan, Poojappura,
Thiruvananthapuram-695012
E-mail: ccd@lifecarehll.com
Ph: 0471 - 2354949

15. The bids shall be opened online at the **Office of the Associate Vice President (GBDD)** in the presence of the Bidders/their authorized representatives who wish to attend at the above address. If the tender opening date happens to be on a holiday or non-working day due to any other valid reason, the tender opening process will be done on the next working day at same time and place.

16. More details can be had from the Office of the Associate Vice President (GBDD) during working hours. The Tender Inviting Authority shall not be responsible for any failure, malfunction or breakdown of the electronic system while downloading or uploading the documents by the Bidder during the e-procurement process.

17. A firm/bidder shall submit only one bid in the same bidding process. A Bidder (either as a firm or as an individual or as a partner of a firm) who submits or participates in more than one bid will cause all the proposals in which the Bidder has participated to be disqualified.

18. Online Tender Process:

The tender process shall consist of the following stages:

i. Downloading of tender document: Tender document will be available for free download on Government e-procurement portal (URL: <https://etenders.gov.in/eprocure/app>).

ii. Pre-bid meeting: Not Applicable for this tender

iii. Publishing of Corrigendum: All corrigenda shall be published on Government e-procurement portal (URL: <https://etenders.gov.in/eprocure/app>) and HLL website (URL address: <http://www.lifecarehll.com/tender>) and shall not be available elsewhere.

iv. Bid submission: Bidders have to submit their bids along with supporting documents to support their eligibility, as required in this tender document on Government e-procurement portal. No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.

- v. Opening of Technical Bid and Bidder short-listing: The technical bids will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract disqualification. Bids shortlisted by this process will be taken up for opening the financial bid.
- vi. Opening of Financial Bids: Bids of the qualified bidders shall only be considered for opening and evaluation of the financial bid on the date and time mentioned in critical date's section.

19. Tender Processing Fees and Bid Security (EMD):

Tender fee (Non-refundable) and EMD as per the tender conditions shall be paid separately, thru RTGS/NEFT transfer in the following HLL A/c details:

Name of Bank: State Bank of India
A/c number: 00000010183256222
IFSC Code: SBIN0004350
Branch name: Commercial Branch, Thiruvananthapuram

Document of the above transactions (UTR NUMBER and DATE OF UTR) completed successfully by the bidder, shall be uploaded at the locations separately while submitting the bids online.

Note: Any transaction charges levied while using any of the above modes of payment has to be borne by the bidder. The supplier / contractor's bid will be evaluated only if payment is effective on the date and time of bid opening.

NOTE

- SSI/MSE units interested in availing exemption from payment of Tender Fee and EMD should submit a valid copy of their registration certificate issued by the concerned DIC or NSIC / Udyog Aadhaar.
 - If the bidder is a MSE, it shall declare in the bid document the Udyog Aadhar Memorandum Number issued to it under the MSMED Act, 2006.
 - If a MSE bidder do not furnish the UAM Number along with bid documents, such MSE unit will not be eligible for the benefits available under Public Procurement Policy for MSEs Order 2012.
 - The Party has to provide Performance Security/Security Deposit if Tender is awarded to them.
20. HLL Lifecare Limited does not bind themselves to accept the lowest or any bid or to give any reasons for their decisions which shall be final and binding on the bidders.
21. HLL Lifecare Limited reserves to themselves the right of accepting the whole or any part of the tender and bidder shall be bound to perform the same at his quoted rates.
22. In case, it is found during the evaluation or at any time before placing of PO or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions have not been met by the bidder or the applicant has made material misrepresentation or has given any materially incorrect or false information, appropriate legal/penal etc., action shall be taken by HLL Lifecare as deemed fit.
23. Conditional bids and bids not uploaded with appropriate/desired documents may be rejected out rightly and decision of HLL Lifecare Limited in this regard shall be final and binding.
24. The technical bids should be uploaded as per the requirements of NIT and should not contain price information otherwise the bid will be rejected.
25. HLL Lifecare Limited Ltd. reserves the right to verify the claims made by the bidders and to carry out the capability assessment of the bidders and the HLL Lifecare Limited's decision shall be final in this regard.
26. Submission Process:

For submission of bids, all interested bidders have to register online as explained above in this document. After registration, bidders shall submit their Technical bid and Financial bid online on Government e-procurement portal (URL: <https://etenders.gov.in/eprocure/app>).

