

Request for Quotation (RFQ)

“Hiring of Creative agency, Social Media Agency for Alliance Air Aviation Limited (AAAL)”

OFFICE: Alliance Bhawan, I.G.I Terminal-1
New Delhi-110037

1	Date of commencement of Bidding Process	03 rd April 2023
2	Last Date of Submission	16 th April 2023
3	Date of Financial Bid Opening	20 th April 2023
4	Address for communication	Alliance Air Aviation Limited Alliance Bhawan, IGI Airport T-1, New Delhi-110037
5	For any query	Mr. Mannu Anand Ph: 011-25672261 Email id:- sales@allianceair.in
6	Reference Number	AAAL/RFQ/Marketing/2023/570

DISCLAIMER

This RFQ document is not a recommendation, offer or invitation to enter into a contract, agreement or any other arrangement, in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed between Alliance Air and any successful vendor as identified by Alliance Air, after completion of the selection process as detailed in this document. This document does not constitute nor should it be interpreted as an offer from the Airline.

This document is meant to provide information only and upon the express understanding that the recipients will use it only for the purpose set out herein.

Alliance Air reserves the right of deviation or to change this document. Whenever any change, amendment, alteration or deletion in the terms of RFQ document is warranted it will be notified via notification on Alliance Air's website and on Email by Alliance Air.

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RFQ of Annual Contract for hiring Social Media marketing, creative design agency for Alliance Air.

TERMS of REFERENCE (TOR)-WORKSCOPE & DELIVERABLES

1. Objectives:

Alliance Air is looking for an external Social Media and Creative Agency or a group of agencies for handling Social Media marketing, creative design. This will be an annual contract. On the performance basis, this contract can be extended for another one year with mutual agreement.

Instructions to Agency

To work in close coordination and liaison with Alliance Air for an effective marketing Communication and Launch plan as per details below:

- a. To nurture & enhance the digital profile of Alliance Air, consistently with its effective content strategy.
- b. To manage digital perceptions and reputation of Alliance Air through active participation in social media.
- c. To effectively create, manage, develop and use the social media handles including but not limited to existing Facebook, Instagram, LinkedIn, and Twitter accounts of Alliance Air with active postings of minimum 5 posts per day on each handle. To cultivate a thriving presence on Alliance Air's YouTube page, by consistently posting new content, ideally with a minimum of one video per day.
- d. Communicate with the Pan India social media audience and providing them with satisfactory resolutions.
- e. The chosen agency should employ a targeted Research and Development strategy to enhance the social media image of Alliance Air, using influencers and highly influential individuals across all social media platforms. This approach should be implemented in compliance with all applicable legal requirements.

Work Scope (Work scope need to be accomplished by agency)

The primary responsibility of the Selected Agency will be as follows:

- a. Strategic content creation and creative designing keeping brand rules in mind.
 - b. Analysis of Alliance Air operations with all aspects of its structure and functions from marketing perspective.
 - c. Paid Images to be used from Shutterstock or any other medium will be under scope of the agency.
 - d. Close liaison and interaction with Influencers and opinion makers on all social media platforms.
 - e. Create marketing campaigns, effective execution, and monitoring social media, proactively with effective periodical reporting on a Daily Basis.
 - f. Create and publish creative's designed for public outreach and media relations.
 - g. Conduct communication audit on Alliance Air's messaging pertaining to external public, including media, important national and personalities and Government. agencies for quick resolution of concerns raised.
 - h. Manage social media to counter negative opinions online- Also manage online reputation of Alliance Air to create positive sentiment in market.
 - i. Plan, strategize and execute digital communication through social media channels/accounts related to any crises or sudden developments including new flight launches, CSR initiatives or any other development shared by Alliance Air management.
 - j. Social listening and Analytics to boost the reputation of Alliance Air through social media marketing channels/accounts and YouTube page.
 - k. Advise on new initiatives with regards to social media campaign strategy with prior consultation and approval of Alliance Air management.
 - l. To depute a concerned dedicated person with the relevant skill set to interact with the AAAL PR team for regular updates.
- a) Market Intelligence & Management Reporting**
- i. Present a report on monthly basis covering total views, likes shares and actual conversions.
 - ii. Produce a comprehensive report at the end of each campaign giving a detailed analysis of the coverage on Alliance Air through social media handles.
 - iii. Implementing Market intelligence and research during creative design, execution, and management of individual marketing campaign in consultation and approval of Alliance Air.
- b) Crisis Communication in the event of an emergency or similar nature**
- I. Prepare a proactive strategy, Standard Operating procedures and templates to manage the crisis arising out of operations, launch, mishap and others unavoidable scenario.
 - II. Applying technical expertise in identifying the target audience for communication.
 - III. Chalk out the key agenda and content of messages
 - IV. Design, implement and efficiently manage the marketing plan keeping in mind the desired result.
 - V. Sharing of content snippet with briefs and results for sharing on other channels like website.
 - VI. Preparing impact reports of new initiatives, periodic sales, launch & Special focus to aviation enthusiast, regulatory bodies, governing ministry, CEO- Alliance Air and all important stake holders in highlighting achievements and showcasing milestone events.

c) Any other marketing activity entrusted as and when required

The selected bidder will also be required to:-

- i. Maintain a watch on all newspaper reports, magazines, aviation journals and other publications on Alliance Air, its operations, its administration and its working in general, whether in India or international publications that have representation in India and bring to the notice of Alliance Air all such reports at regular intervals.
- ii. Render ideas and suggestion in the preparation of video creative ads and other audio-visual projects, as and when required for all social media marketing channels/ accounts.
- iii. Elicit public opinion on all issues involving Alliance Air, analyze the same and suggest consequential action.
- iv. Perform all other marketing activities as the circumstances may from time to time require for imparting a positive brand image in favor of Alliance Air.
- v. Highlight the objectives and achievements with a view to positively influence opinion leaders through initiatives taken by Alliance Air Management originating from Seminars, Conferences and Presentations, whenever required.
- vi. The Selected Bidder's team shall be accessible at all times (24X7) and will ensure that all special requests are processed within the minimum time required. In case of any significant development that may require special mobilization of resources, the Selected Bidder shall activate additional support systems within one working day.
- vii. All marketing communication- Image/Graphic/GIF/Video/Text or a combination of such in drafting of messages to be hosted on social media platforms with the approval and consultation from Alliance Air.
- viii. The bidder should attend Alliance Air's activities for content creation for social media handles as and when required.

PRE-QUALIFICATION CRITERIA
Mandatory Minimum Eligibility Criteria

Proposals of the Bidder Applicants who fulfill the following pre-qualification requirements, and submit documentary proof thereof along with the Technical Proposal, will only be eligible for evaluation of the Financial Proposals. Bidder Applicants are required to indicate the compliance status for each of the PQ criteria by stating Yes or No. The documentary evidences as required shall be attached with this annexure in sequence of the criteria. "No" to any one of the criteria could result in disqualification of the bid as these are mandatory PQ Criteria.

PQ Criteria	Pre-Qualification (PQ) Eligibility Criteria- MANDATORY REQUIREMENTS	PQ Criteria –Key Minima benchmark	Documentary evidences certified to be attached with the Technical Proposal for the relevant PQ criteria compliance	Yes/No
1	Bidder Applicant in its present name should have been in continuous existence in the business of creative designing/Social Media/ Internet marketing/Primitive media like TV, RADIO and PRINT for a multinational company and/or company of national repute.	3 years' experience in PR, Social/Digital/Offline Media Management Agency business, such period to be counted backwards from Dec 2022	Submit self-certified copies of documents on Bidder Applicant's own name on the Letterhead of Bidding entity under Signature and Stamp of the CEO of the entity attaching the following documents to fulfill each of the PQ requirements as under:- i. Business registration documents such as from Registrar of Cos., Registrar of firms, etc., and ii. Bidder Applicant to provide (self-certified) client listing support for the said period along with digital creative and campaign details. iii. A write up (on Bidder Applicant's letterhead self-certified) about the company / firm, its standing and past work done. (Not exceeding 2-3 pages).	
2	The Bidder should have full-fledged functional offices under its own name with adequate infrastructure, resources including PR qualified, skilled and experienced manpower anywhere PAN India to cater to the marketing requirements.	Functional Office in India for last 3 years	Self-declared Certificate with documentary proof (such as certified copies of Registration under Shops & Establishment, taxes registration copy, Space lease rent agreement) in support of such infrastructure available at each of these locations be provided.	

