INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI
(An Institute of National Importance, Ministry of Education (Shiksha Mantralaya), Government of India)
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NOTICE INVITING TENDER FOR DESIGNING AND EXECUTING DIGITAL MARKETING AND SOCIAL MEDIA PROMOTIONAL CAMPAIGN FOR THE ADMISSIONS OF PGPBM (MBA FOR WORKING EXECUTIVES) (2026-28 BATCH) OF IIM TIRUCHIRAPPALLI (CHENNAI CAMPUS)

निविदा सं.E-Tender No. 25SP191T dated 05.09.2025

विवरण/Details	*दिनांक/Date*	*समय/Time*	*Venue*
कार्य/सेवा का नाम/Name of Work/ Service	***"Tender for Designing and Executing Digital Marketing and Social Media Promotional Campaign for the Admissions of PGPBM (MBA for Working Executives) (2026-28 batch) of IIM Tiruchirappalli (Chennai Campus)"***		
निविदा कागजात जारी करने की तारीख/Date of issue of Tender Document	05.09.2025	11.00 Hrs. onwards	-
पूर्व-निविदा बैठक/Pre-bid Meeting	15.09.2025	15.00 Hrs.	Deans' Office Meeting Room, Administrative Block, IIM Tiruchirappalli.
निविदा कागजात जमा करने की अंतिम तारीख/Last date for Submission of Tenders	27.09.2025	17.00 Hrs.	-
तकनीकी बोली का खुलना /Opening of Technical Bid ***(Tentative)***	29.09.2025	11.30 Hrs.	
मूल्य की बोली को खोलना/Opening of Price Bid	***To be informed later***		
Validity of Tender	**120 days** from the date of opening of the price bid.		
निविदा कागजात/Tender Document	From 05.09.2025 to 27.09.2025 (up to 17:00 Hrs.) on the e-tendering website https://eprocure.gov.in/eprocure/app. The tender document can only be obtained after registration of the tenderer on the website https://eprocure.gov.in/eprocure/app.		
EMD Amount	EMD Amount **Rs. 1,75,000/-** to be remitted in the below IIM Tiruchirappalli Bank Account through online mode. **Bank Account Details** **Name of the Beneficiary:** IIM Tiruchirappalli **Bank Name:** State Bank of India **SB A/c. No:** 32170808935 **IFSC Code:** SBIN0071187		
A copy of the payment transaction receipt for EMD has to be attached to the application form, without which the bid won't be considered. The payment of EMD is exempted for MSME Bidders. Bidders claiming exemption should attach the necessary document proof should be attached with the tender document.			
SD Amount	***10% of the work order value*** to be remitted by the successful Bidder to IIM Tiruchirappalli as SD. The SD amount will have to be remitted to IIM Tiruchirappalli, within seven working days, along with the letter of acceptance from the receipt of the Provisional Work Order, failing which the Work Order will stand cancelled.		
Mode of Submission of Tender	The process will be conducted only through the Central Public Procurement (CPP) Portal online.		

Contents

OVER VIEW 3
PERIOD OF CONTRACT 4
SCOPE OF THE WORK 5
ESSENTIAL CAPABILITY EXPECTATIONS 5
DELIVERABLES EXPECTED 6
Eligibility Conditions for Bidders 7
Procedure for Submission of Bids 8
Instructions to Bidders 11
1. Downloading of Tender Document 11
2. Earnest Money Deposit 11
3. Relationship Certificate 12
4. Amendment to Bid Document 12
5. Conditional Bids 13
6. Technical Bids Criteria 13
7. Price Bid Details 13
8. Validity of Bids and Rates 13

Tender Evaluation Process 14
General Terms & Conditions 17
1) Firm Price: 17
2) Delivery Schedule 17
3) Payment Terms: 17
4) Warranty of Quality 18
5) Penalty Clause: 18
6) Forfeiture of Earnest Money: 19
7) Performance Security Details: 19
8) Integrity Pact 20
9) Termination of Agreement 20
10) Intellectual Property Rights: 21
11) SIGNING OF CONTRACT: 21

ANNEXURE – I: PROFILE OF THE BIDDER 24
ANNEXURE-II: (PRICE BID - BOQ) 26
ANNEXURE – III: LIST OF PRESENT AND PAST CLIENTS DETAILS 29
ANNEXURE- IV: SUBMISSION CUM DECLARATION OF TENDER DOCUMENT 30
ANNEXURE – V: LETTER OF AUTHORISATION 32
ANNEXURE VI: INTEGRITY PACT 33

निविदा आमंत्रण सूचना

विवरण

भारतीय प्रबंधन संस्थान तिरुचिरापल्ली (आईआईएम तिरुचिरापल्ली) भारत सरकार के शिक्षा मंत्रालय के अंतर्गत एक राष्ट्रीय महत्व का संस्थान है। आईआईएम तिरुचिरापल्ली के बारे में अधिक जानकारी के लिए, कृपया हमारी वेबसाइट **www.iimtrichy.ac.in** पर जाएँ।

NOTICE INVITING TENDER

OVER VIEW

Indian Institute of Management Tiruchirappalli (IIM Tiruchirappalli) is an Institute of National Importance under the Ministry of Education, Government of India. For more details about IIM Tiruchirappalli, please visit our website at www.iimtrichy.ac.in.

The Post Graduate Programme in Business Management (PGPBM) is a premier MBA programme for working executives, offered at IIM Tiruchirappalli's Chennai Campus. Launched in 2012, the programme is now preparing to admit its 14th batch (2026-28) with admissions commencing in October 2025.

Key Highlights of the Programme:

- Specifically designed for working professionals, the PGPBM balances academic rigour with flexibility through weekend classroom sessions (Saturdays and Sundays), enabling participants to pursue advanced management education without a career break.
- Duration: 21 months with 870 hours of in-person classroom learning.
- Curriculum: A rigorous and comprehensive programme covering all management disciplines-21 core courses (51 credits), 12 elective courses (36 credits), and 1 industry project.
- International Week: 1 week at Trichy campus, taught by faculty from global business schools.
- Degree: Upon successful completion, participants are awarded an MBA degree from IIM Tiruchirappalli, conferred during the Institute's Annual Convocation.

For more information on programme structure, alumni testimonials, and highlights, please visit: https://www.iimtrichy.ac.in/pgpbm

Last year's brochure is also available here: https://www.iimtrichy.ac.in/en/pgpbm-brochure-download-register.

TENDER DETAILS

IIM Tiruchirappalli invites tenders for Designing and Executing Digital Marketing and Social Media Promotional Campaigns for admissions to the MBA Programme for Working Executives (PGPBM – 2026-28 Batch) at its Chennai Campus. The objective of the campaign is to reach and engage the relevant target audience to generate quality applications.

Target Audience:

The programme is designed for working executives who can attend weekend classes in Chennai and are seeking career growth, leadership roles, and a transformational MBA experience.

Applicants must have a minimum of 3 years of work experience after graduation. On average, participants in a typical PGPBM class have around 10 years of professional experience.

The cohort represents diverse industries, including manufacturing, financial services, banking, software services, FMCG, SaaS, technology services, global capability centres, and entrepreneurial ventures. While the majority of participants are based in Chennai, a significant number also commute from other cities in Tamil Nadu, as well as from Bengaluru and Hyderabad. Hence, the target geography should include Chennai and nearby cities from which executives can conveniently travel to Chennai for weekend classes.

The campaign is expected to generate around 300 completed and eligible applications for the 2026-2028 batch.

Service Description	Estimated Value of the Tender (Excluding GST)	Interest-free Performance Security Deposit
Designing and Executing Digital Marketing and Social Media Promotional Campaigns for admissions to the MBA Programme (PGPBM – 2026-28 Batch)	Rs. 35,00,000/-	10% of the Work Order value

PERIOD OF CONTRACT

Initially, the contract will be awarded to the successful bidder for **one year.** However, the contract shall be extended for a further period of up to ***three more years on a yearly basis*** if the services provided by the Agency are found to be satisfactory, and at the sole discretion of the Institute, with an escalation of **5% each year** over the original contract value, while all other terms and conditions shall remain unchanged.

The commencement date of the contract will be reflected in the Work Order, which will be issued to the selected Bidder**.** The campaign will run for a duration of **100 to 120 days per year**, tentatively starting from **October each year**.

SCOPE OF THE WORK

The selected vendor shall design and execute Digital Marketing and Social Media Promotional Campaigns for the admissions of the Post Graduate Programme in Business Management (PGPBM – 2026-28 Batch), offered at IIM Tiruchirappalli's Chennai Campus.