Note:- It is necessary to click on “Freeze bid” link / icon to complete the process of bid submission otherwise the bid will not get submitted online and the same shall not be available for viewing/ opening during bid opening process.

ASSOCIATE VICE PRESIDENT (GBDD)

1. Notice Inviting Proposal

The Corporate Communications Department, HLL LIFECARE LTD, for and on behalf of HLL LIFECARE invites proposal from PR agencies, for the PR activities detailed below:

1	Tender No.	HLL/CCD/PR-MC/2024
2	Name of RFP	Management of Public Relations and Media Consultancy Services HLL LIFECARE LTD
3	Location of work	All India
4	Scope of work	Manage public perception about HLL LIFECARE Ltd and to disseminate positive information on the products / services, projects/initiatives of HLL LIFECARE Ltd, through various channels that reaches the general public and stake holders across India. Through this, it is to be ensured that all programmes of HLL LIFECARE Ltd are effectively communicated.
5	Bid Security/EMD	Rs.50,000.00
6	Bid submission fee/Tender fee	Rs.500.00
7	Date of Issue of RFP	12.12.2024
8	Clarifications if any	For any queries or clarifications please send mail to ccd@lifecarehll.com stating the RFP number as reference
9	Last date and time of submission of & queries	19/12/2024 up to 15.00 Hrs
10	Last date and time of submission of & tender	26/12/2024, 15.00 Hrs
11	Bid Opening Date	27/12/2024, 15:00 hrs
12	HLL A/c Details for payment of Tender Fees and EMD (Payment mode: NEFT/RTGS)	Name of Bank: State Bank of India A/c number: 00000010183256222 IFSC Code: SBIN0004350 Branch name: Commercial Branch, Thiruvananthapuram
13	Bidding System	Two Cover System consisting of Technical Cover and Financial Cover.

14	Bid Evaluation	Quality Cost Based System (QCBS)
15	Classification of Bidder	PR agencies empanelled by Govt departments or having prior experience in handling PR related activities for Govt departments/ institutions/organisations
16	Duration of contract	Three years
17	Name and address and contact details of the bidder	Associate Vice President (GBDD) HLL Lifecare Limited Corporate Communication Department Corporate & Regd. Office HLL Bhavan, Poojappura, Thiruvananthapuram-695012 E-mail: ccd@lifecarehll.com Ph: 0471 - 2354949

Please type and print the above table and submit the filled in table duly signed by Bidder authorised signatory, with company seal, and submit along with the technical bid document. Besides uploading the documents to the CPP portal.

Further details can be had from the Corporate Communications Department, HLL LIFECARE Ltd, during working hours. The undersigned reserves the right to cancel this RFP without assigning any reason whatsoever. The bidders are advised to submit bids well before stipulated date & time to avoid any kind of confusions. No claims will be accepted for late submission of bids, and such late bids will be summarily rejected.

Sd./
AVP (GBDD)
HLL LIFECARE LTD

2. Pre-qualification Guidelines for Bidders

- i. Professional PR Agencies, with at least 5 years of operations and/or having prior experience in handling PR related activities for Government departments/institution and/or empanelled with Govt departments and organisations may submit their bids.
- ii. Professionally run **Public Relations and Media Consultancy Service agency** with a full-fledged office in Kerala and Delhi, may need only apply. The agency must ensure that the agency is equipped with sufficient creative and other manpower and are proficient in English, Hindi, Malayalam. The agency team should be available to meet requirements in any part of India whenever needed.
- iii. Agencies need to be in operation since past 5 years and need to have an average annual turnover of Rs. 1 Crore during the past 3 financial years (2021-22,2022-23 and 2023-24)
- iv. Agencies must have prior experience of having undertaken PR works for hi-profile Government organisations in the past 5 years. Work orders / Invoices as proof of the same must be appended to the technical bid document.
- v. Agencies with prior experience of having worked for health and scientific organisations having demonstrated professional capabilities for handling events and projects will be favourably considered.
- vi. Work orders / Invoices as proof of the same must be appended to the Technical bid document.

3. Guidelines for bidders

- a. Proposals are to be submitted in two cover system, addressed to AVP(GBDD) HLL LIFECARE LTD, HLL Bhawan, Poojappura, Thiruvananthapuram. The two covers are as follows:
 - i. Technical Bid
 - ii. Financial Bid in the prescribed BOQ format (Annexure III)
- b. **Technical Bid Cover must contain the following:**
 - i. Work orders / client agreements that support the requirements in the Pre-Qualification guidelines as mentioned above.
 - ii. A Strategy Document in pdf (max 10 pages)
 - iii. Document mentioning relevant professional experience of key personnel who will handle the HLL LIFECARE account in case of award of this tender to the bidder.
 - iv. Audited Financial Statement of immediate past 3 years (2021-22, 2022-23 and 2023-24)
 - v. Annexure III duly filled and signed by authorized signatory
 - vi. Copy of this RFP document, signed on every page by authorized signatory
 - vii. Company Registration / Udayam Certificate
 - viii. Office ownership deeds – tax receipts, rental deeds etc
 - ix. Large format news coverage clippings to prove Experience in arranging interviews / features for clients, including two from health/science related subjects, in the last five years in national dailies / magazines outside Kerala

- x. Office ownership deeds – tax receipts, rental deeds etc to be submitted as a proof for Location of Offices in New Delhi and Kerala for last 3 years
- c. **Financial Bid Cover must contain only the BOQ, in the prescribed format in Annexure III.**
Bidders shall quote for all items listed in the BOQ. The amount quoted shall be exclusive of GST. Incomplete bids and bids not quoted or with zero or nil value against BOQ item shall not be considered for evaluation and shall be rejected completely.
- d. **Fixed Price:** Prices quoted by the Bidder shall be fixed during the bidder's performance of the contract and not subject to variation on any account. Any bid submitted with an adjustable / variable price quotation will be treated as non-responsive and liable to be rejected.
- e. Bids without adequate supporting documents shall be treated as unresponsive.
- f. Submission of a Tender by a Tenderer implies that he has read this notice and all other contract documents and has made himself aware of the eligibility criteria, scope and specifications of the works to be done, local conditions and other factors bearing on the execution of the works.

Notification of Award of Contract will be made in writing to the successful Tenderer by the Accepting Authority or his authorised representative. The contract will normally be awarded to the responsive and qualified Tenderer with highest score in the QCBS evaluation.

- g. The Accepting Authority does not bind himself to accept the lowest/ highest or, any tender or to give any reason for his decision. The authority shall award the works mentioned in the bid in full or in part to the successful bidder.
- h. The duration of contract shall be **THREE YEARS** and extendable for another year on the basis of satisfactory performance.
- i. **PERFORMANCE BANK GUARANTEE (PBG):** The successful bidder shall have to submit a Performance Guarantee (PG) amounting to 5% of the total contract value valid for one year after the expiry of the contract, within 30 (thirty) days from the date of issue of Letter of Acceptance (LOA). Extension of time for submission of PBG beyond 30 (thirty) days and up to 60 days from the date of issue of LOA may be given by the Authority who is competent to sign the contract agreement. In case the contractor fails to submit the requisite PBG even after 60 days from the date of issue of LOA, the contract shall be terminated.
- j. The successful bidder shall submit the Performance Guarantee (PG) in any of the following forms:
 - i. Irrevocable Bank Guarantee (Annexure IV)
 - ii. Lien Marked FD Receipts, Pay Orders, Demand Drafts and Guarantee Bonds. These forms of Performance Guarantee could be either of State Bank of India or of any of the Nationalized Banks.
 - iii. Guarantee Bonds executed or Deposits Receipts tendered by all Scheduled Banks.
 - iv. Government Securities including State Loan Bonds at 5 percent below the market value.

