

REQUEST FOR PROPOSAL (RfP)

**FOR APPOINTMENT OF ADVERTISING & PROMOTION AGENCY
FOR YASHOBHOOMI BRAND PROMOTION AT MAJOR EXHIBITION VENUES
AND EXHIBITIONS IN THE SEOUL METROPOLITAN AREA, REPUBLIC OF
KOREA**

Issued by:

KINEXIN CONVENTION MANAGEMENT PRIVATE LIMITED

5th Floor, Management Office,
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TABLE OF CONTENTS

Sl. No.	Section	Page
1	Invitation to Tender	3
2	Tender Data Sheet (TDS)	3
3	Background & Objectives	4
4	Scope of Work	4
5	Eligibility & Qualification Criteria	6
6	Bid Submission Process	6
7	Bid Evaluation Process	7
8	Award of Contract	7
9	Commercial Terms & Conditions	8
10	Campaign Period & Timeline	8
11	Confidentiality	8
12	Termination	8
13	Force Majeure	9
14	Integrity Pact & Anti-Bribery	9
15	Dispute Resolution	9
16	Governing Law & Jurisdiction	9
17	General Terms & Conditions	9
18	Annexures	10-14

1. INVITATION TO TENDER

KINEXIN Convention Management Private Limited ("KINEXIN"), operator of Yashobhoomi, invites sealed/online proposals from experienced and competent advertising, media, and promotion agencies for execution of an international promotion campaign in Seoul Metropolitan Area, Republic of Korea.

The objective of this tender is to appoint a suitable agency capable of planning, executing, operating, and managing a strategic promotional campaign to enhance Yashobhoomi brand awareness among Korean exhibition organizers, convention stakeholders, exhibitors, and visitors.

Interested bidders are advised to carefully read and fully understand all instructions, terms, and conditions contained in this RfP document before submitting their proposals. Submission of proposal shall be deemed as unconditional acceptance of all terms and conditions contained herein.

2. TENDER DATA SHEET (TDS)

Particulars	Details
Tender Reference No.	Tender/Admin/003/2026-27
Tender Title	Appointment of an Advertising & Promotion Agency for Yashobhoomi Brand Promotion at Major Exhibition Venues in the Seoul Metropolitan Area, Republic of Korea
Scope Category	Services
Tender Issue Date	31 st Aug 2026
Last Date & Time for Submission	07 th Sept 2026, 18:00 Hrs.
Bid Opening Date	08 th Sept 2026
Mode of Submission	Online
Earnest Money Deposit (EMD)	Not Applicable
Bid Validity Period	90 Days
Contact Details	KINEXIN Convention Management Pvt. Ltd. rayjang@kinexin.com / ask@kinexin.com

3. BACKGROUND & OBJECTIVES

KINEXIN intends to strengthen the visibility and brand recognition of Yashobhoomi in the Korean market through strategic promotional and advertising activities across suitable exhibitions, media, and visitor engagement platforms in the Seoul Metropolitan Area, Republic of Korea. Such activities may include, but are not limited to, advertising and promotional exposure at relevant exhibitions and events, as well as at high-footfall exhibition venues such as Suwon Messe.

The campaign objectives include:

- Increasing Yashobhoomi brand awareness among Korean visitors and MICE stakeholders
- Promoting India as a preferred destination for international exhibitions and conventions
- Encouraging Korean and international organizers to consider India for future events
- Generating inquiries and business leads through strategic media exposure
- Executing efficient and measurable advertising activities utilizing high-visibility media assets

The campaign strategy is structured around the following communication flow:

Exposure → Awareness → Interest → Inquiry Generation

4. SCOPE OF WORK

The selected agency shall provide comprehensive services including planning, production, operation, coordination, monitoring, and reporting of the promotional campaign.

4.1 Advertising Media Operation

The selected agency shall identify, procure, coordinate, and manage suitable advertising media inventory and promotional placements in South Korea, including exhibition venues and visitor engagement areas, subject to approval by KINEXIN.

Sl. No.	Media Type	Location
1	Ligth Box Advertisement	Selected Exhibition Venues

2	LED Advertisement	Selected Events
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Final media inventory, placement, duration, and operational scheduling shall be proposed by the selected agency based on campaign objectives, availability, audience reach, and commercial feasibility, subject to approval by KINEXIN

4.2 Content Development

The selected agency shall:

- Develop creative concepts and campaign visuals
- Produce promotional videos and motion graphics
- Design static advertisement materials
- Optimize content for high-frequency exposure
- Provide Korean and English language adaptation where necessary

4.3 Campaign Management

The selected agency shall:

- Coordinate with relevant stakeholders
- Manage installation and dismantling works
- Ensure uninterrupted operation of advertising media
- Conduct regular inspections and monitoring
- Provide operational support throughout the campaign period
- The Agency shall independently negotiate, procure, coordinate, and manage media inventory, operational support, and related campaign services on commercially reasonable and arm's-length terms, subject to KINEXIN's prior approval of the proposed media locations and campaign plan.

4.4 Reporting Requirements

The Agency shall submit two (2) campaign reports: one interim report during the campaign period and one final report upon completion of the campaign. Each report shall include: Campaign operation status

- Photographic evidence of media operation
- Exposure and engagement summary
- Recommendations for optimization

5. ELIGIBILITY & QUALIFICATION CRITERIA

The bidder must satisfy the following minimum criteria:

- Must be a legally registered entity
- Must have minimum three (3) years of operational experience
- Must possess relevant experience in advertising, media campaigns, exhibitions, conventions, or destination marketing
- Must possess valid PAN, GST registration, and other statutory registrations
- Must not have been blacklisted or debarred by any government or private organization

Preference may be given to agencies with:

- Prior experience with MICE industry campaigns
- International destination promotion experience

6. BID SUBMISSION PROCESS

6.1 Two-Bid System

The proposal shall be submitted under a two-bid system consisting of:

A. Technical Proposal

Including:

- Cover Letter
- Company Profile
- Relevant Experience
- Timeline & Execution Plan

B. Commercial Proposal

Including:

- Agency Fee
- Detailed Cost Breakdown

Any price information included within the Technical Proposal may result in rejection.