3	The Bidder should have handled or should be handling social media / PR /Marketing accounts of a company of repute for a continuous period of 2 (two) years, with minimum project value of 5 lac.	Minimum Two (2) Social Media and PR assignments of Rs.5 lacs/p.a.- PR Agency assignments in last 2 years.	Copy of the engagement letters issued to the Bidder Applicant in support of the claimed experiences.	
4	Experience in handling PR/ Marketing activities for multinational, top corporate, airlines, hospitality, travel and tourism sector clients.	Minimum Two (2) Social Media and PR assignments of the type specified	Supporting document to be provided.	
5	The Bidder must have a Permanent Account Number (PAN)		Attach a copy of the self certified PAN registration card, to be submitted	
6	The Bidder must have a currently valid GSTN, and a copy of the GST Registration is to be submitted.		Attach a copy of the self-certified GST registration certificate with the locations of each state in which registered, to be submitted	

- I. Documents required in support of pre-qualification should be submitted along with the PQ Form (same details might have been asked in Technical Bid also, but separate copy of details are required with the pre-qualification also).
- II. Alliance Air reserves the right to call for clarification/submission of additional documents, if considered required by Alliance Air, from the Bidder Applicant for evaluating the PQ criteria. Such information/additional documents for the purposes would need to be provided to Alliance Air within such timeframe as indicated in Alliance Air's request in this regard. If such information/additional documents are not received by the stipulated deadline, Alliance Air would evaluate the bid on the basis of the information/documents available with Alliance Air.
- III. Non-fulfillment of the aforesaid pre-qualification criteria and not providing any of the requisite documents stated above for enabling evaluation or furnishing incomplete/incorrect submissions as per the above list would lead to disqualification of such Bidder Applicants bid and no correspondence whatsoever would be entertained by Alliance Air in this regard.
- IV. Alliance Air reserves the right to independently verify/evaluate the information submitted by the Bidder Applicants and the decision of Alliance Air taken in that regard shall be final, conclusive and binding upon the Bidder Applicant.

Financial Bid Format:-

Section-A

Creative Designing, Social Media Marketing and strategy

Activity	Details	Rate(Rs)
Creative,design and contentcreation	<ul style="list-style-type: none"> Developing social media content, creative and product stories/reels ensuring a powerful brand expression. 3 posts per day & 2 stories/reels per day. Ensuring approved content is shared to achieve high user engagement across social channels. 	
Effective social media campaign. (Facebook, Twitter, LinkedIn, Instagram and Youtube, etc):-	<ul style="list-style-type: none"> Develop & Implement a specific media plan to target end consumers geographically andkeystakeholdersasperindividualsocialmediachannel toensure– <ol style="list-style-type: none"> Content reach Drive traffic to web/mobile destination Brand visibility Campaigns to engage end users and key stake holders based On Alliance Air brand strategy, product promotions, product Launch, new initiatives, etc. Audio- video & static post should be in the ratio of 1:3. Organic engagement rate @ 5% minimum. 	
ResponseManagement:	<ul style="list-style-type: none"> Developing response management framework creating first levelresponses. Adhering to SOP'S/ standard templates as defined by AllianceAir. Detailed weekly social media handle report with sentiment analysis specific to product and service notifying likes, shares, forwards and followers report. Takedown malicious, defamatory content which are derogatory for the image of Alliance Air etc, monitoring conversations, feedback received. 	

Section -B

Miscellaneous

(Deliverables mentioned below are optional and shall not be considered for the evaluation process.)

Activity	Details	Unit Rate(Rs)
Search Engine optimization	Optimizing brand visibility by doing intelligent keyword targeting, ad-words, content driven search engine optimization. Driving traffic on Alliance Air website. Detailed report of sales, driven through SEO. (Cost per conversion rates to be quoted).	
Product Photography	A package rate of complete consultive profile photography adhering to brand rules including Arial/ Ground shots.	
Video Creation	A package rate of 15 videos to be made. (Unit Rate)	
ProductPhoto shoot	<ul style="list-style-type: none"> To perform a 3 Dimensional photoshoot for the Aircraft. Create a 3 Dimensional video of the aircraft which can be used in creative designing. 	

