

TENDER DOCUMENT
FOR
SELECTION OF AGENCY FOR PROVIDING
PROMOTION SERVICES FOR
VIBRANT GUJARAT 2019 SUMMIT
ON VARIOUS ONLINE PLATFORMS



Tender Processing fee: Rs. 10,000.00



Block No. 18, 2nd Floor, Udyog Bhavan, Sector-11, Gandhinagar – 382 010.

Tel : 079-232 50492/93, Fax: 079-232 50490

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I. Background and Objective

Vibrant Gujarat Summit is being organised biennially since the year 2003 and accordingly Summits have been organized in the years 2005, 2007, 2009, 2011, 2013, 2015 and 2017. Over the years, the Summit has emerged as one of the flagship events of India and a major platform to discuss investments and development. Vibrant Gujarat Summit 2019 is scheduled to be held during January 2019 in Gandhinagar, Gujarat.

Industrial Extension Bureau (iNDEXTb) is Government of Gujarat Organization, registered under the Societies Act 1860. The organization is under the administrative control of Industries and Mines Department (IMD) of the Government of Gujarat (GoG).

iNDEXTb makes various efforts for promoting investments in industrial sector in the State of Gujarat and attracts various investors. In its efforts to promote investment and the State as ideal investment destination, it has been acting as the nodal agency for organizing Vibrant Gujarat Global Summit, since 2003.

As part of reaching out to the wider participants, the State Government intends to create awareness amongst Summit stakeholders across the globe, about Gujarat and the Summit as an ideal platform for exploring new ideas, technologies and opportunities in emerging sectors and emerging geographies through Online Platforms.

Industrial Extension Bureau (iNDEXTb) as a nodal organization for the Summit intends to appoint an Agency having experience in promoting this kind of large events on various online platforms. This includes all the key components of online tools.

- Online Listening
- Online Engagement
- Online Marketing
- Online Analytics

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II. Scope of Work

- To manage comprehensive online promotion on various platforms to reach the target segment for Vibrant Gujarat 2019. Agency is required to manage the accounts of Vibrant Gujarat 2019 on various online platforms.
- Online & digital strategy designing and execution to promote Vibrant Gujarat 2019 messages for concerned stake holders in India and abroad.
- Implement online advertisements strategy on online websites, Google Ad words ad other important sites where business community (International/ nationally) visits. Buying of digital media/ advertising in synchronization with the online campaign is not the part of this tender document but can have to undertake it upon invitation from iNDEXTb.
- Develop online strategy and action plan for iNDEXTb and Vibrant Gujarat 2019 to reach the targeted audience in India and abroad. The strategy will include, media planning schedule using online channels, online platforms, search engine optimization, free/paid portal ads, blogs, communication calendar, KPIs and targets, etc.
- Development of monitoring, reporting and evaluation mechanisms of the digital campaign (24 X 7) is a very important part of the scope of work.
- **Strategic advice:** provide advice on the strategic use and implementation of online networking and multimedia communication as an integral part of Vibrant Gujarat 2019 overall communication work. The agency has to also advice on the platforms to be used and promote Vibrant Gujarat 2019 using various platforms.
- **Multimedia communication plans:** Draft online communication campaign plans, covering a comprehensive use of a multitude of media such as video, audio, photographs, illustrations and interactive content, and produce the required output.
- **Online Integration Platform:** the agency should manage online integration platform for its various platforms where the entire online presence of Vibrant Gujarat 2019 could be enhanced.

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- Agency/company should continuously invite, post, and report various events on Vibrant Gujarat pages/blogs. Agency should support multiple languages, such as, English, Hindi, Gujarat, German, Japanese (active or user initiated) and other international languages
- Agency/Company will need to follow best industry practices for online marketing & security of the applications deployed/accounts being used.

Specifically the scope would also include:

- Tracking online activities going on regarding VG 2019 on various websites across the globe and reporting negative activities on immediate basis.
- Informative and promotional postings on regular interval, which could be daily or otherwise. This includes creating, uploading of pictures, videos, comments, stories, articles, etc. based on the input received from officials of iNDEXTb.
- Motion pictures/animation clips to be developed and posted on online platform whenever required.
- Comments/Feedback handling is an important part of the scope of work. Comments positive/negative should be carefully handled on the online and prompt reply either by mail, phone, etc. has to be provided instantly in consultation with officials of iNDEXTb.
- The agency should create/have a Online Integration Platform for highlighting all the online feeds on a single platform and to remove the non-relevant information from the Integration Platform.
- The agency should be equipped to provide a strong reporting structure along with measurement tools to evaluate the impact of the activity. Such reports will be submitted by the agency at the end of every month of activity.
- For tracking comments and feedback, a good industry standard online monitoring tool may be utilized.
- Since online marketing is of strategic level, it is assumed that the agency would have to attend in person in the meetings/discussions with the

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management of iNDEXTb at Gandhinagar/Ahmedabad, as and when required.