6.2 Submission Method

Bids shall be submitted online in accordance with the submission requirements specified in the Tender Data Sheet:

- "TECHNICAL BID – [Tender Reference No.]"

- “COMMERCIAL BID – [Tender Reference No.]”

Addressed to:

Finance Team

KINEXIN Convention Management Private Limited

5th Floor, Management Office,

YASHOBHOOMI – IICC, Convention Centre,

Gate No. 6, Sector 25, Dwarka,

New Delhi – 110077

Email: rayjang@kinexin.com/ ask@kinexin.com

7. BID EVALUATION PROCESS

The evaluation shall be conducted in two stages:

Stage 1 – Technical Evaluation

The Technical Proposal shall be evaluated on a **Pass/Fail basis** based on the eligibility requirements, relevant experience, and proposed execution plan. Only bidders who qualify in the Technical Evaluation shall proceed to the Commercial Evaluation.

Stage 2 – Commercial Evaluation

Commercial Proposals of technically qualified bidders shall be evaluated based on:

Criteria	Weightage
Commercial Competitiveness	100%

8. AWARD OF CONTRACT

The contract shall be awarded to the bidder who successfully qualifies in the Technical Evaluation and whose Commercial Proposal is determined to be the most commercially advantageous to KINEXIN.

KINEXIN may issue:

- Letter of Award (LOA)
- Purchase Order (PO)
- Formal Service Agreement

before commencement of work.

9. COMMERCIAL TERMS & CONDITIONS

- Prices quoted shall remain firm throughout the contract period

- Estimated budget: INR 44,64,000 /-
- GST shall be applicable as per prevailing law
- Payment shall be released against submission of:
 - Valid invoice
 - Completion/operation certification
 - Supporting documents

Payment Terms

- 50% Advance Payment upon issuance of Letter of Award (LOA)/Purchase Order (PO) and submission of acceptance by the selected agency
- 50% upon successful completion of the campaign and submission/acceptance of the final completion report and supporting documents including valid tax invoices.

KINEXIN reserves the right to deduct:

- Applicable statutory deductions
- Penalties
- Recoveries under contract

10. CAMPAIGN PERIOD & TIMELINE

The overall campaign period shall be from September 2026 to December 2026. Specific advertising activities shall be carried out according to the approved campaign schedule within this period.

11. CONFIDENTIALITY

All non-public information, documents, and materials provided by KINEXIN shall be treated as confidential and shall not be disclosed to any third party except as necessary for the performance of the Services or with KINEXIN's prior written approval.

12. TERMINATION

KINEXIN reserves the right to terminate the contract in case of:

- Material breach
- Failure to perform
- Misrepresentation
- Insolvency

- Operational non-performance

13. FORCE MAJEURE

Neither party shall be liable for failure to perform obligations due to events beyond reasonable control including natural disasters, government restrictions, war, pandemic, or similar force majeure events.

14. INTEGRITY PACT & ANTI-BRIBERY

The bidder confirms that it has not offered or provided any improper benefit, inducement, commission, or advantage to any employee or representative of KINEXIN.

Violation of this clause may result in:

- Immediate disqualification
- Termination
- Debarment
- Legal action

15. DISPUTE RESOLUTION

Any dispute arising from this tender or subsequent contract shall be resolved through arbitration in accordance with the Arbitration and Conciliation Act, 1996.

Venue of arbitration: New Delhi

Language: English

16. GOVERNING LAW & JURISDICTION

This tender and resulting contract shall be governed by the laws of India.

Courts at New Delhi shall have exclusive jurisdiction.

17. GENERAL TERMS & CONDITIONS

The Agency shall not subcontract its primary obligations under the contract without KINEXIN's prior written approval. Engagement of media owners, exhibition venues, event organizers, production vendors, or other service providers necessary for campaign execution shall not be considered subcontracting, provided that the Agency remains fully responsible for the performance of the Services.

18. ANNEXURES

Annexure	Description
Annexure A	Detailed Scope of Work
Annexure B	Eligibility & Experience Format
Annexure C	Commercial Proposal Format
Annexure D	Declaration & Undertaking

ANNEXURE – A

DETAILED SCOPE OF WORK (SUGGESTIVE)

Sl. No.	Description	Image
1	Light Box Advertisement	
2	LED Promotion during Event	

ANNEXURE – B**ELIGIBILITY & EXPERIENCE FORMAT**

Particulars	Details
Legal Name of Bidder	
Registered Address	
Contact Person	
Email & Phone	
PAN	
GST No.	

ANNEXURE – C**COMMERCIAL PROPOSAL FORMAT**

Description	Amount (INR)
Media Operation Cost (Indicative)	
Content Production Cost	
Installation Cost	
Agency Fee	
GST	
Total	

ANNEXURE – D

DECLARATION & UNDERTAKING

We hereby declare that:

- We have read and understood the entire tender document
- All submitted information is true and correct
- We are not blacklisted or debarred
- We agree to comply with all terms and conditions of this RfP

Authorized Signatory

(Name & Designation)

Signature & Seal

Date: