

## **REQUEST FOR PROPOSAL**

### **SELECTION OF BRANDING AGENCY UNDER ODISHA STATE WAREHOUSING CORPORATION**



**Odisha State Warehousing Corporation  
Plot no: 2, Cuttack Road  
Bhubaneswar-751006, Odisha  
Phone : 0674-2575157  
Email Id- md@oswc.in**



ODISHA STATE WAREHOUSING CORPORATION  
PLOT NO: 2, CUTTACK ROAD, BHUBANESWAR-751006, ODISHA  
Email id: [md@oswc.in](mailto:md@oswc.in), Phone: 0674-2575157

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RFP No: 2687

Date: 19.06.2026

**REQUEST FOR PROPOSAL**

**SELECTION OF BRANDING AGENCY**

Odisha State Warehousing Corporation (OSWC) invites sealed proposals from eligible agencies for “**SELECTION OF BRANDING AGENCY**”. Bidders fulfilling the prescribed eligibility criteria and other requirements of the selection process can access and download the complete RFP Document from [www.oswc.in](http://www.oswc.in).

The major events under the bid process are:

Sl. No.	List of Key Events	Critical Dates
1	Date of Issue of RFP	<b>20.06.2026</b>
2	Last Date for Submission of Bid	<b>10.07.2026 up to 5:00 PM</b>
3	Date of Opening of Technical Bid	<b>13.07.2026 at 11:30 AM</b>
4	Date of Technical Presentation and Opening of Financial Bid	<b>15.07.2026</b>

The proposal complete in all respect must reach the undersigned through **Speed Post/ Courier** only latest by **10.07.2026 up to 5:00 PM** in a sealed envelope clearly mentioning on the top of it “**REQUEST FOR PROPOSAL –SELECTION OF BRANDING AGENCY**”. The proposals received beyond the last date and time will be rejected. The authority reserves the right to reject any/ all proposals or cancel the entire selection process without assigning any reason thereof.

Sd/-  
Managing Director  
OSWC

## BIDDER DATA SHEET

Sl. No.	Particular	Details
1.	Title of the RFP	SELECTION OF BRANDING AGENCY
2.	Method of Selection	QUALITY AND COST BASED SELECTION METHOD (QCBS)
3.	Issue of the RFP document	20.06.2026
4.	Submission of the Proposal	10.07.2026 up to 5:00 PM
5.	Opening of Technical Bid	13.07.2026 at 11:30 AM
6.	Technical Presentation and Opening of Financial Bid	15.07.2026
7.	Commencement of Service	August. 2026
9.	Bid Processing Fee (Non-refundable)	Rs.5,000/- (Rupees Five Thousand Only) in shape of Demand Draft in favour of “Managing Director, OSWC” drawn in any scheduled commercial bank payable at Bhubaneswar
10.	Bid Security (EMD) (Refundable)	Rs. 1,00,000/- (Rupees One Lakh Only) in shape of DD in favour of “Managing Director, OSWC” drawn in any scheduled commercial bank payable at Bhubaneswar.
11.	Address for Submission of the Tender	ODISHA STATE WAREHOUSING CORPORATION PLOT NO: 2, CUTTACK ROAD, BHUBANESWAR-751006, ODISHA Email id: <a href="mailto:md@oswc.in">md@oswc.in</a> , Phone: 0674-2575157
12.	Mode for Submission	The bid shall be submitted only through <b>Speed Post / Courier</b> only to the address specified above, during office hours, from <b>20.06.2026 to 10.07.2026 up to 5.00 PM</b> Submission through any other mode and late bids shall be summarily rejected.
13.	Opening of Technical and Financial Proposal	Conference Hall of OSWC
14.	Performance Security	5% of the Contract Value to be furnished by the selected agency in the shape of FDR / TDR or Performance Bank Guarantee (PBG) at the time of signing of the Contract.
15.	Contact Details	<a href="mailto:md@oswc.in">md@oswc.in</a>

**SECTION:1**

**INFORMATION TO THE BIDDERS**

**Background:** The Odisha State Warehousing Corporation (OSWC) was set up in 1958 under the Agricultural Produce (Development and Warehousing) Corporations Act, 1956 which was a Central Act. The Corporation was subsequently brought under the purview of the Warehousing Corporations Act, 1962 – also a Central Act - by virtue of which the earlier Act was repealed. The Warehousing Corporations Act, 1962 lays down the following functions for a State Warehousing Corporation.