- Managing large public (International & National) mobilization through special initiatives in the digital medium and online platforms.
- Any other related work allotted by iNDEXTb, specifically to enhance the digital space presence of Vibrant Gujarat 2019.

Term of Reference

- The agency should appoint a single point of contact for handling the account who is knowledgeable and can interact with the top management of iNDEXTb. Name and credentials of the person to be submitted at the time of appointment.
- The agency will be responsible for its own Hardware, Internet connection, required software licenses, courier, telephone, facsimile and other expenses incurred in connection with the discharge of its responsibilities without any liability to the iNDEXTb.
- Available collaterals like video, print advertising, television commercial films, past history of last 8 Vibrant Gujarat Summits etc. will be made available to the agency by iNDEXTb team.
- Agency should ensure that online messages are sent to appropriate channels in appropriate language based on the context of the message.

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- **Team engagement:**

For the above mentioned work, following team of at least 05 officials would be required for this project:

- One Project Director- shared resource
- Two Online Specialists- Full time and dedicated resources
- One Content Development Expert- shared resource
- One Analytic Expert- shared resource

Two Online Specialists dedicated for this work shall be stationed at iNDEXTb office during the tenure of engagement. The shared resources to be made available on full time basis **from getting LoI to the end of event as decided by the competent authority (tentative February, 2019).**

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III. Invitation for Bids

On behalf of Industries & Mines Department, Government of Gujarat, iNDEXTb invites tender for **“SELECTION OF AGENCY FOR PROVIDING PROMOTION SERVICES FOR VIBRANT GUJARAT 2019 SUMMIT ON VARIOUS ONLINE PLATFORMS”**.

The bidders may download the tender document from website of Vibrant Gujarat 2019 Summit www.vibrantgujarat.com as well as from <https://indextb.nprocure.com>

Sealed Expression of Interest Documents in two separate envelopes are invited from bona fide, experienced & reputed agencies of financial standing, meeting the pre-qualifying requirement, for the scope of work mentioned in Clause III.

Bid processing fee (non refundable)	Rs. 10,000/- (Rs. Ten thousand only) by demand draft in favor of industrial extension bureau, gandhinagar
Date & time of pre- bid meeting	07.09.2018 at 16:00 hrs
Last date & time for physical submission of bid documents	19.09.2018 at 15:00 hrs Below mentioned address: Managing director, Industrial extension bureau (indextb) block no 18, 2nd floor, udyog bhavan sector 11, gandhinagar 382010
Link for online submission of bid	https://indextb.nprocure.com
Date & time for opening of technical bid	19.09.2018 at 16:00 hrs
Place of pre-bid meeting & opening of technical bids	Conference room Industrial extension bureau (indextb) block no 18, 2nd floor, udyog bhavan sector 11, gandhinagar 382010
Emd (refundable)	Rs. 1,00,000/- (Rs. One lac only) by demand draft in favor of industrial extension bureau, gandhinagar
Contract period	Period of engagement would be till february 2019 for vg 2019 summit's work.

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Submission of tender online	Up to 15:00 hrs on 19.09.2018 strictly on the Website https://indextb.nprocure.com Along with the appropriately bound technical bid. Submission of the technical bid in loose format is likely to be rejected. Price bids should be submitted online only
Opening of tender	Part-1: pre-qualification papers will be opened initially. Pre-qualified bidders would subsequently be informed about making a presentation on their technical proposal before the selection committee. The date, time and venue would be informed later on to the pre-qualified bidders. Part- 2: price bid shall be opened of the technically qualifying bidders and those who have scored cut off marks in technical presentation.
Contact persons (for any clarifications)	Managing director, indextb email : md@indextb.com contact numbers : Tel: + 91- 79-23250492/93 Fax : + 91- 79-23250490

Technical Proposal Submission

The Technical Proposal shall be placed in a sealed envelope clearly marked **“Technical Proposal”**.