The Performance Guarantee (PG) shall be submitted by the successful bidder after the issuance of the Letter of Acceptance (LOA), but before signing of the contract agreement.

This PG shall be initially valid up to the stipulated date of completion plus 60 days beyond that. In case the time for completion of work gets extended the contractor shall get that validity of PG extended to cover such extended time for completion of work plus 60 days.

k. **TDS** - Income Tax will be deducted at prevailing rate on the date of invoice processing, currently at 2 % (two percent) and also surcharge if any at source from each bill unless otherwise authorised by the Income - Tax department. TDS – GST will also be deducted at prevailing rate on the date of invoice processing, currently at 2 % (two percent) at source from each bill unless otherwise authorised by the Government.

l. Any proposal submitted after the deadline for submission will not be accepted. This entire document shall be part and parcel of the agreement with the successful bidder.

m. **STATUTORY EXEMPTIONS:**

- **MSE** - Statutory exemptions as per relevant guidelines shall be applicable for MSE vendors. However, the preferences with respect to MSE shall not be applicable who are only involved the trading of the product under the scope of this tender.

n. **PURCHASE PREFERENCE TO MICRO AND SMALL ENTERPRISES (MSE's)**

Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. However, the preferences with respect to MSE shall not be applicable who are only involved the trading of the product under the scope of this tender.

o. **BID SECURITY (EMD)**

- i) The Bidder shall furnish, as part of his Bid, a Bid Security for an amount as detailed in the Notice Inviting Tender (NIT). For e-tenders, Bidders shall remit the Bid Security using the payment options given in e-tender under Government e-Procurement system only.
- ii) Each bid must be accompanied by E.M.D. Any Bid not accompanied by an acceptable Bid Security (EMD) shall be rejected as non-responsive.
- iii) The Bid Security (EMD) of the unsuccessful Bidder shall become refundable as promptly as possible after opening of Price Bid and finalization of the tender.
- iv) The Bid Security (EMD) of the successful Bidder will be discharged when the Bidder has furnished the required Security Deposit and acceptance of LOI/Work order.
- v) SSI/MSE units interested in availing exemption from payment of Bid Security should submit a valid copy of their registration certificate issued by the concerned DIC or NSIC/Udyog Aadhaar. But the Party has to provide Security Deposit, if work is awarded to them.
- vi) The bid security may be forfeited/ blacklisted/ de-barred from participating in HLL tenders for a period of 2 years.
- vii) The Bid Security may be forfeited:
 - (a) If a Bidder:
 - Changes its offer/bid during the period of bid validity or during the validity of the contract.
 - Does not accept the correction of errors
 - (b) In the case of the successful Bidder, if the Bidder fails:
 - To sign the Agreement
 - To deliver the material within stipulated time frame as per PO.

- To accept the Notification of award/Letter of Indent/ Purchase order and/or submit the security deposit.
- To acknowledge the Notification of award/Letter of Indent/ Purchase order within 5 days from the date of issue by sending the signed copy of the same.

viii) In such cases the work shall be rearranged at the risk and cost of the selected bidder

ix) The Bid Security deposited will not carry any interest.

p. SECURITY DEPOSIT

Within 3 days of the receipt of notification of award from the purchaser/owner; the successful Bidder shall furnish the security deposit in the form of a Demand Draft or Bank Guarantee in the security deposit form to be sent along with the Notification of Award.

The EMD submitted by the successful bidder shall be converted to Security Deposit and the bidder shall be allowed to remit the balance amount.