- To acquire and build godowns and warehouses at such places in the State, as it may, after consultation with the Central Warehousing Corporation determine;
  - To run warehouses in the State for the storage of agricultural produce, seeds, manures, fertilizers, agricultural implements and notified commodities;
  - To arrange facilities for transport of agricultural produce, seeds, manures, fertilizers, agricultural implements and notified commodities to and from warehouses;
  - To act as an agent of the Central Warehousing Corporation or of the Government for the purpose of the purchase, sale, storage and distribution of agricultural produce, seeds, manures, fertilizers, agricultural implements and notified commodities;
  - To enter into, with the previous approval of the State Government, joint ventures with the Central Warehousing Corporation;
2. OSWC invites sealed proposals from the eligible agencies under the current selection process fulfilling the terms and conditions of this RFP for “Selection of Branding Agency”. The details of the proposed assignment are provided in Section–3: Terms of Reference of this RFP Document.

**3. Validity of the Tender:**

Proposal shall remain valid for a minimum period of **Ninety (90) days** from the date of opening of the technical bid. The approved rate shall remain valid for a period of one (01) year from the approval and signing of the Contract. Any bid with a validity period shorter than that specified in the tender document shall be treated as non-responsive and rejected.

**4. Submission of Proposal:**

Bidders must submit their bids by **Speed Post / Courier** latest by **10.07.2026 up to 5.00 PM** only to the specified address as mentioned in Bidder Data Sheet. The authority shall not be responsible for postal delay /or any consequence in receipt of the bids. The proposal must have to be submitted in two parts.

The procedure for submission of the tender is described below:

i) **TECHNICAL BID(Original + Soft copy in USB in Pdf format):**

The envelope containing technical proposal shall be sealed and superscripted as “**TECHNICAL PROPOSAL–SELECTION OF BRANDING AGENCY**” and to be furnished inside one envelope. The duly filled-in technical bid submission forms, along with all the

supportive documents and information have to be furnished as part of technical proposal.

ii) **FINANCIAL BID (Original + Soft copy in USB in pdf format):**

The envelope containing financial proposal shall be sealed and superscripted as “**FINANCIAL PROPOSAL –SELECTION OF BRANDING AGENCY**”. The duly filled Financial Bid shall contain the detailed price offer for the item and shall be submitted strictly as per the prescribed format as part of the Financial bid.

The "**Technical Bid**" and "**Financial Bid**" must have to be submitted in two separate sealed envelopes (with respective marking in bold letters) along with the prescribed formats/information mentioned in the Tender Document. The first envelope must be marked as "**TECHNICAL BID (NAME OF THE TENDER)**". The second envelope must be marked as "**FINANCIAL BID (NAME OF THE TENDER)**" and it should contain Financial Proposal only. Both the above envelopes have to be sealed and placed inside a third main envelope with proper labeling of following information in bold:

**TITLE OF THE TENDER:**

**TENDER NUMBER AND DATE:**

**NAME AND ADDRESS OF THE BIDDER:**

***All pages of the technical and financial bid must be sealed and signed by the authorized representative of the bidder.***

**5. Bid Processing Fee:**

The bidder must furnish as part of technical bid, the required bid processing fee amounting to **Rs. 5,000/- (Five Thousand Only)** in shape of Demand Draft from any scheduled commercial bank in favour of “**Managing Director, OSWC**” payable at Bhubaneswar. Proposal received without bid processing fee will be out rightly rejected. The bid processing fee is non-refundable in any case.

**6. Earnest Money Deposit (EMD):**

The bidder must furnish, as part of the technical proposal, an Earnest Money Deposit (EMD) amounting to **Rs. 1,00,000/- (Rupees One Lakh Only)** in shape of Demand Draft from any scheduled commercial bank in favour of “**Managing Director, OSWC**” payable at Bhubaneswar. The EMD of unsuccessful bidders shall be refunded within 30 days after finalization of tender process and award of contract. The EMD of the successful bidder will be released only after furnishing of the required Performance Security and issue of purchase order for supply. The EMD will be forfeited on account of the following reasons:

- Bidder withdraws its proposal during the bid validity period as specified in tender document.
- Bidder does not respond to requests for clarification of its bid.
- Bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- Any other circumstance which holds the interest of the authority during the tender process.
- Any bid not accompanied by the required Earnest Money Deposit (EMD), or where valid documentary proof in support of EMD exemption is not submitted, shall be treated as non-

responsive and rejected by the Authority.

**7. Cost of Bidding:**

The bidder shall bear all costs associated with the preparation and submission of its proposal. Alternate bids are not allowed.

**8. Opening of Bids:**

The tender shall be processed under a two-bid system. Initially, the Technical Bids shall be opened in the presence of the members of the Selection Committee and the authorised representatives of the participating bidders. After preliminary evaluation of the Technical proposal, only those bidders whose technical proposals are found responsive and complete in all respects shall be shortlisted for technical presentation round.

