

**Call for Expression of Interest for Marketing Agency providing
Professional Expertise in Promotion of Expo & Conference in Sept. 2023**

**Indian Rubber Manufacturers Research Association
An autonomous Institute under DPIIT
Plot No. 254/1B, Road No. 16 V, Wagle Industrial Estate, Thane West,
Maharashtra - 400604**

IRMRA established in 1958, to provide scientific & technological support by way of Testing, Training, Consultancy, Research & Product development services to the Rubber and Allied industries, functioning under the administrative control of Dept. of Industry and Internal Trade [DPIIT], Ministry of Commerce & Industry, Government of India is celebrating the **65th anniversary this Year**. As a part of celebration, IRMRA's **24th Rubber Conference** is scheduled with the theme ***"Sustainability & Circular Economy – Challenges and Opportunities for Rubber Industry"*** along with a **Rubber Expo on 22nd & 23rd September 2023 at Chennai Trade Centre, Chennai**. The conference and expo are likely to witness participation from all sectors related to rubber and allied industries, both nationally and internationally.

The objective of the conference is to bring in the classic innovations in materials and their alignment to the trending technology from various sectors. To provide a unique platform to cover the complete spectrum of the industries involved at every stage of product lifecycle i.e. raw material manufacturers, product manufacturers, machinery manufacturers, testing equipment manufacturers and the end users like the automotive OEMs, component manufacturers, defence sector etc. More than 20 technical oral and poster presentations are planned with speakers from India and abroad to deepen the knowledge of the delegates and provide complete exposure to the current and future trends in different technology areas.

IRMRA intends to select an agency for marketing and managing the Expo with approximately 100 stalls. Marketing by using various modes like digital marketing, telephonic marketing, email marketing etc. and generate the leads for potential exhibitors for the Rubber Expo.

The period of contract will be 6 months, with provision of intermittent performance review. A committee of experts appointed by IRMRA will review the performance of the agency at the end of every month and will have the option to foreclose the contract in case the performance of the agency is not found satisfactory.

IRMRA now invites eligible agencies to indicate their interest in providing the services. The EOI should be sent along with :

- (i) Agency background and profile of the lead organization and any collaborating organizations, as the case may be.
- (ii) Three years of experience for providing similar service or marketing services.
- (iii) A current list of clients and brief description of services performed for them.
- (iv) Capability Statement including total turnover of the agency along with audited accounts of the last three years.

IRMRA reserves the right to modify the scope of supply / even cancel the tender without assigning any reason. No influence will be entertained.

Any queries on the tender related matters may be written to purchase@irmra.org / director@irmra.org / ss@irmra.org . No mails will be entertained beyond the closing date. i.e 28/02/2023 – 17.00 hrs.

Selection process of agency :

1. Any EOI with inadequate information, or those received after the closing date may not be considered.
2. EOI should be as concise and focused as possible to give evidence of the above requirements, including the experience statement and organization profiles.
3. The short listing will be done on the basis of the above information/documents.
4. Expression of Interest with their experience profiles and achievements must be uploaded/ submitted by 28/02/2023 till 17.00 hours at purchase@irmra.org / director@irmra.org / ss@irmra.org . The expression will be only by e mail.
5. Technical or agency competency will be judged based on the information provided by them and will be based on set of certain criteria.

Request for Commercial offer :

6. RFP documents will be issued to the Shortlisted Firm & the agencies will be selected in accordance with the Quality and Cost Based Selection (QCBS) method.
7. The commercial offer should be forwarded in a sealed envelope using **the standard template** only. Last date for receipt of commercial offer is 7th March 2023.
8. The template will be mailed only to those who officially expressed based on this advertisement.
9. No e-mail offer will be entertained.
10. Physical copy to be either submitted in physical mode or by courier / speed post within the date. Delay in postal / courier will not be an excuse.
11. The supplier may submit their offer in our regional site office in Chennai (IRMRA camp office in GARC campus) and take acknowledgement copy / receipt of offer.

Sd/-

Director, IRMRA