EOI No. BCL/MKTG/Agency/2020-21 Dated 17.06.2020

EXPRESSION OF INTEREST

Expression of Interest (EOI) is invited from reputed agencies for empanelment of Marketing Agencies as per EOI conditions:

Interested bidders may submit the offer in a sealed envelope against this EOI to GM-Projects (D&D), Braithwaite & Co. Limited, 5, Hide Road, Kolkata-700043 within 10(Ten) days. The sealed offers should be submitted in Tender box no. 1. The offer shall be opened on 26.06.2020 at 15.00 hours on the same day. Bidders may depute their authorized representative for witnessing the names of the responding parties during opening of offers.

The Offer to be submitted shall be in Two Parts i.e One Part containing covering letter with credentials/documents as required and the Other Part containing offered Price in Price Bid Format. The two parts shall be in separately sealed envelopes which shall be placed in a third envelope. All envelopes shall bear EOI No., Date and Job Description & due date clearly written on the same.

Price Parts for the qualified bidders shall be opened at a later date in presence of those bidders for which the date of opening shall be intimated.

Any query regarding job requirements may be clarified with prior appointment from GM-Projects (D&D), Braithwaite & Co. Ltd, 5, Hide Road, Kolkata, before submission of bid against this EOI. No claim shall be entertained afterwards.

A.0 Intention of EOI:

Braithwaite & Co. Limited (BCL) has the capacity and experience in manufacturing of (a) various types of Railway Freight wagons conforming to different specifications, (b) various types of Heavy Duty Cranes like EOT, ELL, Gantry etc.) and (c) Fabrication of Steel Bridges. However, the capacity utilization is much less due to paucity of orders. Accordingly, BCL intends to secure more business from potential customers for which it is desirable to enlist capable, reputed and experienced Marketing Agencies who can help to secure more business to BCL in the above mentioned areas. For this purpose, the subject Expression of Interest (EOI) is invited.

B.0 Scope, Terms & Condition and responsibility of empanelled agency / agent

The Agency shall explore markets and bring exclusive enquiries from potential customers other than those which are in open competition in the market. The products to be considered for such marketing functions shall be:

(a) Manufacturing of various types of Railway Freight wagons
(b) Manufacturing of Heavy Duty Cranes (EOT, ELL & Gantry etc.)
(c) Fabrication of Steel Bridges
The product range may increase as per discretion of BCL.

Empanelled Marketing Agency shall be responsible to liaison from inception to till award of contract / work order on BCL and completion of contract in the mentioned areas of work.

Single Tender / Nomination type of enquiry is desirable.

The Agency shall not be associated / shall have tie ups with the competitors of BCL for the respective products during currency of empanelment in BCL. In case, such association / tie-up comes into the knowledge of BCL, the agency shall be terminated from empanelled list and BCL reserves the right to forfeit all his dues prevailing on the date of termination.

The agency shall arrange to provide all pre-contract / post-contract supports and effective liaison.

All the information to be furnished by BCL to the Agency for business purpose shall be dealt as confidential. A confidentiality agreement shall be signed with the empanelled agencies.

The scope of activity of the Agency shall cover till realization of full payments from the customer(s).

The fees of the empanelled agency shall be payable only against each confirmed business and remittance of payment to them would be made from realization of payments against sale of BCL’s above products to different customers. If payments from BCL’s customers are received in stages, the same would be applicable proportionately to the empanelled agency.

If same business is brought by two or more empanelled agencies, BCL reserves the right to deal with any one as per BCL’s discretion. No claim of other agencies shall be entertained.

Percentage (%) of fees quoted / finally agreed by agency shall be considered as maximum which shall be negotiated on case to case basis of business for arriving a particular percentage for each case within above maximum fees.

Agency shall indicate name, address, contact number, e-mail address etc. of their person for each case at proper time.

C.0 Fees:

- Interested bidder shall quote their fees percentage (%) towards their service charges as per Price Bid Format.
- GST shall be paid extra as applicable during release of payment.

D.0 Billing & Payment

The agency will be paid agreed service charge as per terms & conditions of this EOI. Bills are to be submitted to BCL’s Project In-charge and shall be paid against certified bills. TDS as applicable shall be deducted.
E.0 **Mode of evaluation for empanelment**

Offering lowest service charges will be the indicative for enlistment of agency under this Expression of Interest (EOI). However, for each case brought by such agencies in future, the applicable service charges shall be negotiated (as a percent of quoted value) which cannot exceed the service charge percentage identified by this EOI. In case of finalization of contract as a lesser value as negotiated between the customer and BCL, the service charge will be further reduced through mutual negotiations to arrive at the amount payable to the agency.

F.0 **Eligible Criteria of the Agency:**

- The prospective agency shall be a Proprietary firm / Partnership firm / a Limited Company. Document to be submitted.
- Joint Venture / Consortiums are not allowed.
- The Agency has been enlisted and worked as Marketing Agent of any Indian Company of repute within 3 (three) years ending on 31.05.2020. Document to be submitted.
- The Agency shall submit GST Registration copy, PAN and IT returns for last 3 (three) years ending 31.03.2019, as applicable.

Agencies desirous of empanelment shall furnish their offer along with copies of all testimonials in support of their qualifications and experience as sought for.

**PRICE BID FORMAT**

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<thead>
<tr>
<th>Sl. No.</th>
<th>Position / Description</th>
<th>For Securing Business from</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Indian Customers (%)</td>
</tr>
<tr>
<td>01</td>
<td>Indicative Service Charges as a percentage of Tender value exclusive of GST</td>
<td>Foreign Customers (%)</td>
</tr>
</tbody>
</table>

Note: Bidders shall quote their price as per above price format.

For Braithwaite & Co. Limited