Qualified bidders may be required to make a Technical Presentation as part of the evaluation process. Only those bidders who are found technically responsive and meet the minimum qualifying mark in the technical presentation stage shall be eligible for opening of their Financial Proposals. The Financial Proposals of such technically qualified bidders shall be opened on the same date in the presence of the authorized representative and the committee members.

**9. Award of Contract:**

OSWC shall award the contract to the agency on the basis of lowest evaluated commercial bid (L1).

**10. Performance Security:**

The selected agency will have to furnish a Performance Security within 7 days from the date of issue of the offer letter. The performance security shall be furnished in the form of FDR / TDR / Performance Bank Guarantee equivalent to **5% of the contract value** from a scheduled commercial bank situated at Bhubaneswar in favour of **“Managing Director, OSWC”** as per the format at Annexure-II.

The Performance Security shall remain valid from the contracting date up to a period of three (03) months beyond the entire contract period, as a commitment towards due and timely completion of the service period as per the terms and conditions of the RFP. The Contract will be valid for a period of **“Twelve Months”** and will be extended on mutual consent subject to Performance Review by the Competent authority.

**11. Delivery and Penalty:**

In case of delay, a penalty of 1.0 % of the contract value per week shall be levied, subject to a maximum of 10 percent (10%) of the total contract value. In the event of delay in providing the required services, the agency must obtain prior approval of the Authority, with proper justification for such delay.

**12. Payment Terms:**

The 100% payment shall be released by OSWC to the Agency after completion of each activity and submission of deliverables (to be submitted along with delivery acceptance certificate and payment invoice) in accordance with the terms and conditions of the RFP. The bidder shall submit the original GST-compliant invoice along with all required supporting documents, as prescribed by OSWC, for processing of payment. Upon verification, payment shall be released within fifteen (15) days through e-transfer of the payment to the bank account of the agency.

Payment shall be subject to deduction of applicable statutory taxes and levies, if any, as per norms.

**13. Termination Clause:**

OSWC reserves the right to terminate the contract in case of undue delay, supply of substandard materials, or any other breach of contract conditions, with forfeiture of performance security.

**14. Language of Bid:**

The bid and all related correspondence shall be written in the English language only.

**15. Cost of bidding:**

The Bidder shall bear all costs associated with the preparation and submission of its bid. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

**16. Client's right to accept any proposal, and to reject any or all bid/s:**

The authority reserves the right to accept or reject any /all bids, and to annul or amend the bidding / selection process at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

**17. Settlement of Dispute:**

The Client and the Agency shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or arising from or in connection with the Contract within thirty (30) days from the commencement of such informal negotiation. All dispute resolution proceedings shall be held at Bhubaneswar, Odisha, and the language of such proceedings and that of all documents and communications between the parties shall be in English. **Secretary, Cooperation Department** will be the final authority to resolve any dispute arising between Client and the Consultant. The courts at Bhubaneswar alone will have the jurisdiction to try any matter, dispute or reference between parties arising out of this Quotation/contract accordingly.

**18. Disqualification of Proposal:**

The proposal is liable to be disqualified in the following cases as listed below:

- Proposal submitted without Bid Processing Fee and EMD as applicable
- Proposal not submitted in accordance with the procedures and formats as prescribed in the tender
- During validity of the proposal, or its extended period, if any, the bidder increases his quoted price or tries to withdraw its proposal
- Proposal is received in incomplete form
- Proposal is received after due date and time for submission of bid
- If the bidder provides any assumptions in the financial proposal or qualifies the financial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest / best value
- Proposal is not properly sealed or signed
- Technical and financial offers submitted in a single envelope

**19. Conditions of Eligibility:**

Bidders are advised to carefully read and ensure compliance with the minimum eligibility criteria (“Conditions of Eligibility”) specified herein. Only those bids that satisfy the Conditions of Eligibility shall be considered for further evaluation. Prior to evaluation of the Technical Proposal, each bid shall be verified with reference to the documents and information submitted by the bidder as part of the Technical Proposal.

**Eligibility Requirement:**

Sl. No	Eligibility Criteria	Requirement	Documents to be submitted
1	Legal Entity	The bidder shall be a legally registered Proprietorship / Partnership Firm / Company / LLP engaged in branding, designing, printing, fabrication, signage, advertising, communication, interior branding, or similar activities.	Copy of Registration Certificate / Incorporation Certificate
2	Past experience	The bidder must have successfully executed at least <b>two (2) assignments of similar nature</b> during the last five financial years (FY 2021-22, 2022-23, 2023-24, 2024-25 and 2025-26) for Government Departments / PSUs / Corporate Organizations / Institutions having Contract value of Rs. <b>10.00 Lakh</b> each.	Copies of Work Order / Purchase Order and work completion certificates as proof of supply
4	Financial Strength	The bidder shall have an average annual turnover of at least <b>Rs. 15.00</b> lakh during the last five financial years (FY 2021-22 to FY 2025-26) from branding, advertising, creative design, media, communication, publicity, signage, or other related branding and promotional activities.	CA-certified audited financial / turnover statement ( <b>TECH-5</b> ) issued and duly certified by a Chartered Accountant
5	Resource Strength and Local Office	The bidder should have at least possess adequate manpower and basic infrastructure facilities for design, printing coordination, and execution of branding works. Bidder should have a registered / branch office set up in Bhubaneswar.	Self-certification on bidder’s letterhead with proof of presence of office to be attached
6	Non-Blacklisting Declaration	Should not have been blacklisted or debarred by any Government entity during last 5 years.	Self-declaration by Court Affidavit ( <b>TECH-4</b> )

**#financial years means 22-23, 23-24 and 24-25**

**“Similar Assignment” shall mean assignments involving design and development of branding materials, office branding, signage development, printing, wall painting, visual communication materials, office facelift, display systems, or other similar branding and visibility enhancement works executed for Government Departments, PSUs, Corporate Organizations, or Reputed Institutions.**

**Responsive Requirement:**

The bidder shall furnish the following documents along with the Technical Proposal as part of the responsive requirements:

- Filled in Bid Submission Check List in Original (**Annexure-I**)
- Covering letter (**TECH – 1**) on bidder's letterhead to participate in the bidding process
- Bid Processing Fee and EMD as applicable
- Copy of Certificate of Incorporation/ Registration
- Copy of PAN
- Copy of Goods and Services Tax Identification Number (GSTIN) and up to date return file of the firm/agency.
- Copies of IT Return for the last three assessment years ending 31<sup>st</sup> March, 2026.
- General details of the Bidder (**TECH – 2**)
- Format for Power of Attorney (**TECH-3**)
- Undertaking for not having been black-listed by any Central / State Government / Any other autonomous bodies during last 5 years through Court Affidavit (**TECH-4**)
- Financial Turnover Statement of the bidder issued from CA (**TECH – 5**)
- CV of the Proposed Resources (**TECH-6**)

***Bidders shall submit all required supporting documents as specified in the tender. Non-compliance with the eligibility and/or responsive requirements, including non-submission of any required document, shall result in outright rejection of the bid. All pages of the bid document, including enclosures, shall be duly signed and sealed by the authorised representative of the bidder.***

**20. Evaluation of Proposal:**

The evaluation of proposals shall be carried out in the following chronological stages:

**A. Preliminary Examination**

The proposals received shall first be examined to verify compliance with the preliminary requirements of the RFP, including:

- Submission of required documents
- Bid security (if applicable)
- Signed forms and declarations
- Compliance with eligibility criteria
- Completeness of proposal

Proposals found incomplete or non-compliant with the mandatory requirements shall be rejected at this stage.

**B. Technical Presentation & Evaluation**

Qualified bidders shall be invited to make a Technical Presentation before the Evaluation Committee on a suitable date, which shall be intimated separately by the Client. The Technical proposals satisfying preliminary requirements shall be evaluated for eligibility compliance as per the criteria specified in the RFP. Only those bidders meeting the prescribed eligibility

criteria shall be considered as qualified bidders for Technical Presentation.

Presentation shall be evaluated based on predefined parameters relevant to the assignment. The Technical Evaluation shall carry a total of 100 marks. The minimum qualifying marks in Technical Evaluation shall be **above 70 marks out of 100**. Technical Evaluation will be done as per the following parameters:

Sl. No.	Evaluation Parameter	Maximum Mark
1	<b>Specific Experience of the Bidder</b> <ul style="list-style-type: none"> <li>• 2 assignments of similar nature during last 5 years = <b>10 mark</b></li> <li>• For each additional assignment of similar nature = <b>5 mark</b></li> </ul> <b>Maximum -20 mark</b>	<b>20 Mark</b>
2	<b>Financial Turnover of the Bidder</b> <ul style="list-style-type: none"> <li>• Up to 15 lakh = <b>10 mark</b></li> <li>• 15 to 50 lakh = <b>15 mark</b></li> <li>• 50 to 100 lakh = <b>20 mark (Maximum Mark is 20)</b></li> </ul>	<b>20 Mark</b>
3	Proposed Resource for the Assignment (CV Evaluation) (Proposed Resources = 4) ( <b>Each Carry 5 mark</b> ) <ul style="list-style-type: none"> <li>• Relevant Experience (2 to 3 years) = <b>3 mark</b></li> <li>• 3 to 5 years = <b>4 mark</b></li> <li>• More than 5 years = <b>5 mark</b></li> </ul>	<b>20 Mark</b>
4	<b>Technical Presentation:</b> <ul style="list-style-type: none"> <li>• Previous work experience = <b>20 mark</b></li> <li>• Understanding of requirement of client and proposed approach = <b>20 mark</b></li> </ul>	<b>40 Mark</b>
<b>Total</b>		<b>100 Marks</b>

Financial Evaluation and Combined Scoring: Only those bidders securing **above** 70 marks during the technical evaluation stage shall be declared Technically Qualified and shall be eligible for opening of financial Proposals.

**C. Financial Evaluation and Combined Scoring:**

The Financial Proposals of only those bidders who qualify in the Technical Evaluation shall be opened and evaluated. The Technical Score (Ts) and Financial Score (Fs) shall be normalized as follows:

$$Ts = 100 \times T / Th$$

**Where:**

- **Ts = Normalized Technical Score of the bidder**
- **T = Technical Score obtained by the bidder**
- **Th = Highest Technical Score obtained among the technically qualified bidders**

$$F_s = 100 \times F_m / F$$

where:

- **F<sub>s</sub> = Normalized Financial Score of the bidder**
- **F<sub>m</sub> = Lowest Financial Proposal among the technically qualified bidders**
- **F = Financial Proposal of the bidder under consideration**

The Combined Score (CS) shall be calculated as follows:

$$CS = (T_s \times 0.70) + (F_s \times 0.30)$$

where:

- **CS = Combined Score**
- **T<sub>s</sub> = Normalized Technical Score**
- **F<sub>s</sub> = Normalized Financial Score**

The bidder obtaining the highest Combined Score (CS) shall be ranked as H1 and shall be invited for negotiation and finalization of the Contract. The Contract price will be determined exclusive of taxes.

### **23. Award of Contract**

The contract shall be awarded to the bidder declared as H1, subject to approval of the Competent Authority. The selected bidder shall be issued a Letter of Offer / Letter of Award (LoA). The bidder shall acknowledge and accept the offer within the stipulated time period of 7 days from the date of intimation of offer. Upon fulfilment of required contracting formalities, the Agreement shall be executed.

### **24. Submission of Samples:**

The bidders at the time of technical presentation shall submit the previous sample works/products executed under similar assignments, in both soft copy (digital format) and hard copy (printed/physical format, wherever applicable), before the Evaluation Committee

### **25. Fraudulent Practices and Consequences:**

Submission of false, fabricated, misleading, or manipulated information or documents at any stage of the bidding process shall result in outright rejection of the bid. If such fraudulent practice is detected before or after award of the contract, the Authority shall have the right to cancel the contract, forfeit the Earnest Money Deposit (EMD) and/or Performance Security, and blacklist / debar the bidder for a period of **three (03) years** from participating in any future government tenders. Any violation of the terms and conditions of the tender shall also render the bidder liable for appropriate action, including termination of the contract, forfeiture of security deposits, and blacklisting, as deemed fit by the Authority.

**26. Client's right to accept any proposal, and to reject any or all proposal/s:**

The Client reserves the right to accept or reject any /all proposal, and amend or cancel the bidding / selection process at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

**27. Copyright, Patents and Other Proprietary Rights:**

OSWC shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Consultant shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.

**Sd/-  
Managing Director  
OSWC**

## **SECTION:3**

### **SCOPE OF WORK**

## **1. Objective of the Assignment**

Odisha State Warehousing Corporation (OSWC) intends to engage a professional agency for design, development, fabrication, and installation of basic branding and visibility enhancement works across its offices, warehouses, and related infrastructure. The objective is to ensure uniform branding, improved visibility, and aesthetic enhancement of OSWC facilities through simple and standardized branding solutions.

## **2. Scope of Work**

The selected Agency shall undertake design, development and finalization of specifications for the branding materials including brand manual, letterheads, visiting cards, calendars, diaries, and office stationery items. The Agency shall also provide design and specification for carrying out office branding and signage such as name boards, directional signage, and display boards, glow signage boards along with execution of wall paintings and outdoor branding works. The Agency shall also provide design and specification for undertaking facelift of existing infrastructure through non-structural improvements like painting and visual enhancement, and conceptualization of peripheral branding for new office buildings and warehouse infrastructure. The scope shall also include any other similar branding, visual communication, display, printing, and other aesthetic enhancement works as may be required by OSWC from time to time during the contract period.