The campaign is expected to generate around 300 completed and eligible applications for the 2026-2028 batch. To achieve this objective, the campaign may include, but not be limited to, the following digital and social media promotional activities:

i. Social media advertising and campaigns (design, execution, and monitoring) across platforms such as WhatsApp, LinkedIn, Facebook, Instagram, and Twitter (X) to generate quality and qualified leads.
ii. Keyword-based search advertising (Google and Meta) to attract prospective applicants.
iii. Banner advertising on relevant digital platforms.
iv. LinkedIn sponsored content and targeted InMail campaigns to reach mid- to senior-level professionals.
v. Remarketing campaigns on social media platforms, WhatsApp, and emails to convert interest into completed applications.
vi. Design and management of the admissions landing page on the Institute's official website.
vii. Use of analytics and performance tracking to prioritise and convert admission leads.
viii. Targeted email campaigns for awareness and conversions.
ix. Search Engine Optimization (SEO) to enhance visibility and search rankings.
x. YouTube advertisements, including short-format video content.
xi. Content creation for higher-education portals and listing platforms.
xii. Geo-targeted campaigns to focus outreach on key cities and regions in South India.
xiii. Promotion of Short-form video content (Instagram Reels, YouTube Shorts, LinkedIn Shorts) for lead generation.
xiv. Lead generation for webinars and online open-house sessions with faculty and alumni.
xv. Any other relevant digital and social media promotional activities that can help generate qualified leads.

The campaign activities will be carried out over a period of 100–120 days, tentatively starting from the second week of October 2025, targeting working executives with 3 to 25 years of experience (typically between the ages of 25 and 50 years).

ESSENTIAL CAPABILITY EXPECTATIONS

1. **Collaboration as a Strategic Partner**

- IIMT expects the relationship to be built on a partnership model rather than a transactional vendor model**.**
- The Institute will provide inputs on messaging and creatives, while the vendor must incorporate these insights into execution.

- IIMT will also share information about walk-ins to the IIM Trichy campus, as well as details of participants from online or in-person webinars and open-house sessions, so that the vendor can integrate these leads into the campaign.
- The initial contract period of one year, with a possible extension of up to three additional years**,** is intended to foster a long-term, trust-based partnership with a vendor who demonstrates consistent performance, innovation, and alignment with IIMT's objectives.

2. **Market Insights and Targeting**

- Ability to access or procure relevant data on browsing patterns, demographics, and behaviour of the target segment.
- Ability to design and implement a mix of platform strategies (LinkedIn, Facebook, Instagram, WhatsApp, Google Ads, YouTube, etc.) tailored to age groups, experience levels, and professional backgrounds.
- Knowledge or prior experience in the education domain is highly preferable**.**

3. **Technological and Human Resources:** Possess the necessary digital marketing tools, analytics platforms, and skilled personnel to design, execute, and monitor large-scale promotional campaigns.
4. **Single Point of Contact (SPOC)**: Depute a dedicated campaign manager as the single point of contact for IIMT, responsible for coordinating all campaign activities and liaising with IIMT's designated representatives throughout the campaign duration.

DELIVERABLES EXPECTED

1. Campaign Plan & Calendar

- The vendor shall prepare a detailed campaign plan outlining timeline, platforms to be used, target groups, budget allocation, key performance metrics that will be tracked across different stages of the user journey, and the expected outcomes**.** The plan must be submitted to IIM Tiruchirappalli (IIMT) for approval prior to launch.
- Given the dynamic nature of digital promotion, the campaign plan shall be revised and optimised periodically based on discussions during review meetings with IIMT, and the vendor shall comply with IIMT's requests for such reviews. IIMT will be reasonable with respect to the frequency of such review meetings.

2. Campaign Creatives (Promotion-Ready)

- All promotional creatives (banners, ad copies, campaign visuals, etc.) required for execution.
- Content (e.g., alumni testimonials, photos of the Institute) will be provided by IIMT, while the vendor will handle design and promotion.

3. **Admissions Landing Page:** Design, update, and manage the admissions landing page in consultation with IIMT, ensuring SEO, mobile optimisation, and lead capture functionality.

4. **Lead Dashboard (Real-Time Access):** The vendor shall provide shared administrative/viewing access to the landing page and campaign dashboards, enabling IIMT to track leads, performance metrics, and expenditure in real time.

5. Weekly Reports

- The vendor shall provide weekly progress reports throughout the campaign summarising campaign performance, key metrics, and learnings. Each report must cover:
  - Impressions and reach by campaign type and platform
  - Unique customers reached
  - Leads generated and their quality
  - Actionable points for the IIMT team to follow up on leads
  - Campaign expenditure by channel
  - Customer interactions and engagement patterns
  - Learnings incorporated and adjustments made since the previous report

6. Compliance & Quality Control

- All campaign materials (ads, visuals, taglines, video snippets, etc.) must be verified and approved by IIMT prior to execution**.**
- Ensure all activities comply with IIMT's brand guidelines and campaign objectives.

5. **End-of-Campaign Report**
   - Comprehensive final report including:
     - Campaign objectives and execution summary
     - Campaign expenditure by channel
     - Consolidated metrics across all platforms
     - Cost per lead (CPL) and conversion analysis
     - Effectiveness of geo-targeting and channel mix
     - Key learnings and recommendations for future campaigns

Eligibility Conditions for Bidders

The tendering Agency must fulfill the conditions mentioned in the succeeding paragraphs to be eligible for technical evaluation of the bid:

1. The Bidder (s) should be registered with the Goods and Services Tax Council for Goods & Services Tax (GST). A copy of the GST registration certificate has to be submitted with the tender document. A copy of the GST Registration Certificate, PAN, and Bank account details should be submitted along with the Technical Bid. The names appearing on all these documents and the tender document should be the same or linked.

2. The Bidder (s) should be registered with the appropriate registration authority and should exist for not less than three years as of August 31, 2025. A copy of the Certificate of Incorporation

or relevant registration certificate should be attached.

3. Bidder(s) should have at least ***three years'*** experience in the business of **"Social Media Management & Digital Marketing"** as of August 31, 2025, for Designing and Executing Digital Marketing and Social Media Promotional Campaigns for the reputed companies and educational institutions like IIMs/IITs/IISER/NITs/Universities or other reputed B-schools/educational institutions in the country during the past three years. Relevant documentary proof, like a work order/ Letter of Intent / Agreement, must be submitted with a technical bid.

4. Copy(ies) of work order(s) showing that the firm has executed similar work(s) within ***three years as of August 31, 2025,*** and details of current similar works on hand and other contractual commitments shall be provided by the Bidder as of August 31, 2025**,** as detailed below;

At least one similar work of 80% of the estimated cost [Order copy to be enclosed]
OR
At least two similar works of 60% of the estimated cost each [Order copy to be enclosed]
OR
At least three similar works of 40% of the estimated cost each. [Order copy to be enclosed]

5. Average Annual Turnover of the Bidder for the past three consecutive years (2022-23 to 2024-25) should be at least ***100% of the estimated cost of the Tender***. Copies of duly audited Balance Sheets with Profit & Loss accounts are to be submitted for the last three years as above, as per ***Annexure-I (Technical Bid).*** The year in which no turnover is shown would also be considered for working out the average. Turnover certificates for the financial year 2022-23, 2023-24 and 2024-25 are to be obtained from a Chartered Accountant and need to be attached to the tender document.

6. Bidders should be regular in filing Income-Tax returns. A copy of the Income tax returns filed and audited accounts statement for the last three financial years (2022-23 to 2024-25) should be submitted along with the Technical Bid.

7. The bidders should not be blacklisted or terminated for poor performance by any department of the Government of India, or any State Government, or a Private organisation in the past. There should not be any criminal case registered against the bidding firm or its owners/partners anywhere in India, and the Bidder should give a self-declaration certificate for acceptance of all terms & conditions of the tender documents. An undertaking to this effect in the Company letterhead, duly signed by the owner/partner or both, to be enclosed, as per ***Annexure-IV.***

Procedure for Submission of Bids

1. General

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, preparing their bids in accordance with the requirements, and submitting their bids online on the CPP Portal.

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

2. Registration

a) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: https://eprocure.gov.in/eprocure/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 username and assign a password for their accounts.
c) Bidders are advised to register their valid email addresses and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
d) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
e) 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 DSCs to others, which may lead to misuse.
f) Bidder shall then log in to the site through the secured log-in by entering their user ID/password and the password of the DSC / e-Token.

