

ICMAI
THE INSTITUTE OF
COST ACCOUNTANTS OF INDIA
भारतीय लागत लेखाकार संस्थान
Statutory Body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)



Request For Proposal For

“Empanelment

OF

Media Management Companies”

Last date of submission of bid: 10th December 2025 till 5:00 PM

ICMAI HQ: CMA BHAWAN, 3, INSTITUTIONAL AREA, LODI ROAD, NEW DELHI-110003
ICMAI NOIDA OFFICE: CMA BHAWAN , C-42, SECTOR-62, NOIDA-201309(UP)



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Institute of Cost Accountants of India

Preamble

The Institute of Cost Accountants of India (ICMAI) is a statutory body established by a special Act of Parliament, namely, The Cost Accountants Act, 1959 for regulation and development of the profession of Cost and Management accountants in India. It is under the administrative control of the **Ministry of Corporate Affairs, Government of India**. The Institute is headquartered in Delhi having four Regional Councils at Delhi, Kolkata, Mumbai and Chennai, 117 Chapters in India and 11 Overseas Centres. The Institute is the largest Cost & Management Accounting body in the world with about 1,00,000 qualified CMAs and over 6,00,000 students pursuing the CMA Course.

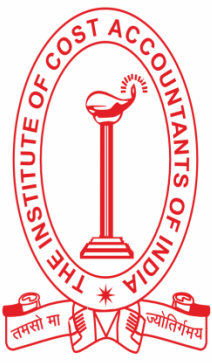
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Bidding Schedule

S. No	Activity	Date & Time
1.	Date of Publishing and Downloading of tender	18 th November, 2025
2.	Pre-bid Meeting	24 th November, 2025 at 2:30 PM at CMA Bhawan, Noida
3.	Last Date receipt of Pre-Bid Queries	24 th November, 2025
4.	Date of publication of response to the queries raised during pre-bid meeting	27 th November, 2025
5.	Last Date of submission of Bid	10 th December, 2025 till 5:00 PM
6.	Opening of Technical Bid	11 th December, 2025
7.	Date of Presentation	To be intimated later

***For any query, please contact Mr. Rahul Arya, Joint Director at Tel: 011-24666131,
Email: pr.jd1@icmai.in***



Scope of Work

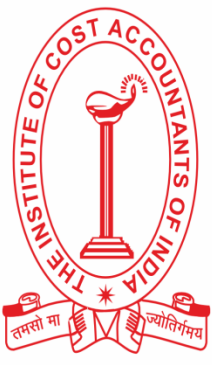
The brief scope of work is as follows:-

1. Newspaper Advertisement, Pan India and Selected cities
2. Newspaper coverage of Institute specific news/Press releases Pan India and selected cities in leading newspapers and digital platform.
3. Public relation campaign on Electronic media, digital platforms and social media.
4. FM radio advertisement for various National and local events of Institute.
5. Organizing press conference at Delhi and other metro cities.
6. Handling of Institute Social media handles for improving the image of Institute and maximizing the reach with stakeholders.
7. Institute advertisement stalls at various exhibitions, Seminars ext.



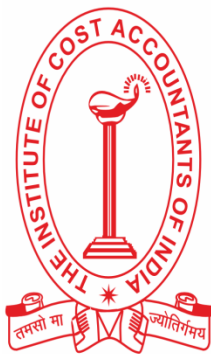
List of documents to be submitted

1. Audited Financial Statement for the last 3 years (i.e. 2021-22, 2022-23 and 2023-24), duly certified by the Chartered/Cost Accountant with proper seal and signatures.
2. Certificate of Incorporation firm/Pvt./LLP.
3. Copy of Goods Service Tax Registration Certificate.
4. List of important clients along..
5. Details of ownership and organization structure of the agency. All the statutory documents are to be attached.
6. The tenderer would be required to submit his /her proof in support that which is an income tax payee along with PAN Card copy.
7. The tenderer should submit an undertaking cum affidavit with the technical bid that the firm has not been blacklisted by any of the organization / government department as on the date of submission of the bid.
8. All the Annexure Duly filled, signed & stamped.
9. Bank Account Details and cancelled cheque.
10. The bidder should/will have registered office in Delhi/NCR.



Eligibility Criteria

1. The company should have a minimum average turnover of Rs. 5 Crore in last 3 financial years (i.e. 2021-22, 2022-23 and 2023-24).
2. Five years' experience in the field of Media Management. The firm should have successfully executed at least 02 media management for Govt. organizations Ministry/Department/PSU/Autonomous bodies/State Government.
3. The tenderer / firm / agency / company would be required to submit the proof in support that which is an income tax payee along with PAN.
4. The tenderer / firm / agency / company should have valid GST registration and attach a copy of the same with the technical bid.
5. The tenderer should submit an undertaking cum affidavit with the technical bid that he or his firm has not been blacklisted by any of the organization / government department as on the date of submission of the bid.
6. Sub-contracted or sublet job on their name will not be considered towards eligibility. The agency which has the work order shall only be considered for this purpose.