## **3. Manpower Requirement**

The Agency shall have adequate and competent technical resources for execution of the assignment, comprising a minimum team of four technical professionals with relevant experience in branding, creative design, visual identity development, signage, publicity materials, and other similar assignments. The proposed team members should have demonstrable experience in execution of similar type of assignment. Further, at least one designated team member shall be available at the Client's location, as and when required, for coordination, and facilitation of assignment-related activities.

## **4. Deliverables**

The Agency shall submit approved designs and print-ready formats, samples wherever required, completion reports, finished for each activity, and photographic evidence of work executed.

## **5. Payment Schedule**

Payment under the assignment shall comprise a fixed professional fee towards branding, designing, coordination, and creative support services. The payment shall be released on a one-time basis upon submission of the approved designs, branding concepts, layouts, and other deliverables, along with invoice and certification by OSWC. No payment shall be made for any activity or work undertaken without prior approval of OSWC. Applicable statutory deductions shall be made as per prevailing Government norms.

## **6. Duration of Contract**

The Contract shall remain valid for a period of **twelve (12) months** from the date of execution of the Agreement and may be extended for a further period, subject to satisfactory performance of the Agency, continued requirement of the services, and mutual agreement between the parties.

All branding, design, fabrication, installation, printing, signage, and related works shall be carried out strictly in accordance with the designs, specifications, and approvals issued by OSWC. The Agency shall ensure quality workmanship, use of approved materials, and timely completion of the assigned works. Any defects, deficiencies, or deviations observed during execution or within the defect liability period, if any, shall be rectified by the Agency at its own cost and risk without any additional financial implication to OSWC.

## **8. Approval & Control**

All activities shall be undertaken only after written approval from OSWC. The Agency shall not execute any work without approved design, quantity, and location.

## **9. Deductions & Penalties**

Delay penalty of 1% per week subject to maximum 10% from the professional fee component. Payments subject to statutory deductions.

## **10. Performance Monitoring**

Performance shall be reviewed based on quality, timeliness, responsiveness, compliance with plans, and reporting standards. Monthly and quarterly reports required.

## **11. Ownership & Intellectual Property**

All deliverables and materials developed under this assignment shall be the exclusive property of OSWC.

## **12. Confidentiality**

The Agency shall maintain confidentiality of all information shared during the engagement.

## **13. Termination**

OSWC may terminate the contract in case of unsatisfactory performance, breach of contract, non-compliance, or other valid reasons as per contract provisions.

## **14. Exclusions**

No activity shall be undertaken without prior approval. No expenditure shall be claimed without authorization.

**SECTION:4**

**TECHNICAL BID SUBMISSION FORMS**

**TECH-1**  
**COVERING LETTER**

**(ON BIDDER'S LETTER HEAD)**

*[Location,Date]*

To

\*\*\*\*\*  
\*\*\*\*\*

**Subject: SELECTION OF BRANDING AGENCY UNDER OSWC. (TECHNICAL BID)**

Sir,

I/We, \_\_\_\_\_, having our registered office at \_\_\_\_\_, hereby declare that I/We have carefully read, examined, and understood all the terms and conditions of the tender document for the supply of the tendered material, and agree to abide by the same.

I/We undertake to comply with all the terms and conditions as specified in Tender No. \_\_\_\_\_ Dated \_\_\_\_\_, including any corrigendum / amendment, if issued. The bid will be remain valid for a period of 90 days from the date of opening of the bid.

I/We agree that the Authority shall have the right to forfeit the Earnest Money Deposit (EMD) and/or Performance Security, and may also blacklist / debar us for a period of three (03) years, if any information or document furnished by us is found to be false, misleading, or incorrect at any stage, or if we fail to comply with the terms and conditions of the tender.

**Yoursfaithfully,**

**Authorized Signatory with Date and Seal:**

**Name and Designation:** \_\_\_\_\_

**Address of Bidder:** \_\_\_\_\_

**TECH-2**

**Bidder's Organisation (General Details)**

<b>Sl.No.</b>	<b>Description</b>	<b>Full Details</b>
<b>1</b>	<b>Name of the Bidder</b>	
<b>2</b>	<b>Address for communication:</b> <a href="#">Tel:</a> <a href="#">Fax:</a> <a href="#">Email</a> id:	
<b>3</b>	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> MobileNo.: Email id:	
<b>4</b>	<b>Registration/ Incorporation Details</b> Registration No: Date & Year:	
<b>5</b>	<b>Local office details</b>	
<b>6</b>	<b>PAN Number</b>	
<b>7</b>	<b>Goods and Services Tax Identification Number(GSTIN)</b>	
<b>8</b>	<b>Bid Process Fee and EMD Details</b>	<b>DD No:</b> <b>Date of Issue:</b> <b>Name of the Issuing Bank:</b>
<b>9</b>	<b>Willing to accept all the terms and conditions as specified in the Tender document</b>	YES

**Authorized Signatory[In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**TECH-3**

**(On Bidder's Letter Head)**

**FORMAT FOR POWER OF ATTORNEY**

Know all men by these presents that I, \_\_\_\_\_, <Designation> of <Name of the Organisation>, having its registered office at \_\_\_\_\_, do hereby appoint and authorise **Mr./Ms.** \_\_\_\_\_, <Designation>, to act as the **Authorised Signatory** for and on behalf of <Name of the Organisation>, and to sign, execute, and submit all documents, bids, declarations, and other instruments in connection with the tender.

The said **Authorised Signatory** is empowered to represent the organisation in all matters relating to the tender, including signing of the bid documents and correspondence with the Authority.

This authority is granted pursuant to the <Resolution / Notification / Authority Order No. \_\_\_\_\_ dated \_\_\_\_\_>, and shall remain valid until revoked in writing.

In witness whereof, the undersigned has executed this **Power of Attorney** at <Place> on this <Day> of <Month>, <Year>.

**For <Name of the Organisation>**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Seal of the Organisation

**Specimen Signature of the Authorised Signatory**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**TECH-4**

**DECLARATION REGARDING BLACKLISTING**

**(On Stamp Paper through Court Affidavit)**

I/We hereby declare that M/s \_\_\_\_\_ has not been blacklisted, debarred, or declared ineligible by any Central Government / State Government Department, Public Sector Undertaking (PSU), Autonomous Body, Statutory Body, or Government-aided organisation during the last five (05) years as on the date of submission of the bid.

I/We further declare that the above information is true and correct. In the event of any information found to be false or misleading, the Authority shall be at liberty to reject the bid and take any action as deemed fit under the applicable rules.

**Signature of Authorised Signatory:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Name of the Firm:** \_\_\_\_\_

**Seal of the Firm:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Place:** \_\_\_\_\_

**TECH - 5**

**FINANCIAL TURNOVER STATEMENT**

This is to certify that the Average Annual Turnover of **M/s** \_\_\_\_\_, engaged in development and design of branding materials for the **last three (03) financial years** is as detailed below. The information furnished herein is true and correct as per the books of accounts and records maintained by the agency.

<b>Sl. No</b>	<b>Financial Year</b>	<b>Financial Turnover in INR (in Lakh)</b>
<b>1</b>	<b>2022-23</b>	
<b>2</b>	<b>2023-24</b>	
<b>3</b>	<b>2024-25</b>	
<b>Average Turnover in INR (Design and Development of Branding Materials and other allied works)</b>		

Date: \_\_\_\_\_

Place: \_\_\_\_\_

**Signature of Auditor / Chartered Accountant**

Name (in Capital): \_\_\_\_\_

Seal: \_\_\_\_\_

ICAI Membership No.: \_\_\_\_\_

UDIN: \_\_\_\_\_

**TECH - 6**

**Format for CV for Proposed Resources**

*[For each position of key professional separate formTech -6 will be prepared]*

**1. Proposed Position:**

**2. Name of Firm:**

**3. Name of Staff:**

**4. Date of Birth:**

**5. Years with Firm:**

**6. Nationality:**

**7. Education:**

*[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]*

**8. Membership in Professional Associations:**

**9. Other Trainings:**

**10. Countries of Work Experience:**

**11. Languages:**

*[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]*

**12. Employment Record:**

*[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held. For experience in **last ten years**, also give types of activities performed and Client references, where appropriate as per the prescribed format given below]*

<b>From [Year]</b>	<b>To [Year]</b>
<b>Employer Name:</b>	
<b>Position Held:</b>	
<b>Details of the Task Assigned</b> <i>[List all tasks to be performed under this Assignment/job]</i>	

**13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned**

*[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]*

<b>Name of the Project</b>	
----------------------------	--

<b>Year</b>	
<b>Location</b>	
<b>Name of the Client</b>	
<b>Project Feature</b>	
<b>Position Held</b>	
<b>Activities Performed</b>	

**Certification:**

*I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV. **I declared that my CV has not been proposed by any other bidder under the current bidding process.***

**Date:**

**Signature of Key Professional with Date** \_\_\_\_\_

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**SECTION:5**

**FINANCIAL BID SUBMISSION FORMS**

**FIN-1**  
**COVERING LETTER**

**(In Bidder's Letter Head)**

[Location,Date]

To

\*\*\*\*\*  
\*\*\*\*\*

**Subject: SELECTION OF BRANDING AGENCY UNDER OSWC.(FINANCIAL BID)**

Sir,

I/We, the undersigned, hereby submit our financial proposal for the proposed service in accordance with RFP No. \_\_\_\_\_ dated \_\_\_\_\_. I/We hereby offer to supply the above item strictly as per the terms, conditions, specifications, and delivery schedule prescribed in the tender document, for a total quoted price , as detailed in the attached Financial Bid.