Force Majeure Event

- a. Neither the Service Provider nor AAAL (collectively "Parties" and individually "Party") shall be in breach of any obligation under the Contract if it is unable to perform that obligation in whole or part by reason of occurrence of Force Majeure Event.
- b. Force Majeure Event means extraordinary events or circumstance beyond human control such as an event described as an act of God (like a natural calamity, but not including seasonal rains) or events such as a war, strike, riots, quarantine, pandemic, epidemic. The affected Party shall give immediate notice in writing of occurrence of a Force Majeure Event as soon as it occurs (in any case not later than 5 (Five) days of information about the occurrence of such an event becoming known to such Party) and shall thereafter keep the other Party informed of the continuation or termination of such event as soon as possible (and in any event within 3 (Three) days of the continuation or termination of such event).
- c. Notwithstanding the occurrence of a Force Majeure Event, the affected Party shall use its best reasonable efforts and due diligence to mitigate the economic and other effects of the event of Force Majeure and shall reasonably allocate its available resources, giving priority to its obligations under the Contract.
- d. The Party so affected shall take all reasonable steps to remedy the failure and reasonably allocate its available resources, giving priority to perform its obligations under the Contract and to keep the other Party informed of the steps being taken to mitigate the effects of an event of force majeure.
- e. If the performance in whole or in part or any obligation under the Contract is prevented or delayed by any reason of subsistence of a Force Majeure Event for a period exceeding 90 (Ninety) days, either Party may at its option terminate the Contract without any financial repercussion on either side.
- f. Notwithstanding the punitive provisions contained in the Contract for delay or breach of Contract, the Agency would not be liable for imposition of any such damages so long as the delay and/or failure of the Agency in fulfilling its obligations under the Contract are solely attributable to the occurrence of a Force Majeure Event.

GENERAL TERMS AND CONDITIONS

1. General Terms

- a. General Instructions-
 - i. Detailed description of the objectives, scope of services, deliverables and other requirements relating to this Social Media and PR Agency are specified in this RFP. In case an applicant firm possesses the requisite experience and capabilities required for undertaking the assignment, it may participate in the Selection Process in response to this invitation. The term applicant (the "Bidder Applicant") means the Social Media and PR Agency. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP.
 - ii. Bidder Applicants are advised that the selection of Social Media and PR Agency shall be on the basis of an evaluation by Alliance Air through the Selection Process specified in this RFP. Bidder Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that Alliance Air's decisions are binding on the Agency without any right of appeal whatsoever.
 - iii. The Bidder Applicant shall submit the proposal in Hardcopy (bound book form in A4 size) with all pages numbered serially with an index of submissions in the order listed at Checklist for RFQ submission.
 - iv. Number of Proposals – No Bidder Applicant shall be entitled to submit more than one Proposal.
 - v. All government rules and regulations will be applicable on this RFQ.
 - vi. Alliance Air reserves the right to extend, cut short and terminate the contract without any explanation on the basis of performance.
 - vii. Evaluation will be done on the basis of the PQ qualification and then financial quote comparison, Alliance Air is free to calibrate and compare all quotes and its components, experience and necessary relevant experience before awarding one or more jobs in a section.
 - viii. Alliance Air reserves the right to select all sections or part thereof.

- ix. From the applied section individual segments can be chosen or omitted before releasing the purchase order by Alliance Air.
- x. Alliance Air reserves the right to accept or reject any or all Quotations.
- b. Contents of Bidding Document
The Bidder Applicant is expected to go through all the instructions, terms, forms and specifications of the RFQ document. Failure to furnish all information required as per the RFQ document or submission of Proposal not substantially responsive to the RFP document in every respect will be at Bidder Applicant's risk and may result in the rejection of the Proposal.
- c. Bid Prices
Bidder Applicants should quote rates which will be valid for the entire period of contract from the date of signing of contract. The charges indicated in Financial Bid should cover the manpower and all other costs connected with the performance of the required services under the arrangement of Social Media and PR Agency in this RFQ. Applicable Tax should be quoted separately. Alliance Air will not make any other payment towards the services except those indicated/quoted in the Financial Proposal.
- d. Revealing of Prices
The rates and/or prices in any form or for any reasons should not be disclosed in the technical or other parts of the Proposal except in the Financial Proposal. Otherwise it will lead to the Proposal being rejected.

Sealing and Marking of Bids

- The Bidder Applicant shall send 1 sealed and stamped envelope.
- Stamp and sign on all documents.
- The financial envelope to be submitted at Alliance Bhawan–Domestic Terminal T-1, I.G.I Airport, New Delhi office.

2: Dispute Resolution, Jurisdiction and Governing Law:

Dispute Resolution:

- i) Any dispute arising between the parties in respect of the construction, interpretation, application, meaning scope, operation or effect of any terms of the Contract or the validity or breach thereof, shall first be settled by mutual consultation/discussion between the senior executives of the parties.
- ii) If the dispute remains unresolved after a period of 30 days from the date when the mutual consultation has started, then the unresolved dispute/difference shall be settled by arbitration in accordance with Arbitration and Conciliation Act, 1996, as amended from time to time, by a sole arbitrator. The parties shall mutually appoint the sole arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996.
- iii) Provided further, if the parties fail to appoint a sole arbitrator within 15 (Fifteen) days of the invocation of the arbitration clause, the Delhi High Court shall appoint the sole arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. Both parties shall bear their own costs of arbitration proceedings.
- iv) The seat and venue of arbitration shall be New Delhi, India and it shall be conducted in the English language.
- v) During the arbitration, the parties shall continue to fulfill their respective obligations under this agreement except for such obligations, which are the subject matter of the arbitration.
- vi) The arbitral award made in pursuance thereof shall be final and binding on the parties.