3. 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, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine some search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords, etc., to search for a tender published on the CPP Portal.
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 notify the bidders through SMS/e-mail in case a corrigendum is 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.

4. Preparation of Bids

a) Bidder should take into account any corrigendum published on the tender document before submitting their bids.

b) Please go through the tender advertisement and 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 keep the bid documents ready to be uploaded 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 200 dpi with colour/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 uploaded as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GST Certificates, 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 "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 the bid submission process

5. Submission of Bids

a. The Bidder should submit the bid online in two parts viz. Technical Bid and Price Bid. Technical Bid, along with required documents, should be in PDF format and uploaded online in Cover-1. Price Bid in MS Excel ".xls" format only should be uploaded online in Cover- 2.

b. Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e., on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

c. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

d. **Tender Security / Earnest Money Deposit (EMD):** Bidder should submit the EMD/Tender Security as per the instructions specified on page no.1 in the tender document.

e. Bidders are requested to note that they should necessarily submit their financial bids in the format provided, and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and filled out by all the bidders. Bidders are required to download the BOQ file, open it, and complete the blue coloured (unprotected) cells with their respective financial quotes and other details (such as the name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid will be rejected.

f. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referring to the deadlines for submission of the bids by the

bidders, opening of bids, etc. The bidders should follow these timelines during bid submission.

g. All the documents being uploaded by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the Secure Sockets Layer 128-bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system-generated symmetric key. Further, this key is subjected to asymmetric encryption using the buyers'/bid openers' public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
h. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
i. Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
j. The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.
k. The off-line Tender will not be accepted, and no request in this regard will be entertained whatsoever.

Instructions to Bidders

1. Downloading of Tender Document

Tender Documents can be taken from the CPP Portal https://eprocure.gov.in/eprocure/app.
No Tender fee is payable.

2. Earnest Money Deposit

a. The Bidder (s) should remit an Earnest Money Deposit (EMD) of ***Rs. 1,75,000/- (Rupees One Lakh Seventy-Five Thousand only)*** at the bank account mentioned on ***Page 1***. A copy of the payment transaction receipt has to be attached to the Tender application form, without which the bid will not be considered for the bidding process.
b. The EMD of the successful Bidder will be adjusted against the interest-free security deposit.
c. The EMD of the unsuccessful bidders will be released after the finalization of the Tender. No interest is payable on the Earnest Money Deposit (EMD).
d. Micro and Small Enterprises (MSEs) firms as defined in the MSE Procurement Policy issued by the Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organization or the concerned Ministry or Department or Start-ups as recognized by Department of Industrial Policy & Promotion (DIPP) for all these items only, are exempted from EMD. However, they have to enclose valid self-attested registration certificate(s) along with the Tender to this effect, without which the bid won't be considered for further process.

e. The bidders who seeks exemption from EMD as per clause above, if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be suspended for the period of three years or as decided by the competent authority from being eligible to submit bids for contracts with the entity that invited the bids.

3. Relationship Certificate

a. The bidder should give a certificate that none of his/her near relatives is working in the units as defined below, where he is going to apply for the Tender. In case of a proprietorship firm certificate will be given by the proprietor. For a partnership firm, the certificate will be given by all the partners, and in the case of a limited company, by all the Directors of the company. Due to any breach of these conditions by the company or firm, or any other person, the tender will be cancelled and Bid Security will be forfeited at any stage whenever it is noticed, and IIM Tiruchirappalli will not pay any damages to the company or firm or the concerned person.

b. The company or firm, or person, will also be debarred from further participation in the concerned unit.

c. The near relatives for this purpose are defined as follows:

- Members of a Hindu undivided family,
- Spouse,
- The one is related to the other in the manner as father, mother, son(s) & Son's wife (daughter-in-law), Daughter(s) and daughter's husband (son-in-law), brother(s) and brother's wife, sister(s) and sister's husband (brother-in-law).

d. The Relationship Certificate (**Annexure-III**) needs to be placed in the Technical bid cover.

4. Amendment to Bid Document

a. At any time before the date of submission of bids, IIM Tiruchirappalli shall modify the bid document with amendments on its own.

b. Such amendments shall be notified on the IIM Tiruchirappalli website only, and these amendments will be binding on all prospective bidders.

c. The Institute may, at its discretion, extend the last date for the receipt of bids.

d. IIM Tiruchirappalli reserves the right to cancel the tender without assigning any reason at any stage of evaluation before finalization.

e. IIM Tiruchirappalli also reserves the right to, at any time and in its absolute discretion, the following:

i. Accept or reject all bids.
ii. To obtain further clarification or supporting documents during the technical bid evaluation.
iii. To suspend, discontinue, modify, and/or terminate the Tendering process at any time.
iv. To reject any unreasonable bid.
v. To modify/change/delete/add any further terms and conditions before the opening of the Price Bid.

5. Conditional Bids

Conditional bids or Bids based on the process / basic schemes other than those mentioned and/or not conforming to the technical specifications/requirements of the Bidding documents will not be considered.

6. Technical Bids Criteria

a. The technical bid shall contain all the relevant information that forms part of the technical bid. The information provided in the technical bid will be used for understanding and assessing/evaluating the quality of the solution being proposed by the Bidder.

b. All the information should be organized in a logically structured form and uploaded in PDF Format as a technical bid with an index. Bidders should comply with the eligibility criteria and technical requirements. The detailed formats are attached at ***Annexure I***. The Bidder is to complete the same in all respects and submit accordingly. No deviations are acceptable in ***Annexure I***.

7. Price Bid Details

a. Price Bid, i.e., BoQ, given with the Tender to be uploaded after filling all relevant information, and it should be uploaded in MS Excel (.xls) format as per the format available with the tender; failing which the offer will be rejected (renaming or changing the format of BoQ) will not be acceptable.

b. The duration mentioned in the Price Bid is tentative and shall be increased or decreased depending upon the requirements of the Institute. In both cases, payment will be released covered by this tender.

c. Bids must be submitted with the rates for all the item(s) of the work involved, and any incomplete bid will not be considered.

d. The Institute reserves the right to reject an abnormally low price bid.

e. ***The Rates quoted by the tenderer should be inclusive of all charges except GST*** and must hold good till the completion of work and should not be subjected to any escalation. The Institute will not pay any extra amount other than the quoted price. No claim on this account whatsoever shall be entertained at any stage, including the extended period, if any.

f. The bidders can send an email to ***admissions_pgpbm@iimtrichy.ac.in*** and ***saict@iimtrichy.ac.in*** (Telephone No 044-22255565/66; 0431-2505047/73) and mark a cc to ***purchase@iimtrichy.ac.in*** to seek clarification on the specifications/work covered by this Tender if required.

8. Validity of Bids and Rates

i. All the quoted rates would be valid until the completion of the contract. No escalation of price whatsoever would be allowed during the currency of the contract, and escalation, if applicable, for an extended period, will be dealt with in accordance with the tender conditions.

ii. The quote shall remain valid and open for acceptance for a period of 120 days from the date of opening of the price bid.

Pre-Bid Meeting

A Pre-Bid Meeting with the intending bidders will be conducted in person/virtual mode at IIM Tiruchirappalli, Trichy - 620024 on ***15.09.2025 at 15.00 Hrs***. to clarify doubts that shall arise before submitting the bids.

The bidders need to send the scanned copy of the letter of authorization from their firm (or firms they are representing) to ***purchase@iimtrichy.ac.in*** before ***11.00 Hrs., on 13.09.2025,*** for attending the Pre-bid meeting as per the format enclosed vide ***Annexure-IV*****.**

The Bidders are requested to mail their doubts/queries to ***purchase@iimtrichy.ac.in***, prior to the pre-bid meeting, i.e., by ***11.00 Hrs., on 13.09.2025,*** to enable us to clarify the doubts in the pre-bid meeting itself.

Tender Evaluation Process

a. Selection of the vendor shall be based on ***Quality and Cost Based Selection (QCBS)*** under Rule 192 of the General Financial Rule 2017. The proposals will be evaluated by considering the following factors:
b. Final selection of the vendor shall be based on ***Quality and Cost Based Selection (QCBS)*** with ***75% weightage for technical*** evaluation and ***25% weightage for commercial*** evaluation.
c. The bidder would be selected based on ranking and evaluation of Technical and Price Bids by a Committee formed by the Institute, and the Committee's decision would be final and binding.