Also, separate envelopes containing the tender fee and EMD should be also prepared and be marked as “Tender Processing Fee” and “EMD” respectively.

The envelopes containing the Technical document, Tender Processing Fees and EMD shall be placed into an outer envelope clearly marked **“POPOSAL For Providing Promotion Services For Vibrant Gujarat 2019 Summit On Various Online Platforms ”** and sealed.

This outer envelope shall bear the Name of the Assignment, submission address, etc. The Proposals must reach iNDEXTb on or before the last date of submission mentioned in the notice inviting tender.

Any proposal received by iNDEXTb after the deadline for submission shall be returned unopened. iNDEXTb shall not be responsible for any postal or courier delays.

All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.

The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the officials of Agency themselves. The person who signs the proposal must put initial against such corrections.

The proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been dully authorized to sign.

Online Submissions:

1. **Financial bid** has to be submitted online only wherein monthly charges including all taxes has to be submitted. Physical submission will not be considered.

- Monthly remuneration including all taxes should be quoted for the work for Vibrant Gujarat 2019 Summit, for the period from the time of engaging the agency till February 2019.

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2. Details about Tender Processing Fee and EMD should also be submitted online. The same if not provided online will subject to disqualification for further evaluation process.

IV. Qualification Criteria

Experience:

- The company should have been in the business of providing Online Engagement & Marketing Services in India for at least 5 years as on 31.07.2018.
- The company should have the domain expertise of online engagement & marketing and also should have at least 3 online projects in Government departments/ boards With Gujarat or any other Central / State Government in last 3 financial years (2015-16, 2016-17, 2017-18). Out of 3 projects executed with Government of Gujarat, at least 1 online assignment should be valuing Rs. 30 Lakhs or above or at least 2 projects of Rs. 18.00 lakh each in single financial year.
Supporting Work Order or Work Completion Certificate to be attached along with contact details of concern official.
- The firm should have its office in Ahmedabad/ Gandhinagar to regularly serve the account.
 - Proof of incorporation of the firm / company (Articles of Association) should be submitted duly attested by the authorized signatory
 - Authority letter in the name of the officer responsible and authorized for the joint bidding process.
 - Agency should provide rent/ sales deed
- Consortiums/ tie-ups is not allowed
- The firm should have average annual turnover of Rs.2.00 Crore or more in last three financial years (2015-16, 2016-17, 2017-18) in the field of online and digital media.
 - Copy of audited balance sheet (including Profit and Loss Statement) for last 3 financial years clearly indicating the revenue from relevant applicable activities and attested by qualified chartered accountant should be attached along with the copies supporting work orders.
- No legal proceedings with any of the clients and its employees related to the services of the bidding agency and or its affiliate. Agency should not be blacklisted from any of the Govt. of Gujarat, Govt. of India or State government PSUs
 - An affidavit to this effect should be provided by the agency on appropriate stamp paper
- The firm should submit the sample of ideas and present during the technical presentation that they plan for executing and managing online activities for Vibrant Gujarat 2019 Summit.
- Agency having ISO 9001 and / or 27001 certificates would be preferred.

Instruction to Bidding Agencies:

- The selection would be on the Quality Cum Cost Based Selection (QCBS) based on the final weighted score, subject to fulfilling the requirements of the Qualification Criteria. The Proposal will form part of the contract with the selected agency.
[Weightage: 70% for Technical bid, 30% for financial bid]
- The Online Agency should be able to provide a qualified and experience servicing and creative team, for undertaking the online marketing work and campaigns. The online agency team would work closely with iNDEXTb and should be available always at the call of the Management. Online Agency team should remain the same, which would work on this account. Any change should be informed immediately and replaced by similar qualified and experienced personal.
 - CVs of all the team members certified by the authorized signatory and clearing indicating educational and professional qualification and experience should be attached in a prescribed format as annexed with this tender document.
- The Agencies shall bear all costs associated with the preparation and submission of their proposals. iNDEXTb is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time, without any liability to iNDEXTb.
- The Technical and Financial Proposal to be submitted by the agency should be firm and valid for a period of 90 days from the last date of submission of the proposal.
- Agencies may seek clarifications on the guiding document, if any, at the time of briefing meeting or before 10 calendar days from the due date of submission of the Proposals. Any request for clarification must be in writing to be sent by fax or email to iNDEXTb.
- At any time before the submission of Proposals, iNDEXTb may amend this document by issuing an addendum, which shall be binding on the agencies. The addendum will be posted on website of www.vibrantgujarat.com and <https://indextb.nprocure.com>
- The agencies shall acknowledge the tender conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the tender document signed by the authorized signatory should be the part of the technical proposal
- iNDEXTb will select the agency who has scored the highest as per the evaluation criteria combined score of technical proposal and financial quote.

V. Proposal – Preparation, Submission and Evaluation.

Technical Proposal

It is suggested that the agency should submit the proposal covering the following invariably which would be considered for further evaluation as part of technical presentation.

- Dedicated Team Details -The Key members that would be working on the project should be indicated along with the career profile in prescribed format as annexed.
- List of the Clients and the work assignment as per the prescribed format should be provided.
- List of available infrastructure at the dealing office for undertaking the Activities mentioned in the scope of work.
- Single point of contact: Please indicate the senior management personnel, who would be in regular touch with iNDEXTb.
- Submit online strategy for various ONLINE NETOWRKS sites like Facebook, Twitter, Google Hangout session etc. Any other plans which can demonstrate the creative side on online environment.
- Submit details of the project handled of online in multi-languages

Financial Proposal:

The financial quote should be presented on monthly retainer ship basis, which should be claimed on Quarterly basis (every 3 months) in the prescribed format. The quote should be unconditional and single. Bidder should quote the monthly charges including all taxes after thoroughly understating the scope of work and work to be carried out.

The proposal should be indicated in the Indian Rupees. Proposal in any other currency would not be accepted and is liable to be rejected. The fees quoted would be inclusive of all out of pocket expenses incurred for travel to attend meeting in Ahmedabad / Gandhinagar, and for client servicing.

However, the fee quoted would be exclusive of all out station travel, accommodation (outside Ahmedabad / Gandhinagar), and foreign travel. These expenses would be reimbursed on submission of actual.

The quote should be provided online only as per the prescribed format, which is annexed with this tender document.

- Monthly remuneration including all taxes should be quoted for the work for Vibrant Gujarat 2019 Summit, for the period from the time of engaging the agency till February 2019.

Payment Schedule:

The agreed fees would be paid as per the deliverables committed and successful completion of the work as per the timelines decided.

The payment would be taken up after full and required submissions of the bills and a brief report of the work carried out during the billing period.

The final bill will be paid after submission of all the relevant documents, files, photographs, report and any other material in hard / electronic format

No reimbursements would be made with regard to any domestic and foreign travel, any other out of pocket undertaken by the agency and or its representatives without prior approval by the authorities.

The out of pocket expenses are pure reimbursements and not to be treated as part of the fees.

Opening of Proposal

Industrial Extension Bureau (iNDEXTb) would open the proposals after the Proposal Due Date and Time for the purpose of verification of requisite fees and EMD; verification of documents for pre-qualification would be considered of only those agencies that have paid the requisite fees and EMD.

Subsequently for the pre-qualified agencies, a technical presentation would be arranged, where in the shortlisted agencies would be invited to make the presentation on their concept to act as the Online Agency for the Summit to the Committee of senior officials of the Government of Gujarat, by giving due notice by email to the authorized signatory to bid. Communication would be made on the contact detail provided in the Performa attached to this document.

Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of ppt, movies, pdf, etc for presentation. The presentation would be retained by iNDEXTb for its records.

The Committee after having evaluated the technical presentation would provide the technical score. Agency qualifying in the technical presentation would be eligible for the opening of the financial proposals.

Financial proposal would preferably be opened on the same day after the completion of the technical presentation. However, the final date of opening of the financial proposal shall be decided by iNDEXTb. The proposals would

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be opened on given date and time, even if the representatives are not present.

Proposal Evaluation

Composite Evaluation of Score for Agencies

The evaluation of proposals shall be on the principle of Quality Cum Cost Based Selection (QCBS) based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. Each evaluated Proposal will be given a technical score as detailed below. The maximum points/ marks to be given under each of the evaluation criteria are:

Technical proposal carries 70% weightage and Financial bid carries the 30% weightage towards total score.

Sr No.	Evaluation Criteria	Max Marks
1	Strategy for Online activities for VG 2019 VG 2019- Approach & Methodology	50
2	Past work done of Online activities for other clients including earlier damage control activities carried out	25
3	Team Composition & Experience of Key Professionals	25
	Total Maximum technical marks	100

Agency has to score at-least of 60 marks (from 100 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical presentation.