3: Invoicing and Payment:

- a. The Social Media and PR Agency shall submit invoice within 45 days of completion of their work along with required documents/ proof of completion of required deliverables and assignment for the invoiced amounts.
- b. The invoices and the supporting documents submitted by the Social Media and PR Agency shall have to be certified by Alliance Air designated official for these to be processed for payment.
- c. Except as otherwise provided, all payments under the Agreement would be made (subject to applicable LDs, Penalties as per SLAs defined in the RFQ) by Alliance Air within 60 (Sixty) days from the date of receipt of the certified invoices.
- d. No advance payment shall be paid by Alliance Air under any circumstances.
- e. It is clarified that whenever under the Agreement any sum of money is recoverable from the Agency, Alliance Air shall be entitled to recover/deduct such sum from the payments of invoices submitted.
- f. All the information, data, reports and documents prepared under the assignments for Alliance Air under this RFP will be the property of Alliance Air and these selected entity shall provide soft copy in open format (MS-Word and MS-Excel) for any use by Alliance Air.
- g. Applicable taxes to be added extra as applicable in the invoicing.

4:LeadTime/Penaltiesfordelay/deficient/non-performance:

- I. The lead time shall commence seven (7) days from the date of issuance of the Letter of Award for RFQ. In the event of any delay in meeting the lead time, penalties will be imposed. However, if the lead time is extended by Alliance Air, no penalties shall be levied.
- II. The penalties would be applicable for delay in deliverables / deficiencies attributable to selected Bidder Applicant in the form of liquidated damages 0.5 %weekly of the invoice value for the delay/deficient/non-performance, subject to a maximum of the total contracted value.
- III. If, in the sole discretion of Alliance Air, the performance of the Selected Bidder is deemed to be poor or unsatisfactory in meeting the deliverables, the following penalty shall be imposed: after the issuance of one warning letter, which shall notify the potential penalty to be applied and indicate the deficiencies that have resulted in inadequate return on investments, deductions from the monthly billing shall be made if no rectification or improvement in performance is observed. The amount of such deductions shall be determined as follows:
 - i) First Penalty: 10 % of the weekly amount of campaign value.
 - ii) On next instance, this penalty level will be doubled.
 - iii) If there is no improvement in services after imposition of the two penalties, then necessary action will be taken by Alliance Air as per clause on early Exit/ Termination.

5: Confidentiality/Non-Disclosure Agreement

The Social Media and PR Agency (and their employees/representatives) shall not disclose any part or whole of any document, of the proposal and/or contract, or any specification, plan, drawing, pattern, sample or information furnished by Alliance Air to any other person, unless Alliance Air gives permission in writing authorizing such disclosure. All employees and parties engaged by the Social Media and PR Agency to perform under this contract shall maintain strict confidentiality with respect to all data and information that comes into their possession during the course of the contract/consulting work. Bidder Applicants are required to submit a signed Non-disclosure Agreement, without any amendments.

6. Conflict of Interest

- I. Bidder Applicant shall not have a conflict of interest that may affect the selection process. Any applicant found to have a conflict of interest shall be disqualified. In the event of disqualification, Alliance Air shall forfeit and appropriate the performance security, if available, as mutually agreed genuine pre-estimated compensation and damages payable to Alliance Air, inter alia, the time, cost and effort of Alliance Air including consideration of such Bidder Applicant's proposal, without prejudice to any other right or remedy that may be available to Alliance Air hereunder or otherwise. Also in event of any content posted by the marketing agency which is not vetted by Alliance Air, if questioned or challenged in court of law, the levied penalties will be imposed on the marketing agency/vendor.
- II. Alliance Air requires that the Bidder Applicant provides professional, objective, and impartial advice and at all times hold Alliance Air interest's paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work.
- III. The Social Media, Marketing, and PR Agency shall not accept any commission, discount, or similar payment for their own benefit in relation to activities performed under this contract or in the discharge of their obligations hereunder. The Agency shall also ensure that its personnel do not receive any such payments, and shall make best efforts to prevent such payments from being made..