The process of selection of the successful bidder would be determined as under:

Stage 1: Document verification – Verify the document submitted by the bidder, and firms qualified shall be invited to make a presentation ***through virtual mode*** to the Evaluation Committee of IIM Tiruchirappalli. The Bidder(s) who meet all the basic eligibility conditions mentioned in the tender document will only be considered to make the presentation to the Evaluation Committee.

Stage 2: Technical Evaluation - The information provided in the technical bid will be used for understanding and assessing/evaluating the quality of the solution being proposed by the Bidder. Technical evaluation of the Bidder will depend on the information provided herein by the committee members. Technical bid score, ***out of 50***, will be arrived based on the following Parameters:

S. No.	Parameters for Technical Evaluation	Evaluation Basis	Maximum Marks
1	Financial Soundness / Turnover	Average turnover in the last 3 years (audited financial statements). a) Less than ₹35 lakhs - ***0 marks*** b) ₹35.01 – 40 lakhs - ***1 mark*** c) ₹40.01 – 45 lakhs - ***2 marks*** d) ₹45.01 – 50 lakhs - ***3 marks*** e) ₹50.01 – 60 lakhs - ***4 marks*** f) Above ₹60 lakhs - ***5 marks***	5
2	Relevant Work Experience (Digital Promotion)	Work experience in the last 3 years as of August 31, 2025. (Completion Certificate + Work Order Required). a) Single order of ₹35 lakhs and above – ***5 marks*** b) Two work orders of ₹25.00 – 34.99 lakhs – ***4 marks*** c) Three work orders of ₹15.00 – 24.99 lakhs – ***3 marks*** d) Less than ₹35 lakhs - ***0 marks***	5
3a	Understanding of IIMT's Target Segment & Executive Education Market	Concept note/presentation demonstrating, i Understanding of working executives (3 to 25 years experience, 25-50 age group) segment and their career advancement needs ii Understanding of the Chennai market primarily, and relevant markets that include cities from where students could travel at weekends to Chennai for classes. iii Understanding of the Executive MBA / MBA for Working Executives market iv Understanding of IIM Tiruchirappalli PGPBM.	10
3b	Thoroughness in Proposed Promotional Plan	Planning document/presentation that includes, • Scope of work, • Proposed campaign plan outlining activities and timeline across platforms, including budget allocation, targeted groups within platforms. • Plans for SEO, search, remarketing, geo-marketing, etc.	15

		• Key metrics that will be tracked across the campaign and plans for periodic plan revision and optimization • Expected number of leads and qualified leads that the campaign can generate.	
3c	Technological and Human Capabilities	Adequacy of tools (analytics, dashboards, remarketing platforms) Partnerships / Awards / Trainings with key platforms. • Skilled staff availability – Quantity and Quality. • Profile of the SPOC who will be deputed.	5
3d	Experience in Digital Marketing/Social Media Promotional campaigns with a special emphasis on the Education / Executive MBA domain	• Prior experience in designing and executing digital marketing/social media promotional campaigns (top two case studies, client references and outcomes) • Prior experience in designing and executing digital marketing/social media promotional campaigns in the Education/Executive MBA domain (top two case studies, client references and outcomes) • Relevance and Recency of case studies will be given more weight	10
		Total	**50**

The bidders are requested to prepare their own technical proposal. The technical bid shall contain all the relevant information that forms part of the technical bid. Bidder is free to add any information that can help in assessing the technical quality of the solutions proposed, and which touches upon the parameters/attributes for technical assessment.

The bidder should provide all the above-listed parameters and related documents in the Technical Bid. The decision taken by the Evaluation Committee on the Technical Evaluation will be final and binding.

At the end of this stage, each Bidder will have a Technical score (out of 50 Marks) associated with it. Bidders scoring less than **35 marks** in the Technical bid will not be considered for opening the price bid.

Price bids will be opened for the bidders getting a score of **35 and above** in the technical bid evaluation. Under the QCBS selection process, the **technical proposals** will be allotted a weightage of **75%** while the **financial proposals** will be allotted a weightage of **25%**.

Stage 3: Final score (combined score) Technical bid and price bid together will be used to arrive at the highest **techno-commercial score (TCS)**. The bidder with the highest **TCS** will be chosen to provide the services covered by this tender.

The TCS of a bidder with technical score ***T*** and commercial bid value ***C*** is calculated using the following formula.

$$TCS = 0.25*C1/C + 0.75*T/T1$$

where ***C1*** is the lowest commercial score and ***T1*** is the highest technical score.

The technical score will only be revealed to the bidders just before the opening of the price bid.

The Bidder securing the highest combined score of **TCS** will be a successful bidder and be invited for negotiations/discussion, if required, and shall be awarded the contract. If two or more bidders have the same TCS score in the final ranking, the bidder with the highest technical score will be declared as a successful bidder.

Any inquiry after submission of the bid will not be entertained. The decision of IIM Tiruchirappalli will be final and binding to all for the interpretation of any ambiguity.

Opening of Price Bid

The price bids of all the technically eligible bidders will be opened on the CPP Portal. The date and time for the opening of the Price Bid will be announced later. The bidders will get automated intimation from the CPP Portal when the price bid is open on the CPP Portal.

General Terms & Conditions

1) **Firm Price:**

   The price quoted by the bidder in the Price Bid for Designing and Executing Digital Marketing and Social Media Promotional Campaigns shall remain firm and fixed for the entire duration of the contract period and shall not be subject to any escalation during the first year of the contract under any circumstances whatsoever. Any escalation, if applicable, for the subsequent extended period of the contract shall be governed strictly in accordance with the terms and conditions specified in this tender

2) **Delivery Schedule**

   The successful bidder should commence Designing and Executing Digital Marketing and Social Media Promotional Campaigns , tentatively with effect ***from the second week of October 2025,*** and the firm date and duration of the campaign will be conveyed through a work order. The successful bidder should be able to commence the services within a week from receipt of the Work Order.

3) **Payment Terms:**

   a. No advance payment will be made in any case.

b. However, part payment as mentioned below will be released after satisfactory execution of the job (Designing and Executing Digital Marketing and Social Media Promotional Campaigns) after review, including the presentation to the Institute and submission of all the necessary relevant supporting documents to the Institute:
   - 10% will be released after 30 days of the campaign.
   - 20% will be released after 60 days of the campaign.
   - 20% will be released after 90 days of the campaign.
   - Balance 50% will be released after completion of the campaign.

c. Payment will be released within 25 days, subject to the submission of the Invoice/Bill with all relevant documents, deliverables, and data mentioned in the Deliverables section of this tender and Work Order, links, promotional content, etc.

d. TDS and any other Government levies applicable on bills as per Government instructions/ notifications issued from time to time shall be applicable and deducted from the Service Provider's bills.

e. Bidders should consider all the costs required for the successful running of the Campaign, which are specifically not mentioned in the document. IIM Tiruchirappalli will not be liable to pay any extra cost other than the cost mentioned in the financial bid of the bidder (price bid).

4) Warranty of Quality

i. The successful bidder will be responsible for Designing and Executing Digital Marketing and Social Media Promotional Campaigns during the contract period.

ii. In case the selected vendor fails to provide the required services within the specified delivery period, the same services will be obtained from the open market, and the difference in cost, if any, will be recovered from Performance Security or pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.

iii. If it is observed at any stage that the quality of the work is not satisfactory, the contract/ work order as a whole shall be terminated and the Security deposit forfeited. Applicable penalties would be levied on all the amounts payable to the Service Provider on such termination, and the balance amount, if any, would be paid. The decision of the competent authority in the matter of penalties would be final and binding.

5) Penalty Clause:

i. Deficiency/delay in services listed in the broad ***Scope of Work and Deliverables*** will be construed as lapses on the part of the service provider. Such lapses due to the service provider will be viewed seriously, and penalties will be imposed on the service provider in case of any delay in providing the required services as covered by this Tender within the stipulated date and timings. IIM Tiruchirappalli reserves the right to impose a penalty up as deemed appropriate, and the quantum of the penalty will be decided in individual cases. The decision of the competent authority at IIM Tiruchirappalli shall be final and binding.

ii. In case of failure to carry out the services to the satisfaction of IIM Tiruchirappalli as per the terms and conditions, the Institute will be free to get services done by any other agency at the cost and risk of the service provider.

iii. If any of the bidders submit any altered, forged documents in their technical bid, the following actions will be taken.
   a) If the Work Order is awarded to the bidder, the same will be immediately cancelled without any intimation, and a penalty will be charged.
   b) The bidder will be blacklisted permanently, and the same will be published on the website.
   c) The issue will be reported to the government authorities and tendering service providers.
   d) The issue will be reported to the police department for investigation and action.
   e) In addition, all the applicable actions will be taken as per the law of the land.