The quoted price is exclusive of applicable GST, which shall be payable as per prevailing statutory provisions. I/We further undertake that, upon acceptance of our bid, the supply shall be executed in full compliance with the tender conditions and shall remain binding upon us during the bid validity period of ninety (90) days from the date of opening of the bid.

I/We confirm that we have carefully read and understood all the terms and conditions of the tender document and agree to abide by the same. We also understand that the Authority is not bound to accept the lowest or any bid and reserves the right to reject any or all bids.

Yours faithfully,

**Authorized Signatory[In full and initials]:**

**Name and Designation of Signatory with Date and Seal:**

**Address of the Bidder:**

—

**FIN-2**

**SUMMARY OF FINANCIAL PROPOSAL**

**Selection of Branding Agency – Odisha State Warehousing Corporation (OSWC)**

**Monthly Professional Fee (For Financial Evaluation)**

The Bidder shall quote a consolidated Monthly Professional Fee towards providing the advisory support service for branding, communication, creative, advisory and coordination services.

Sl. No.	Description	Unit	Amount (₹) per month
1	Professional Fee for rendering Branding Services (inclusive of professional manpower resources, advisory services, creative support, coordination, reporting, etc., excluding GST)	Lumpsum	₹ _____
2	GST	In %	
3	<b>Grand Total</b>		₹ _____

**Notes:**

- The quoted professional fee shall include cost of all manpower and resources deployed for the assignment.
- The quoted amount shall remain firm during the contract period and exclusive of taxes as applicable
- GST shall be paid as applicable.

**Basis of Selection:**

- Selection of the Branding Agency shall be based solely on the quoted Monthly Professional Fee under the Financial Proposal.
- Selection will be based on Quality and Cost Based Selection Method (QCBS).

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date & Seal:** \_\_\_\_\_

**SECTION:6**

**ANNEXURE**

**BID SUBMISSION CHECK LIST**

Sl. No.	Description	Submitted (Yes/No)	PageNo.
<b>TECHNICAL BID (ORIGINAL)</b>			
1	Bid Submission Checklist		
2	Covering Letter (TECH-I)		
3	Bid Processing Fee of <b>Rs. 5,000/-</b> in form of DD		
4	EMD of <b>Rs.1,00,000/-</b> in the form of DD		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN) and up to date GST return file		
8	Copies of IT Returns for the last 3 assessment years till 31 <sup>st</sup> March, 2026		
9	General Details of the Bidder ( <b>TECH - 2</b> )		
10	Power of Attorney ( <b>TECH - 3</b> ) in favour of the person signing the bid on behalf of the bidder.		
11	Undertaking for not have been black-listed by any Central / State Govt./any Autonomous bodies during last five years ( <b>TECH-4</b> )		
12	Financial turnover details of the bidder ( <b>TECH - 5</b> )		
13	Proposed CV of the Technical Manpower ( <b>TECH-6</b> )		
<b>FINANCIAL BID (ORIGINAL)</b>			
1	Covering Letter ( <b>FIN-I</b> )		
2	Financial Bid ( <b>FIN-2</b> )		

**Undertaking:**

- All the information have been submitted as per the prescribed format and procedure.
- All pages of the proposal have been sealed and signed by the authorized representative.

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**PERFORMANCE BANK GUARANTEE FORMAT**

To,

\*\*\*\*\*

WHEREAS ..... (Name and address of the Supplier) (hereinafter called "the Supplier") has undertaken, in pursuance of Tender no..... dated..... to undertake the services of ..... (description of services) (hereinafter called "the contract").

AND WHEREAS it has been stipulated by ..... (Name of the Client) in the said contract that the Supplier shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of..... (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sums specified therein.

We hereby waive the necessity of your demanding the said debt from the consultant before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the consultant shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the..... day of....., 2027

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our Bhubaneswar branch on or before Dt..... otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

.....  
**(Signature of the authorized officer of the Bank)**  
.....  
**Name and designation of the officer**  
.....  
.....  
**Seal, name & address of the Bank & Branch**