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Evaluation criteria of the Technical bid	60 Marks
Average turnover for the last 3 years i.e., 2021-22, 2022-23 and 2023-24 Rs. 5 crores (minimum criteria) Rs. 5 crores to 7.5 crores : 10 Marks Rs. 7.5 crores to 10 crores : 15 Marks Above 10 crores : 20 Marks	Maximum Marks 20
The details of Work experience 5 Years minimum criteria 5 years to 8 years : 10 marks 8 years to 10 years : 15 Marks Above 10 Years : 20 marks	Maximum Marks 20
Worked with Govt. of India Ministry/Department/PSU/Autonomous bodies/State Government in last five years. Worked with 2 GoI organizations (Minimum Criteria) 2 GoI Organizations : 10 marks 2-4 GoI organizations : 15 marks Above 4 organizations : 20 marks (Proof of work done is to be submitted)	Maximum Marks 20
Total Maximum Marks	60
Minimum Qualifying Marks is 30	

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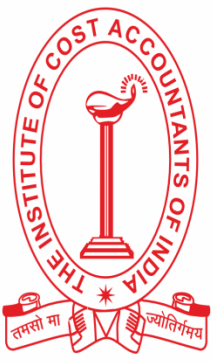
Selection of Empanelment

Presentation (Maximum Marks 40)

An evaluation committee would assess the presentation on the following para-meters:-

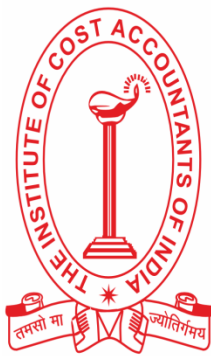
Presentation on understanding of Brand Building requirement of Institute based on Information available in the Institute website www.icmai.in	Maximum Marks 20
Presentation on innovative ideas for maximizing the awareness about the Institute among stakeholders, members, students, potential students etc. at most cost efficient way.	Maximum Marks 20
Total Maximum Marks	40

Please note the Minimum qualifying marks in presentation is 25. The bidders securing composite score of 55 or more marks in technical bid and presentation would be considered for empanelment with Institute.



Selection Process

1. Composite score consisting of marks obtained in the technical bid and presentation would be the basis for empanelment of the bidders.
2. Presentation on the various works undertaken by company along with a presentation on innovative ideas for brand building of Institute.
3. Technical evaluation would be given a weightage of 60 marks and presentation would be given a weightage of 40 marks.
4. After finalizing of Empanelment process of the agencies, a limited tender will be invited for specific events of the Institute to select the lowest bidder (L1) from Empanelled agencies through Financial Bid from the Bills of Quantity (BoQ).



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Terms and Conditions:-

General:

1. The technical presentation should include the complete plan for enhancing the brand image of Institute.
2. The hard and soft copy of the presentation should be made available to Institute at the time of presentation.
3. Institute reserves the right not to accept/reject bid(s) from agencies resorting to unethical practices.
4. Each service provider considered, acceptable on evaluation of their credentials and who fulfill the requisite criteria as stated above and on the basis of the presentation made by the companies before the screening committee. The decision of Institute shall be final and no correspondence on rejection will be entertained.
5. The service provider who responds to this bid notice will only be included in the presentation.
6. Other terms & conditions for the supply of service for informative services would be as per the tender/quotation/enquiry issued from time to time which would be event specific.
7. Institute reserves the right to withdraw/cancel the bid document at any stage.
8. The Application should be **submitted at ICMAI, CMA Bhawan, 3 Institutional Area, Lodhi Road, New Delhi on or before 10th December, 2025.** The envelope should be Super scribed "Request For Proposal For **"Empanelment OF Media Management Companies"**
9. Correcting fluid should not be used in any case. Alterations unless legibly attested by the tenderer, shall disqualify the tender.
10. All the documents should be serially numbered and signed by the tenderer as per RFP.
11. Application must clarify whether the vendor is Company/Partnership/Proprietorship/LLP etc. and also submit supporting documents such as Articles & Memorandum of Association or Partnership Deed etc.
12. Proof of satisfactory supply of services in Government/Semi Government/PSUs /corporate houses and related experience during the

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last 05 years with proof of completion, if any, be enclosed.

13. If the service provider is registered or on the panel of other Government organizations/non-Government Organization, it should be clearly mentioned and supported by certificates/letters.
14. A presentation has to be made by all the shortlisted companies before an evaluation committee as per details given in the "Selection Process". The details of the date and venue will be intimated to the companies shortlisted after evaluation of eligibility criteria documents.
15. At any time prior to the deadline for submission of bids, Institute for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the bid documents by amendment. The amendments will be binding on bidders. In order to allow prospective bidders reasonable time to take consideration the amendments while preparing their bids the Tendering Authority, at its discretion, it may extend the deadline for the submission of bids. Any modification in submitted proposals will not be considered.
16. An evaluation criteria has been included in the Application Form and Media Management Companies scoring at least 30 marks in the technical bid would be eligible for presentation.
17. The Bid/Tender process validity for a period of 180 days from the date of publishing/submission of the RFP at Institute website. This tender is only single cover.
18. The Initial contract period will be 3 year extendable for further 2 years on evaluation of satisfactory performance of the agency. The contract shall come into effect on the date of signing the contract or work order (whichever is earlier) herein after referred to as effective date.

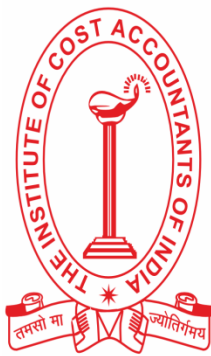
Financial:

19. Institute has the right to negotiate/deduct the price for additional/short items used in variation to the tender accepted and final bidding to the tenderer.
20. Service Provider shall submit documents supporting its financials and other relevant registrations like GST, PAN No. etc.
21. In case of deficiency in service, Institute reserves its right to make deduction from the running bills besides blacklisting the Company

Penalty:

22. The Institute reserves the rights to suspend the tender/ reject any application, if found incomplete or if information provided by the agency/firm is inconsistent and inaccurate.
23. In the event of any lapses in the application form or any incidents,

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fraudulent information the Competent Authority may black list the service provider.

24. The service provider shall be intimated after giving due opportunity of the lapses and its reasons affecting interests of company.

Legal:

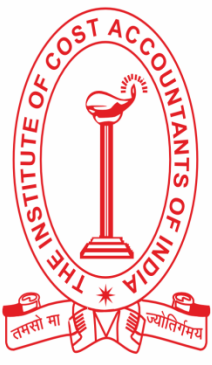
25. Service Provider shall submit an undertaking along with application that it shall abide by all the laws of India including Copyright, Trademark etc. during the event and shall also take applicable permissions and shall always keep DIP indemnified in all circumstances.

26. All the disputes shall be subject to the Jurisdiction of Delhi Courts.

27. The Institute reserves the right to accept / reject any or all the tender/s in part or full without assigning any reason.

28. **CONFIDENTIALITY:** Bidder/contractor shall keep all the knowledge and information (which is not within the public domain), which may be acquired during the carrying out of this assignment, strictly confidential for all times and purposes

29. **INDEMNIFICATION:** The Media Management Companies agrees to indemnify and hold the Institute harmless from and against any and all costs, losses or expenses, including reasonable attorneys' fees, that the Institute may incur by reason of any third-party claim or suit arising out of or in connection with company's failure to perform pursuant to this contract , as well as the negligence, gross negligence, or intentional misconduct of Organizer, its employees, agents and representatives, contractors or subcontractors, including the employees and representatives of said contractors or subcontractors.



Annexure-I

Bid Form

(To be submitted on letterhead of the Bidder)

To,

Dated 18.11.2025

The Convener
Institute of Cost Accountants of India
CMA Bhawan,
3 Institutional Area,
Lodhi Road, New
Delhi -110003

Ref: “Request for Proposal for Empanelment of Media Management”

Dear Sir,

Having examined the tender document of Request for Proposal for ***“Empanelment of Media Management”*** as detailed in the tender document, Terms & Conditions and scope of works etc., and having understood the provisions and requirements relating to the services and all other factors governing the tender, We hereby submit our offer for the tender document of Request for Proposal for Empanelment of Media Management.

We accept the RFP document and if we fail to complete the delivery as per the order, we agree that, Institute shall have full authority to cancel our order with no obligation on their part.

Signature of the Bidder

With stamp and date



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Annexure--II

To be filled in by the Applicant
Application form for "Empanelment of Media Management"

Sr. No	Particulars	
1	Name of the company	
2	Address	
3	Contact details (contact person, contact no, email)	
4	Type of company	
5	Details of major GoI/Departments/Autonomous Bodies/State etc. clients	
6	Date of establishment	
7	Pan No	
8	GST certificate	
9	Last 3 years balance sheet (Revenue details) FY 2021-22, FY 2022-23 and FY 2023-24	
10	Any other information	
11	Bank account details	

(Attach documentary evidence pertaining to all the points above)

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Annexure-III

I/We, hereby declare that:

- a) I/We have read and understood the system of empanelment.
- b) I/We have read and understood the terms & conditions governing the empanelment; and
- c) I/We agree to be bound by the same
- d) That I/We understand that in case of any of the above information is found to be incorrect, Institute may reject the application or revoke the empanelment at any time, without giving any notice.

.....
(Signature)

Name
Address

.....
.....
.....

Company
.....

Telephone no
Mobile No.

Dated:-

Place:-

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Annexure-IV

I/We hereby declare that I/We understand that:

- a. The submission of the application does not guarantee automatic empanelment.

The address given below is the postal/communication address in which all the messages/documents, which may be addressed/ sent to us.

.....
(Signature)

Name

.....

Address

.....

.....

.....

Company

.....

.....

Telephone no.

.....

Mobile No.

.....

Dated:

Place:

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