6) Forfeiture of Earnest Money:

The earnest money will be forfeited in the following cases:

i. Earnest Money is liable to be forfeited and the bid is liable to be rejected if a bidder withdraws or amends or impairs, or derogates from the Tender in any respect within the period of validity and/or after opening the Tender. Such bidders will also be blacklisted.

ii. When information/certificate/document furnished is found to be false at any stage.

iii. When the bid documents have been manipulated or altered after they are downloaded from the website.

7) Performance Security Details:

a. The successful Bidder will be required to remit an interest-free ***Performance Security Deposit of 10% of the Work Order*** value through online transfer to the
   i. IIM Tiruchirappalli Bank Account, within seven working days from receipt of a provisional work order.
   ii. A formal work order will only be issued to the selected vendor upon receipt of the performance security deposit.

b. The Security Deposit will remain with the Institute until the completion of the contract, and it will be refunded to the vendor after adjusting applicable deductions along with the final bill payment, if any.

c. Performance Security will be forfeited if the vendor fails to perform/abide by any of the terms or conditions of the contract.

d. In case, the Vendor fails to provide the required services as covered by this Tender within a specified delivery period, the same items will be obtained from the open market, and the difference in cost, if any, will be recovered from the Performance Security or the pending bill(s) of the defaulting service provider if the recoverable amount exceeds the Performance Security.

8) Integrity Pact

The Pact essentially envisages an agreement between the prospective vendors/ bidders and the buyer, committing the persons/officials of both sides not to resort to any corrupt practices in any aspect/stage of the contract. only those vendors/bidders who commit themselves to such a Pact with the buyer would be considered competent to participate in the bidding process. In other words, entering into this Pact would be a preliminary qualification. The essential ingredients of the Pact include:

i. Promise on the part of the principal not to seek or accept any benefit which is not legally available.
ii. Principal to treat all bidders with equity and reason.
iii. Promise on the part of bidders not to offer any benefit to the employees of the principal not available legally.
iv. Bidders not to enter into any undisclosed agreement or understanding with other bidders with respect to prices, specifications, certifications, subsidiary contracts, etc.
v. Bidders not to pass any information provided by Principal as part of business relationship to others and not to commit any offence under the PC/ IPC Act;
vi. Foreign bidders to disclose the name and address of agents and representatives in India, and Indian Bidders to disclose their foreign principals or associates.
vii. Bidders to disclose the payments to be made by them to agents/brokers or any other intermediary.
viii. Bidders to disclose any transgressions with any other company that may impinge on the anti-corruption principle.

Any violation of the Integrity Pact would entail disqualification of the bidders and exclusion from future business dealings, as per the existing provisions of GFR, 2017, PC Act, 1988, and other Financial Rules/Guidelines, etc., as may be applicable to the organization concerned.

The Bidder has to submit the Integrity Pact as per ***Annexure-V***.

9) Termination of Agreement

This contract can be terminated by giving ***60 days'*** notice by the Institute. The service provider will be required to give ***90 days'*** notice in writing of their intention to leave or discontinue their service.

Such notice shall specify if all the services or part of the service provided is terminated and the effective date of such termination. Upon receipt of such notice, the contractor shall:

i. Assist IIM Tiruchirappalli in the maintenance, protection, and disposition of Service in progress, share audit logs/ porting of results, plant, tools, equipment, property, and goods acquired by Contractor or furnished by Contractor under this Contract; and

ii. Upon any such termination for convenience, IIM Tiruchirappalli shall have no liability towards the contractor for any damages, including loss of anticipated profits. As its sole right and remedy, the contractor shall be paid for services already provided and to be provided till the date of the termination.

iii. The termination of the Contract shall not relieve the Contractor of any obligations and liabilities under the Contract.

iv. IIM Tiruchirappalli may, without prejudice to any other remedy for breach of contract, terminate the contract in whole or in part in the event of the following:

a. If the Service Provider fails to provide the services as detailed in the Tender within the period (s) specified in the contract or any extension thereof granted by the Institute.

b. If the Service Provider fails to perform any other obligation(s) under the contract.

c. If the Service Provider is declared insolvent by the competent Court of Law without any notice.

d. If the vendor is not cooperating with IIMT officials during the development phase/is not meeting the expectations and requirements of the Institute, or is not following the instructions given in the tender document, IIM Tiruchirappalli has the right to cancel the work order at any time during the development process.

10) Intellectual Property Rights:

a) All the intellectual property rights over the information, database, and reports generated as an outcome of the services with all rights including but not limited to perpetual, unlimited, nonexclusive, irrevocable, and royalty-free licensees to use, modify, transfer, sell, make derivative work, translate, adapt, improve, merge with other information/database/reports, reproduce, disseminate, release or disclose in whole or in part, in any manner, and for any purposes whatsoever, and to have or authorize others to do so shall be of IIM Trichy.

b) The bidder shall not copy, reproduce, alter, modify, create derivative works, or publicly display or privately share any content of the Services, including information, database, or reports generated as an outcome of the Services, unless expressly authorized by IIM Trichy.

c) By the reason of this relationship, the successful bidder shall have access to Confidential Information relating to the students, the Institute, its processes, etc., the value of which would be impaired if such information were disclosed and the bidder agrees not to disclose this information to any other person /entity for the benefit of itself or any other person, corporation or business organization, entity or enterprise, any. The bidder shall make best efforts to prevent and protect the contents of the database and reports generated thereof from unauthorized use or distribution.

11) SIGNING OF CONTRACT:

a. The successful bidder shall be required to execute the Contract Agreement accepting all terms and conditions stipulated herein on a Tamil Nadu State Non-Judicial stamp paper of Rs. 100/- (Rs. one hundred only) within 7 days from issue of the Work Order. In the event of failure on the part of the successful bidder to sign the Contract within the period stipulated above, the Institute reserves the right to impose a penalty or forfeit the Security Deposit, and cancel the acceptance of the BID.

b. The service provider shall not be allowed to change its name after the award of the contract.
c. The Bidder shall certify that a change in ownership is not anticipated in the proposed period of the contract. If such a change is anticipated, the scope and effect thereof shall be defined. IIM Tiruchirappalli shall file a suit against the bidder for breach of this clause, requesting damages and/or specific performance remedies therefrom.

12) **Last Payment:** The last payment of the service provider will be cleared only after obtaining clearance of any liabilities pending with the Institute.

13) ***The persons to be deputed by the service provider***, being their employees or otherwise, shall be their sole employees, and IIM Tiruchirappalli shall not have any relation whatsoever with the employees of the service provider. He / She will be fully responsible for their acts, conduct, and any other liability.

14) Canvassing in connection with the tenders is strictly prohibited, and tenders submitted by the tenderers who resort to canvassing will be liable to rejection. Any bribe, commission, or advantage offered or promised by or on behalf of the tenderer to any officer or staff of IIM Tiruchirappalli shall block his/ her Tender from being considered. Canvassing on the part or behalf of the tenderer will also make his Tender liable to rejection.

15) ***Authority of person signing the document:*** A person signing the tender application or any documents forming part of the contract on behalf of another shall be deemed to warranty that he/she has authority to bind such other and if, on enquiry, it appears that the person so signing had no authority to do so, the IIM Tiruchirappalli may without prejudice to other Civil and criminal remedies cancel the contract and held the signatory liable for all cost and damages.

16) In respect of services rendered to IIM Tiruchirappalli, the Service Provider shall be liable for depositing all taxes, levies, cess, etc., to the concerned tax collection authorities from time to time as per existing rules and regulations on the matter.

17) While making payment to the Service Provider, TDS and other statutory deductions will be effected by the Institute.

18) The Income Tax (TDS) shall be deducted at the prevailing rate from the bills, as amended from time to time under the provisions of the Income Tax Department, and the relevant certificate to this effect shall be issued by IIM Tiruchirappalli to the Agency.

19) In case, the vendor fails to comply with any statutory / taxation liability under appropriate law, and as a result thereof IIM Tiruchirappalli is put to any loss/obligation, monetary or otherwise, IIM Tiruchirappalli shall be entitled to get itself reimbursed out of the outstanding bills or the Performance Security Deposit of the Agency, to the extent of the loss or obligation in monetary terms. This shall be in addition to the right of IIM Tiruchirappalli to initiate penal measures against the Service Provider, including the termination of the contract.

20) **Subletting of Work:** The firm/agency should not assign or sublet the work/job or any part of it to any other person or party. The Tender is not transferable. Only one Tender shall be submitted by one tenderer.

21) **Jurisdiction:** All disputes arising out of this contract shall be subject to the Courts at Tiruchirappalli.

22) Force Majeure:

a. Should any force majeure circumstances arise, each of the contracting parties shall be excused for the non-fulfilment or for the delayed fulfilment of any of its contractual obligations, if the affected party, within 15 days of its occurrence, informs in a written form the other party.

b. Force Majeure shall mean fire, flood, natural disaster, or other acts such as war, turmoil, sabotage, explosions, epidemics, quarantine restrictions, strikes, and lockouts, i.e., beyond the control of either party.

ANNEXURE – I: PROFILE OF THE BIDDER

EMD Transaction/Exemption Eligibility Details	Transaction Ref No: _____dated: _____ If exempted, provide a Valid Certificate Number: _____ _____

S. No.	Required information		Description
1	Name of the agency/firm/company		
2	Address of the agency/firm/company		
3	Legal status (Individual, proprietary, partnership firm, limited company, etc.)		
4	Authorized Signatory Details	Name	
		Designation	
		Email	
		Phone	
	Details of Contact other than Authorized Signatory	Name	
		Designation	
		Email	
		Phone	
5	Month and Year of commencement of business.		
6	Statutory details (Photocopies to be attached):	Registration number of the firm. (as per Shops and Establishments Act.)	
		PAN No. of the Agency	
		GST No. of the Agency	

Signature of the Bidder with seal

7	Has your firm/company ever changed its name at any time? If yes, provide the previous name and the reasons therefor?	
8	Have you or your constituent ever left the Contract awarded to you incomplete? If so, give the name of the Contract and the reasons for not completing the Contract.	
9	Brief details of Litigations, if any, connected with related Work, current or during the last three years, the opposite party, and the disputed amount.	
10	Give details of the Termination of the previous Contract. if any	
11	**Details of the bank mandate**	
	Name of the Beneficiary	
	Name of the Bank	
	Name of the Branch	
	Account No.	
	Type of Account IFSC	
	IFSC Code No.	
12	Total experience (years/ months) Related work in Central Educational Institution/Organization:	

Turnover in the relevant field on a contract basis during the last 3 years (from 2022-23 to 2024-25). Please submit documentary evidence, i.e., an extract of Profit and Loss account, Balance Sheet & Income Tax return filed.

Financial Years	2022 – 23	2023-24	2024-25
Details of Gross Annual Turnover - (Rs. in Lakhs)			
Average Turnover in the last three years	INR_____ in Lakhs		

Signature of the Bidder with seal

ANNEXURE-II: (PRICE BID - BOQ)

Price Bid in MS Excel (.xls format) file should be uploaded separately as per the instructions provided in the online submission of bid.

S. No	Scope of the Work	Total Amount (Excluding GST)
1	The chosen vendor shall design and execute Digital Marketing and Social Media Promotional Campaigns for the admissions of the Post Graduate Programme in Business Management (PGPBM – 2026-28 Batch), offered at IIM Tiruchirappalli's Chennai Campus. The campaign is expected to generate around 300 completed and eligible applications for the 2026-2028 batch. To achieve this objective, the campaign may include, but not be limited to, the following digital and social media promotional activities: i. Social media advertising and campaigns (design, execution, and monitoring) across platforms such as WhatsApp, LinkedIn, Facebook, Instagram, and Twitter (X) to generate quality and qualified leads. ii. Keyword-based search advertising (Google and Meta) to attract prospective applicants. iii. Banner advertising on relevant digital platforms. iv. LinkedIn sponsored content and targeted InMail campaigns to reach mid- to senior-level professionals. v. Remarketing campaigns on social media platforms, WhatsApp, and emails to convert interest into completed applications. vi. Design and management of the admissions landing page on the Institute's official website. vii. Use of analytics and performance tracking to prioritise and convert admission leads. viii. Targeted email campaigns for awareness and conversions. ix. Search Engine Optimization (SEO) to enhance visibility and search rankings. x. YouTube advertisements, including short-format video content. xi. Content creation for higher-education portals and listing platforms.	The bidder should quote the rate only in the BOQ of the Price Bid on the CPP Portal and ***NOT in the Technical Bid document;*** otherwise, the bid will be rejected. The given details are only for the bidder's understanding.

xii. Geo-targeted campaigns to focus outreach on key cities and regions in South India.
xiii. Promotion of Short-form video content (Instagram Reels, YouTube Shorts, LinkedIn Shorts) for lead generation.
xiv. Lead generation for webinars and online open-house sessions with faculty and alumni.
xv. Any other relevant digital and social media promotional activities that can help generate qualified leads.

The campaign activities will be carried out over a period of 100–120 days, tentatively starting from the second week of October 2025, targeting working executives with 3 to 25 years of experience (typically between the ages of 25 and 50 years).

1. Campaign Plan & Calendar

- **The vendor shall prepare a detailed campaign plan outlining timeline, platforms to be used, target groups, budget allocation, key performance metrics that will be tracked across different stages of the user journey, and the expected outcomes.** The plan must be submitted to IIM Tiruchirappalli (IIMT) for approval prior to launch.
- Given the dynamic nature of digital promotion, the campaign plan shall be revised and optimised periodically based on discussions during review meetings with IIMT, and the vendor shall comply with IIMT's requests for such reviews. IIMT will be reasonable with respect to the frequency of such review meetings.

2. Campaign Creatives (Promotion-Ready)

- All promotional creatives (banners, ad copies, campaign visuals, etc.) required for execution.
- Content (e.g., alumni testimonials, photos of the Institute) will be provided by IIMT, while the vendor will handle design and promotion.

3. **Admissions Landing Page:** Design, update, and manage the admissions landing page in consultation with IIMT, ensuring SEO, mobile optimisation, and lead capture functionality.

4. **Lead Dashboard (Real-Time Access):** The vendor shall provide shared administrative/viewing access to the landing page and campaign dashboards, enabling IIMT to track leads, performance metrics, and expenditure in real time.

	5. Weekly Reports
	• The vendor shall provide **weekly progress reports** throughout the campaign summarising campaign performance, key metrics, and learnings. Each report must cover:
	  ◦ Impressions and reach by campaign type and platform
	  ◦ Unique customers reached
	  ◦ Leads generated and their quality
	  ◦ Actionable points for the IIMT team to follow up on leads
	  ◦ Campaign expenditure by channel
	  ◦ Customer interactions and engagement patterns
	  ◦ **Learnings incorporated and adjustments made** since the previous report
	
	6. Compliance & Quality Control
	• All campaign materials (ads, visuals, taglines, video snippets, etc.) must be **verified and approved by IIMT prior to execution**.
	• Ensure all activities comply with IIMT's brand guidelines and campaign objectives.
	
	7. **End-of-Campaign Report**
	• Comprehensive final report including:
	  ▪ Campaign objectives and execution summary
	  ▪ Campaign expenditure by channel
	  ▪ Consolidated metrics across all platforms
	  ▪ Cost per lead (CPL) and conversion analysis
	  ▪ Effectiveness of geo-targeting and channel mix
	  ▪ Key learnings and recommendations for future campaigns
	
	The duration of the Campaign is 120 days*	

Total amount including all charges and excluding GST		

**** The duration mentioned in the Price Bid is tentative and shall be increased or decreased depending upon the requirements of the Institute. In both cases, payment will be released in part as covered by this tender.***

ANNEXURE – III: LIST OF PRESENT AND PAST CLIENTS DETAILS

A List of present and past clients in the following format. The information provided will facilitate evaluation of the Technical Bid **(Please use a separate sheet if required, without changing the format).** Please attach the client certificate and work orders, etc., clearly giving a period of contact.

Sr. No.	Name of the organization with Complete postal address	Nature or type of work undertaken	Period for which the The contract is/was awarded	Work order Value INR	Name and designation of the contact person with Tel. / Mobile No (s), Email ID
1					
2					
3					
4					
5					
6					
7					
8					
9					

Signature of the Bidder with seal

ANNEXURE- IV: SUBMISSION CUM DECLARATION OF TENDER DOCUMENT

To Date:

The Chief Administrative Officer (i/c),
Indian Institute of Management Tiruchirappalli,
Trichy-Pudukkottai Main Road,
Tiruchirappalli 6200 24.