Failure of the successful Bidder to accept the notification of award or submission of security deposit within the time frame shall constitute sufficient grounds for the annulment of the award and forfeiture of the EMD, in which even the purchaser/owner may make the award to the next lowest evaluated bidder or call for new bids.

q. FORFEITURE OF SECURITY DEPOSIT

If the successful bidder / Contractor fails to supply the ordered material at the rate finalized or execute the work and / or supplies only part quantity / partially execute the work or fails to comply with the terms and conditions of the purchase order / work order the security deposit furnished will be forfeited / Bank Guarantee encashed.

5. Scope of work

5.1 Traditional Media

1. Disseminate positive information on the various products and services and other healthcare initiatives of HLL, through various channels of communication, including print, online, and visual media that reach the general public.
2. To establish and maintain positive impact amongst the stakeholders in particular and the public in general.
3. To educate & influence key stake holders, key social influencers and community audiences to take a supportive stance on the various initiatives of HLL.
4. Conceptualize, plan and implement media plan to ensure adequate press & media coverage.
5. Arrange media events, arrange media interactions in the event of major news breaks, prepare regular press releases in English and Malayalam and Hindi, if needed, through regional media, magazines and online portals to ensure that a positive opinion/image of HLL is maintained.
6. Launch events, inaugurations, openings, awareness programmes etc. are to be covered as per requirement so as to reach the public.

7. Identifying, communicating and organising strategic meetings with key personnel of media houses, opinion makers and other support forums as well.
8. Organising interviews for HLL authorising officials with newspapers/magazines/TV channels and online media during occasions of landmark achievements and major news breaks requiring national and regional attention.
9. Enhance visibility and awareness through all unpaid means of communication.
10. Comprehensive monitoring of newspapers and magazines at the national level and preparation of daily reports need to be undertaken by the agency. The report shall contain the compilation of news clippings relating to developments in the relevant healthcare domain at the national level.
11. Crisis Communication – The Agency is expected to assist in effectively managing communication during challenging situations and ensure that a positive narrative is maintained.

Monthly Traditional Media Deliverables

The agency will need to ensure generation of adequate number of print, online and visual news clippings relating to projects, schemes, programs and other activities of HLL LIFECARE Ltd, including events and campaigns, through press releases, interviews, features and profiling.

Monthly/Annual Traditional Media Deliverables

SI. No.	ACTIVITIES	DELIVERABLES
1	Media interactions with the HLL leadership team, including one-on-one sessions and exclusive interviews with select media personnel.	12 annually
2	Preparation & Dissemination of Press Releases - In order to keep HLL Lifecare continuously in the news at local, regional and national level, there needs to be regular dissemination of communication materials to the media on different events / initiatives connected with HLL Lifecare to create a new momentum to the ongoing initiatives of HLL Lifecare and thus create a positive perception about it. These press releases will be multilingual – English, Malayalam and in the local language of where the news originates.	4-6 monthly
3	FAM (Familiarization) Trips: Organise familiarization trips for outstation journalists, particularly those covering healthcare, lifestyle, and related beats in leading national media outlets. These trips should align with milestone events hosted by HLL creating opportunities for impactful, large-format stories to be published. This initiative will showcase HLL's achievements and initiatives on a national scale.	4-6 annually
4	OPED Articles: Efforts will be made to ensure publication of Opinion/Edit pieces by HLL leadership team to coincide with special occasions and observance days like World AIDS Day / World Blood Donor Day etc and other similar days	3 annually
5	Media Intelligence: Sharing competitor and health related news appearing in the media.	Daily
6	Media Coverage Monitor: Tracking and Sharing news related to HLL, especially those generated by the agency through its activities.	Daily
7	Media Visibility Report: Collated media coverage generated through agency intervention with cost analysis.	Monthly along with invoice

MONTHLY REPORTS

The agency shall submit the following reports as per periodicity:
Monthly Media Visibility Report (Traditional Media) in soft copy format.