Combined Quality and Cost Evaluation the total score shall be obtained by

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weighting the combined quality/ technical and cost scores and adding them

The successful applicant shall be the applicant having the highest total score. In the event two or more proposals have the same scores in the final ranking, the proposal with the higher technical score shall be ranked first.

VI. Other Terms & Conditions

• **Validity of the Proposal**

The Proposal shall remain valid for 90 calendar days after the date of the opening of the financial bid. The parties would endeavor to complete the process of selection and enter into agreement before the validity period.

• **Extension of Validity of Proposal**

In exceptional circumstances, prior to expiry of the original Proposal Validity Period, iNDEXTb may request the agency to extend the Proposal Validity Period for a specified additional period.

Technical Proposal Submission Forms

TP-1 Agency's Organization and Qualification Criteria

A. Agency's Organization

B. Details about fulfilling Qualification Criteria

TP-2 Team Composition

TP-3 Curriculum Vitae (CV) for Key Staff

Financial proposal: Online submission only

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TP-1: Agency's Organization & Qualification Criteria

A - Agency's Organization

[Provide here a brief (two pages) description of the organization, business activities and profile of your firm/entity for this assignment.]

B - Details about agency

1	Name and Address of the Organization:				
	Telephone No:	Fax No:	Website:		
2	Registered Address in India (Attach Document)				
3	Authorized Contact Person Name (Attach authority letter)				
3A	Contact and E-mail ID of Authorized Contact Person				
4	Year of Establishment: (Attach Document)				
5	Worldwide presence through its branch offices, group companies or associates, if any				
6	Details of Company's presence through its branch offices across India:				
7	Details of most relevant / closely related projects of type of this assignment for which you have provided services (Last three years)				
	Sr No	Client	Region	Focus Sector	Duration of Appointment
8	Details of online projects with any Government or Government Body of Region/Province/State for which you have provided services in the past 3 years:				
	Sr No	Project Name	Client Detail	Project Cost	Role/ Scope of services
9	Financial Strength of the company: (Attach documents as mentioned in clause IV, such as balance sheet, P&L A/c, relevant work orders etc.)				
10	Total No. of Employees				
11	PAN of the Agency				
12	GST Registration Number				

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13	Litigation History Attach affidavit	
14	Any other details in support of your fulfilling eligibility criteria:	

Agencies can attach their experiences in PPT format or in MS-Word Format covering the recent similar assignments executed in relevance to this assignment during past 3 years. In addition, agencies to attach client's certificate/ engagement letter towards satisfactory completion of the assignment indicated in their experience record as having been completed]

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

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TP-2: Team Composition

The Agency shall propose team consisting of staff / experts to take care of all aspects of the assignment. This team has to base out of Ahmedabad/Gandhinagar.

Name of Key Expert	Education Qualification	Area of Expertise

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

TP-3: Curriculum Vitae (CV) for Key Staff

1. **Name of Firm** [*Insert name of firm proposing the staff*]: _____

2. **Name of Staff** [*Insert full name*]: _____

3. **Date of Birth:** _____ **Nationality:** _____

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

5. **Membership of Professional Associations:** _____

6. **Certification & Other Training** [*Indicate significant training since degrees were obtained*]: _____

7. **Countries of Work Experience:** [*List countries where staff has worked*]: _____

8. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____

9. **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.*]:

From [Year]: _____ to [Year]
Employer: _____ Position Held: _____

10. Work undertaken that best illustrate relevant experiences and capability to handle the assignment.

11. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

Date:

Full name of authorized
Representative:

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Financial Bid Format

(For online submission only on website [https:// indexb.nprocure.com](https://indexb.nprocure.com))

Financial quotes for the work of handling promotion activities for Vibrant Gujarat 2019 Summit at various Online Platform, which is inclusive of local travel between Ahmedabad and Gandhinagar, our administrative expenses including communication Within India and abroad to discharge the duty Will be as under:

Description	Amount (In Rs.)
Monthly engagement fee for handling promotional activities for Vibrant Gujarat 2019 Summit Period of engagement: Months of Engagement to till February, 2019	

The above mentioned quotes will be inclusive of all taxes.

The above mentioned quotes does not include any out of pocket expense as may be required to be incurred outside Ahmedabad/ Gandhinagar.