Subject: Tender for Designing and Executing Digital Marketing and Social Media Promotional Campaign for the Admissions of PGPBM (MBA for Working Executives) (2026-28 batch) of IIM Tiruchirappalli (Chennai Campus.

Reference: Tender Notice published in the CPP Portal and the IIM Tiruchirappalli website. - ***Tender No:*** **25SP191T dated: 05.09.2025**

Dear Sir,

With reference to the tender notice published on the above-mentioned website, I / We hereby submit my/ our Tender in the required format. I / We have carefully gone through the terms and conditions and prescribed given, and I / We accept the same without any alterations/modifications.

It is certified that I,_____ (name of the person)
S/o Shri_____
r/o _____.

a) am authorized to sign this document on behalf of M/s. _____
(the name of the company which is bidding in this tender) and that our company has never been blacklisted/terminated due to poor performance by any of the Government Organizations/Agencies in the past and there is no criminal case registered against our firm/company or its owner/partners anywhere in India.

b) hereby certify that none of my relative (s) as defined in the tender document is/are employed in IIM Tiruchirappalli as per the details given in the tender document. In case, at any stage, it is found that the information given by me is false/incorrect, IIM Tiruchirappalli shall have the absolute right to take any action as deemed fit / without any prior intimation to me.

c) further declare that:
   i. All the statements made in this application are true, complete, and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our Agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled/ terminated.

Signature of the Bidder with seal

ii. I understand that the decision taken by the IIM Tiruchirappalli is final and binding in all matters.

iii. I hereby agree to work as per the terms and conditions stipulated by IIM Tiruchirappalli. I understand that IIM Tiruchirappalli reserves the right to accept or reject and to cancel the Tender and reject all bids at any time prior to the award of the contract, without detailing any specified reasons whatsoever

Place: _____ Signature_____

Name _____

Date: _____ Designation: _____

Seal of agency / Firm / Company

ANNEXURE – V: LETTER OF AUTHORISATION

LETTER OF AUTHORISATION FOR ATTENDING PRE-BID MEETING

To

The CAO (i/c)
IIM Tiruchirappalli
Pudukkottai Main Road
Tiruchirappalli - 620 024.

Subject: Authorization for attending **PRE-BID MEETING** on……(date) in the ***Tender for Designing and Executing Digital Marketing and Social Media Promotional Campaign for the Admissions of PGPBM (MBA for Working Executives) (2026-28 batch) of IIM Tiruchirappalli (Chennai Campus).***

The following persons are hereby authorized to attend the Pre-Bid for the Tender mentioned above on behalf of…….…… (Bidder) In order of preference, given below.

Order of preference	Name	Designation	Contact No	Specimen Signatures
I				
II				

Alternate Representative

Signatures of
Bidder or
The officer authorized to sign the
Bid documents on behalf of
the Bidder.

Notes:

1. A maximum of two representatives will be permitted to attend the Pre-Bid Meeting/bid opening. In cases where it is restricted to one, first preference will be allowed. Alternate representatives will be permitted when regular representatives are not able to attend.
2. Permission for entry to the hall where bids are opened may be refused in case authorization as prescribed above is not recovered.

Signature of the Bidder with seal

ANNEXURE VI: INTEGRITY PACT

This Integrity Agreement is made at ..... on this ..... day of ..... 2025 BETWEEN

The Director, IIM Tiruchirappalli, represented through Chief Administrative Officer, IIM Tiruchirappalli, (Hereinafter referred to as the IIM Tiruchirappalli, Trichy - Pudukkottai High Road, Trichy – 620 024, "Principal/Owner", which expression shall, unless repugnant to the meaning or context hereof, include its successors and permitted assigns)

AND
..... .
……(Name and Address of the Individual/ firm/ Company)
Through …….....
(Hereinafter referred to as the (Details of duly authorized signatory) "Bidder/Contractor" and which expression shall, unless repugnant to the meaning or context hereof, include its successors and permitted assigns.

Preamble

WHEREAS the Principal / Owner has floated the Tender No. 24SP191T dated 05.09.2025 (hereinafter referred to as "Tender/Bid") and intends to award, under laid down organizational procedure, a contract for the Tender for Designing and Executing Digital Marketing and Social Media Promotional Campaign for the Admissions of PGPBM (MBA for Working Executives) (2026-28 batch) of IIM Tiruchirappalli (Chennai Campus). hereinafter referred to as the "Contract".
AND WHEREAS the Principal/Owner values full compliance with all relevant laws of the land, rules, regulations, economic use of resources, and of fairness/transparency in its relation with its Bidder(s) and Contractor(s).

AND WHEREAS to meet the purpose aforesaid, both the parties have agreed to enter into this Integrity Agreement (hereinafter referred to as "Integrity Pact" or "Pact"), the terms and conditions of which shall also be read as an integral part and parcel of the Tender/Bid documents and Contract between the parties.
NOW, THEREFORE, in consideration of mutual covenants contained in this Pact, the parties hereby agree as follows, and this Pact witnesses as under:

Article 1: Commitment of the Principal/Owner

1) The Principal/Owner commits itself to take all measures necessary to prevent corruption and to observe the following principles:
   a) No employee of the Principal/Owner, personally or through any of his/her family members, will, in connection with the Tender, or the execution of the Contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the person is not legally entitled to.

b) The Principal/Owner will, during the Tender process, treat all Bidder(s) with equity and reason. The Principal/Owner will, in particular, before and during the Tender process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential/additional information through which the Bidder(s) could obtain an advantage in relation to the Tender process or the Contract execution.
c) The Principal/Owner shall endeavour to exclude from the Tender process any person whose conduct in the past has been of a biased nature.

2) If the Principal/Owner obtains information on the conduct of any of its employees which is a criminal offence under the Indian Penal code (IPC)/Prevention of Corruption Act, 1988 (PC Act) or is in violation of the principles herein mentioned or if there be a substantive suspicion in this regard, the Principal/Owner will inform the Chief Vigilance Officer and in addition can also initiate disciplinary actions as per its internal laid down policies and procedures.

Article 2: Commitment of the Bidder(s)/Contractor(s)

1) It is required that each Bidder/Contractor (including their respective officers, employees, and agents) adhere to the highest ethical standards, and report to the IIM Tiruchirappalli / Department all suspected acts of fraud or corruption or Coercion or Collusion of which it has knowledge or becomes aware, during the tendering process and throughout the negotiation or award of a contract.
2) The Bidder(s)/Contractor(s) commits himself to take all measures necessary to prevent corruption. He commits himself to observe the following principles during his participation in the Tender process and during the Contract execution:
   a) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm, offer, promise or give to any of the Principal/Owner's employees involved in the Tender process or execution of the Contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the Tender process or during the execution of the Contract.
   b) The Bidder(s)/Contractor(s) will not enter with other Bidder(s) into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids, or any other actions to restrict competitiveness or to cartelize in the bidding process.
   c) The Bidder(s)/Contractor(s) will not commit any offence under the relevant IPC/PC Act. Further, the Bidder(s)/ Contract(s) will not use improperly (for the purpose of competition or personal gain), or pass on to others, any information or documents provided by the Principal/Owner as part of the business relationship, regarding plans, technical proposals, and business details, including information contained or transmitted electronically. (d) The Bidder(s)/Contractor(s) of foreign origin shall disclose the names and addresses of agents/ representatives in India, if any. Similarly, Bidder(s)/Contractor(s) of Indian Nationality shall disclose names and addresses of foreign agents/representatives, if any. Either the Indian agent on behalf of the foreign principal or the foreign principal directly could bid in a tender, but not both. Further, in cases where an agent participates in a tender on behalf of

one manufacturer, he shall not be allowed to quote on behalf of another manufacturer along with the first manufacturer in a subsequent/parallel tender for the same item.

d) The Bidder(s)/Contractor(s) will, when presenting their bid, disclose any and all payments he has made, are committed to, or intend to make to agents, brokers, or any other intermediaries in connection with the award of the Contract.

3) The Bidder(s)/Contractor(s) will not instigate third persons to commit offences outlined above or be an accessory to such offences.
4) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm indulge in fraudulent practice means a wilful misrepresentation or omission of facts or submission of fake/forged documents in order to induce public official to act in reliance thereof, with the purpose of obtaining unjust advantage by or causing damage to justified interest of others and/or to influence the procurement process to the detriment of the IIM Tiruchirappalli interests.
5) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm use Coercive Practices (means the act of obtaining something, compelling an action or influencing a decision through intimidation, threat or the use of force directly or indirectly, where potential or actual injury may befall upon a person, his/her reputation or property to influence their participation in the tendering process).