6. Evaluation of Proposals

a. Technical Proposal submitted by the bidder shall be evaluated as follows:

Sl. No.	Criteria	Max Marks (100)	Documents Required
1.	Turnover – Average for 3 years	1 – 1.5 cr: 5 marks 1.5 – 2 cr and above: 10 marks	Audited Financial statements for the respective years (2021 – 22, 2022 – 23 & 2023 – 24
2.	Years in business	5 – 10 years: 5 marks Above 10 years: 10 marks	Company Registration / Udayam Certificate
3	Location of Offices in New Delhi and Kerala for last 3 years	5 marks	Office ownership deeds – tax receipts, rental deeds etc
4	Experience in handling PR requirements of Government clients in last 5 years, including 2 health/science related clients.	10 marks maximum 2 marks for each client.	Attach work orders / client agreements.
5	Experience in arranging interviews / features for clients, including two from health/science related subjects, in the last five years in national dailies / magazines outside Kerala	15 marks maximum 2 marks for each coverage.	Large format news coverage clippings
6	Public Relations Management Strategy Document to be submitted with the Bid. (Max 10 pages) This document to address (Checklist): · Understanding of the assignment. · Understanding of HLL LIFECARE Ltd and its focus activities. · Anticipated initiatives & their impact · Scope of Work as detailed out in the bid document. · Any other aspects as recommended by the bidder.	20 marks maximum	Strategy Document in pdf (max 10 pages)
7	Presentation - For the purpose of evaluation & awarding technical score, each bidder will have to make & submit a presentation of their suggested Public Relations plan for HLL LIFECARE Ltd. One turnaround case study and a general profile of clients handled, and existing clients shall form part of the presentation. Presentation time, including Q&A, will not exceed 30 minutes & all Bidders are expected to adhere to this time	30 marks maximum	A hardcopy printout of the presentation and a soft copy in a pen drive to be submitted immediately before the presentation for HLL LIFECARE Ltd office records purposes.

	line. The date and time for technical presentation will be intimated later through email.		
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The participants receiving **75 marks and above** shall only be considered for the Financial Evaluation. The total Technical Score obtained by the bidder shall be calculated (TS)

b. Financial Proposal will be evaluated as follows:

i. Normalized Financial Score of the bidders will be calculated based on the financial quote submitted by the bidders

ii. **Normalized Financial Score of a Bidder, FS** = {Lowest Financial Quote of Bidder / Financial Quote of Bidder under consideration} X 100 (adjusted to 2 decimals)

c. Combined score calculation, based on QCBS:

i. The Combined Score will be calculated through Quality and Cost Based Selection method, with technical score having 75% weightage and financial score having 25% weightage

ii. **Combined Score = (0.75 * Technical Score (TS)) + (0.25 * Normalized Financial Score (FS))**

7. ANNEXURE-I
BID COVERING LETTER

[On the Letter head of the Bidder]

Location: _____

Date: _____

To,

AVP (GBDD),
HLL LIFECARE LTD
HLL Bhawan, Poojappura,
Thiruvananthapuram, Kerala 695012

Dear Sir,

Sub: Proposal for Management of Public Relations Activities of HLL LIFECARE LTD

Ref: RFP No: HLL/CCD/PR-MC/2024 dated 12.12.2024

In response to the RFP mentioned in the reference, we hereby offer to carry out the services subject to the terms and conditions mentioned in the aforementioned RFP, and declare that: We are duly authorised to represent and act on behalf of__ [insert full name and address of Bidder/ all Members] (hereinafter referred as “Bidder/Bidder”).

We have perused and fully understood the RFP document and unconditionally agree to all clauses.

I/We the tenderer(s) also accept all the conditions of the tenderer and have signed all the pages in confirmation thereof.

I/We have verified the contents of the printed document and there is no addition, no deletion or no alternation to the contents of the tender document. In case of any discrepancy notice at any stage i.e., evaluation of tenders, execution of work or final payment of the contract, the master copy available with HLL LIFECARE Ltd shall be final and binding upon me/us.

I/we declare and certify that I/we have not made any misleading or false representation in the forms, statements and attachments in proof of the qualification requirements. I/We also understand that my/our offer will be evaluated based on the documents/ credentials submitted along with the offer and same shall be binding upon me/us. We continue to be legally eligible to conduct such business in India and understand that in case any reason of our ineligibility in this regard comes to light, HLL LIFECARE Ltd has full right to debar us from the RFP.

We further declare that we have not engaged any agent or middleman for this RFP process except for consultants lawfully provided for, and we have not paid/will not be paying any commissions to such agents or middlemen.

We acknowledge that HLL LIFECARE LTD reserves the right to reject any or all bids or cancel the RFP process as deemed necessary without any consequent liability and any obligation to explain the grounds to us. We are attaching all documents and copies of originals as required by this RFP and further undertake that we have access to the originals

and shall be obligated to show them to HLL LIFECARE LTD if HLL LIFECARE LTD so desires.

We, the undersigned, declare that the statements made and information provided in this letter and the attached Bid are complete, true and correct in every detail and in the event of any information furnished by us being found later to be incorrect or any material information having been suppressed, HLL LIFECARE LTD may reject our Bid and suitable action, including reporting to the Government for debarment.

I/we also understand that if the certificates submitted by us are found to be false/forged or incorrect at any time after the award of the contract, it will lead to termination of the contract, along with forfeiture of performance guarantee.

I/ We, further specifically certify that our firm/agency has not been Blacklisted/De-Listed/ debarred by any Institutional Agency/ Govt. Department/ Public Sector Undertaking in the last three years prior to the date of tender opening.

I / We, hereby certify that I am / we are offering 100% services from India for the services required under this RFP and hence falls under the category of 'Class 1 local supplier' as defined in Public Procurement (Preference to Make in India), Order 2017 as amended from time to time.

I / We, hereby declare that the consortium / associate firms / individually (in case of firm) are not from those countries sharing borders with India and not restricted UNDER RULE 144 (XI) OF GFR 2017.

This Bid is valid for a period of 30 days from the date of submission of the Bid.

[to be stamped and signed by the Authorised Signatory]

Signed:

Name:

In the capacity of:

Duly authorised to sign the Bid for and on behalf of:

Date:

8. ANNEXURE-II
BIDDER INFORMATION

1. (a) Name:
(b) Place of incorporation:
(c) Address of the corporate headquarters and its branch office(s), in Kerala:
(d) Date of incorporation and/or commencement of business:

2. Details of individual who will serve as point of contact/communication for HLL
LIFECARE
(a) Name:
(b) Designation:
(c) Telephone Number (Mobile and Landline):
(d) e-mail Address:

3. Particulars of the Authorised Signatory of the Applicant:
(a) Name:
(b) Designation
(c) Telephone Number (Mobile and Landline):
(d) e-mail Address:

Signature: _____

Date: _____

9. ANNEXURE-III

FORMAT FOR FINANCIAL BID (Excel Sheet)

(The bidders shall NOT QUOTE ANY PRICE along with technical bid. The price shall only be quoted in the excel sheet in the Price bid section of CPP portal)

Tender Inviting Authority: **HLL LIFECRE LTD**

Name of Work: **Management of Public Relations Activities of HLL LIFECARE LTD**

Name of the Bidder: _____

FINANCIAL BID

SI No	Item Description	Nominal Quantity	Quoted Rate in Rs (exclusive of GST)
1.	Promotion through Print, Online, Visual, and Audio Media (including radio).	Monthly	
	TOTAL (in figures)		
	TOTAL (in words)		

Name and Designation of Authorised Signatory:

Seal: _____ Date: _____

10. Annexure -IV Performance Bank Guarantee Format

To
HLL Lifecare Limited
HLL Bhavan,
Poojappura
Thiruvananthapuram-695012

This deed of Guarantee executed by the within the meaning of Reserve Bank of India Act and carrying our banking business including guarantee business and having its head office at -----(Full Address) (hereinafter referred to as "the Bank") in favor of HLL Poojappura, Thiruvananthapuram, Kerala-695012 (hereinafter referred to as "HLL") for an amount not exceedingat the request of

This Guarantee is issued subject to the condition that the liability of the bank under this Guarantee is limited to a maximum of and the guarantee shall remain in force up to..... from the date of issue of this bank guarantee) and cannot be invoked, otherwise than by a written demand or claim under this guarantee served on the Bank on or before by HLL Lifecare Limited, HLL Bhavan, Poojappura, Thiruvananthapuram-695012

Whereas having its office at has undertaken to deposit Bank guarantee as per the other terms and conditions mentioned in the Letter of Agreement (LOA) (.....).

Whereas it has been stipulated by HLL in the aforesaid LOA thatshall furnish HLL with a Bank Guarantee by a Nationalized Bank for the sum specified therein as security deposit for compliance with performance obligations as agreed with HLL.

And whereas the bank, -----(Full address) has agreed to give on behalf of, a Guarantee:

Therefore, we hereby affirm that we are Guarantors and are responsible to you on behalf of, up to a total amount ofand we undertake to pay you, upon your first written demand declaringto be in default in compliance of any terms and conditions mentioned in the LOA dated, any sum or sums as specified by you within the limit of as aforesaid, without your need to prove or to show grounds and reasons for your demand of the sum specified therein.

This Guarantee shall not be affected by any change in the constitution of the Bank.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

The Bank hereby covenants and declares that the Guarantee hereby given is an irrevocable one and shall not be revoked by a Notice or otherwise. The Bank hereby agrees unequivocally, irrevocably and unconditionally to pay to HLL forthwith on demand in writing from HLL or any Officer authorized by it in this behalf, without any demur, reservation, contest, recourse or protest and/or without any reference to (.....), any amount up to and not exceeding

The Bank shall make payment hereunder on first demand without any demur, reservation, contest, recourse, protest, restriction or conditions and notwithstanding any objection, disputes, or disparities raised byThe Bank shall not require HLL to justify the invocation of this BANK GUARANTEE, nor shall the Bank have any recourse against HLL in respect of any payment made hereunder.

The demand shall consist only of an original letter issued by HLL stating that the

..... has failed to fulfil its obligations under the LOA. Such demand made by HLL on the Bank shall be conclusive and binding notwithstanding any difference or dispute between HLL and or any difference or dispute pending before any Court, Tribunal, Arbitrator or any other authority.

The Bank agrees that the amount hereby guaranteed shall be due and payable to HLL on serving the bank with a notice before expiry of Bank Guarantee and requires the payment of the amount and such notice shall be deemed to have been served on the bank either by actual delivery thereof to the Bank or by dispatch thereof to the Bank by registered post at the address of the Bank.

This guarantee shall remain in force up to provided that if so desired by HLL, this Guarantee shall be renewed for a further period as may be indicated by HLL on the same terms and conditions as contained therein.

Our liability under this guarantee is restricted to and this Guarantee is valid up to and the claim period is We shall be released and discharged from all liabilities herein under unless a written claim for payment or extension of under this Guarantee is lodged in us on or before irrespective of whether or not the original guarantee is returned to us.

In witness where of I/We the bank have signed and sealed this guarantee on being herewith duly authorized.

For and on behalf of

------(Name of the Bank).

Signature of authorized bank official

Name:

Designation:

Stamp/Seal of the Bank:

Signed, sealed and delivered for and on behalf of the Bank by the above named _____ in the presence of:

Witness 1
Signature
Name
Address

Witness 2
Signature
Name
Address

Dated at..... this day of.....201--.

Signed & Sealed by the Bank.