



# THE INSTITUTE OF COST ACCOUNTANTS OF INDIA NORTHERN INDIA REGIONAL COUNCIL

(Set up under an Act of Parliament)

CMA Bhawan, 3, Institutional Area,  
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NIRC/No./ 530

Date: 20.11.2024

## Expression of Interest

The Northern India Regional Council of The Institute of Cost Accountants of India invites "Expression of Interest" from reputed Videography Editing agencies/ Individuals for empanelment to create content for our social media platforms.

### Scope of work:

- High-quality video editing: trimming / merging, transitions, color grading, sound enhancement, and text overlays.
- Creation of engaging short-form videos (Reels) optimized for platforms like Instagram, YouTube, Facebook, and Twitter etc.
- Creative inputs aligned with current trends and NIRC branding guidelines.
- Any other as per requirement.

### Submission Details:

Interested vendors/ Individual may please submit their Expression of Interest along with the rates and portfolio by 06<sup>th</sup> December 2024 through a sealed envelope to AAO, NIRC of ICMAI at NIRC of ICMAI, CMA Bhawan, 3 Institutional Area, Lodi Road, New Delhi-110003 and email to [nirc@icmai.in](mailto:nirc@icmai.in) (for any further query):

All applications received after the due date of submission of applications shall be ignored. The selected agency/individual will be engaged to provide the aforementioned services for an initial period of one year. The contract may be renewed thereafter based on satisfactory performance, subject to mutually agreed terms.

**Disclaimer:** NIRC of ICMAI reserves the right to accept or reject any or all responses and to request additional submission or clarifications from one or more Appointment(s) at any stage or to cancel the process entirely without assigning any reason. Also, Chairman-NIRC has reserve the right to accept the applications having lowers points.

We look forward to your proposals to enhance our digital outreach.

Assistant Administrative Officer  
NIRC of ICMAI

*Behind Every Successful Business Decision. There is always a CMA*