Article 3: Consequences of Breach

Without prejudice to any rights that may be available to the Principal/Owner under law or the Contract or its established policies and laid down procedures, the Principal/Owner shall have the following rights in case of breach of this Integrity Pact by the Bidder(s)/Contractor(s) and the Bidder/ Contractor accepts and undertakes to respect and uphold the Principal/Owner's absolute right:

1) If the Bidder(s)/Contractor(s), either before award or during execution of the Contract, have committed a transgression through a violation of Article 2 above or in any other form, such as to put their reliability or credibility in question, the Institute reserves the right to cancel the Tender. The imposition and duration of the exclusion will be determined by the severity of the transgression and determined by the Principal/Owner. Such exclusion may be forever or for a limited period, as decided by the Principal/Owner.
2) ***Forfeiture of EMD/Performance Guarantee/Security Deposit:*** If the Principal/Owner has disqualified the Bidder(s) from the Tender process prior to the award of the Contract or terminated/determined the Contract or has accrued the right to terminate/determine the Contract according to Article 3(1), the Principal/Owner apart from exercising any legal rights that may have accrued to the Principal/Owner, may in its considered opinion forfeit the entire amount of Earnest Money Deposit, Performance Guarantee and Security Deposit of the Bidder/Contractor.
3) ***Criminal Liability:*** If the Principal/Owner obtains knowledge of conduct of a Bidder or Contractor, or of an employee or a representative or an associate of a Bidder or Contractor which constitutes corruption within the meaning of IPC Act, or if the Principal/Owner has substantive suspicion in this regard, the Principal/Owner will inform the same to law enforcing agencies for further investigation.

Article 4: Previous Transgression

1) The Bidder declares that no previous transgressions occurred in the last 5 years with any other Company in any country, confirming to the anti-corruption approach or with the Central Government or State Government, or any other Central/State Public Sector Enterprises in India that could justify his exclusion from the Tender process.
2) If the Bidder makes an incorrect statement on this subject, he can be disqualified from the Tender process, or action can be taken for banning of business dealings/ holiday listing of the Bidder/Contractor as deemed fit by the Principal/ Owner.
3) If the Bidder/Contractor can prove that he has resorted/recouped the damage caused by him and has installed a suitable corruption prevention system, the Principal/Owner may, at its own discretion, revoke the exclusion prematurely.

Article 5: Equal Treatment of all Bidders/Contractors/Subcontractors

1) The Bidder(s)/Contractor(s) undertake(s) to demand from all subcontractors a commitment in conformity with this Integrity Pact. The Bidder/Contractor shall be responsible for any violation(s) of the principles laid down in this agreement/Pact by any of its Subcontractors/sub-vendors.
2) The Principal/Owner will enter into Pacts on identical terms as this one with all Bidders and Contractors.
3) The Principal/Owner will disqualify Bidders who do not submit the duly signed Pact between the Principal/ Owner and the bidder, along with the Tender, or violate its provisions at any stage of the Tender process, from the Tender process.

Article 6- Duration of the Pact

This Pact begins when both parties have legally signed it. It expires for the Contractor/Vendor 12 months after the completion of work under the contract or till the continuation of the defect liability period, whichever is longer, and for all other bidders, till the Contract has been awarded. If any claim is made/lodged during the time, the same shall be binding and continue to be valid despite the lapse of this Pact as specified above, unless it is discharged/determined by the Competent Authority, IIM Tiruchirappalli.

Article 7- Other Provisions

1) This Pact is subject to Indian Law, the place of performance and jurisdiction is the Headquarters of the Division of the Principal/Owner, who has floated the Tender.
2) Changes and supplements need to be made in writing. Side agreements have not been made.
3) If the Contractor is a partnership or a consortium, this Pact must be signed by all the partners or by one or more partners holding power of attorney signed by all partners and consortium members. In case of a Company, the Pact must be signed by a representative duly authorized by board resolution.
4) Should one or several provisions of this Pact turn out to be invalid, the remainder of this Pact remains valid. In this case, the parties will strive to come to an agreement to their original intentions.

Signature of the Bidder with seal

5) It is agreed term and condition that any dispute or difference arising between the parties with regard to the terms of this Integrity Agreement / Pact, any action taken by the Owner/Principal in accordance with this Integrity Agreement/ Pact, or interpretation thereof shall not be subject to arbitration.

Article 8- LEGAL AND PRIOR RIGHTS

All rights and remedies of the parties hereto shall be in addition to all the other legal rights and remedies belonging to such parties under the Contract and/or law, and the same shall be deemed to be cumulative and not alternative to such legal rights and remedies aforesaid. For the sake of brevity, both the Parties agree that this Integrity Pact will have precedence over the Tender/Contract documents with regard to any of the provisions covered under this Integrity Pact.

IN WITNESS WHEREOF, the parties have signed and executed this Integrity Pact at the place and date first above mentioned in the presence of the following witnesses:

.....
(For and on behalf of Principal/Owner)

.....
(For and on behalf of Bidder/Contractor) WITNESSES:
1. .....
(Signature, name, and address)

2. .....
(Signature, name, and address)

Place:

Dated:

ANNEXURE VI: CHECKLIST FOR DOCUMENTS TO BE ATTACHED WITH THE TENDER

Sl. No	Covers	Details	Remarks	Tick (√)
1	(Cover 1)	All the documents and Annexures, ***except the Price Bid document.***		
2	(Cover 2)	Only Price Bid documents as per the BoQ in MS Excel format(.xls)		
3	Whether the GST Registration Certificate is enclosed.			
4	Whether PAN is enclosed.			
5	Whether the cancelled cheque leaf is enclosed.			
6	Whether duly filled-in Technical Bid documents (i.e., Annexure-I to the tender document), along with all the related enclosures, have been enclosed with the Tender: i. Registration / Incorporation Details of the bidding firm/agency/company. ii. Legal Status of the Bidder – Copy of the Registered Partnership Deed (in case of a partnership firm) or Memorandum & Articles of Association (in case of a Private Limited Company). iii. EMD Payment Receipt or valid MSME Certificate for exemption from EMD. iv. Copies of Work Orders / Agreements and corresponding Completion / Performance Certificates. v. Authorization / Power of Attorney in favour of the person signing the tender document. vi. Audited Annual Accounts, Income Tax Returns, and Assessment Orders for the last three consecutive financial years (2022–23, 2023–24, and 2024–25). vii. Details of Completed Contracts in the prescribed format during the last three years, along with supporting proof and verifiable contact details. viii. Technical Proposal consisting of the following for technical evaluation: • Concept Note or Presentation demonstrating the bidder's understanding of IIMT's requirements, the working executives' profile, and the geographic target segment. • Detailed Campaign Plan / Strategy Document outlining the approach to social media, search, SEO, remarketing, webinars, geo-targeting, etc., including provisions for dynamic revision and campaign optimisation. • List of Digital Marketing Tools/Platforms (analytics, dashboards, automation, remarketing) proposed to be used. Profile of Key Staff including the proposed SPOC. Details of Company Partnerships with social media platforms and Awards/Certifications (if any) of staff in Google Ads, Meta Ads, LinkedIn Campaign Manager, etc.		

Signature of the Bidder with seal

	• Case Studies of past campaigns, especially in the education sector (executive MBA / higher education preferred) with details of outcomes achieved (e.g., qualified leads generated, CPL, conversions). • Client References with verifiable contact details. • Evidence of Outcomes Achieved (e.g., leads generated, CPL, conversions). ix. Details of Ongoing Contracts in the prescribed format, along with supporting proof and verifiable contact details. x. Any Other Information / Supporting Documents / Proofs as required in this Tender document.	
7	Whether the Technical Bid documents as per ***Annexure-I*** of the tender document are submitted.	
8	Whether the List of Present and Past Clients Details (***Annexure – III***) is attached to the Technical Bid.	
9	Whether Undertaking, Near Relative and Declaration Certificate as per ***Annexure-IV*** to the effect that the bidder had never been blacklisted/ terminated due to poor performance by any of the Government Organizations/Agencies is submitted.	
9	Whether the Technical Bid documents and all the required enclosures to the Technical Bid are serially numbered and overwriting/ erasures, if any, in the technical bid have been duly signed and endorsed with the seal?	
10	Whether an **Index or Table of Contents** of all enclosures to the Technical bid has been prepared and attached to the Technical bid, to facilitate quick reference?	
11	Whether the Tender documents have been signed with a seal on all the pages by the bidder.	