

HINDUSTAN URVARAK & RASAYAN LIMITED

(A JOINT VENTURE OF CIL, NTPC, IOCL, FCIL & HFCL)



SECTION – I

NOTICE INVITING TENDER (NIT)

**NAME OF PACKAGE: ENGAGEMENT OF AGENCY FOR HURL
BRANDING DURING PURI RATH YATRA FROM 27TH JUNE-
2025 TO 5TH JULY-2025.**

NIT NO: HURL/HQ/CS575, DATED 14.05.2025



- 1.0** HURL (Hindustan Urvarak & Rasayan Limited) invites on-line bids on Limited Tender basis under Two Bid system for aforesaid package.

2.0 Brief Details

Published Date	Refer CPP Portal
Bid Document Download / Sale Start Date	Refer CPP Portal
Bid submission Start Date	Refer CPP Portal
Last Date and Time for Bid submission	Refer CPP Portal
Technical Bid Opening Date & Time	Refer CPP Portal
Earnest Money Deposit (EMD) in INR	INR 60,000.00
Pre-Bid Conference Date & Time (if any)	Refer CPP Portal
Last Query Date	Refer CPP Portal
Reverse Auction	Not Applicable

- 3.0** EMD/Bid Security shall be submitted in a sealed envelope separately offline/online by the stipulated bid submission closing date and time at the address given below. Any bid without an acceptable Bid Security (if applicable) shall be treated as non-responsive by the employer and shall not be opened.

Sh. Surajit Mahindar
Manager (C&M)
Hindustan Urvarak & Rasayan Limited
(A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL)
Core-4, 9th Floor, SCOPE Minar,
Laxmi Nagar District Centre, New Delhi-110092.

- 4.0** MSE bidders are exempted from submission of EMD as per provisions in the Tender Documents.

MSE bidders seeking benefits of MSE as specified in the Tender Documents, must submit Attested/Self attested copy of Registration certificates (as mentioned in clause 4.0 of ITB) failing which no benefit of MSE shall be extended.

- 5.0** A complete set of Bidding Documents may be downloaded by any interested from the e-tendering Site (<https://eprocure.gov.in/eprocure/app>).

Bidder who has downloaded the tender from the Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, shall not tamper/modify the tender document/form including downloaded price bid template in any manner. In case the same is found to be tampered/modified in any manner, bid will be completely rejected and EMD would be forfeited and Bidder is liable to be banned from doing business with HURL for a period of two years.



Intending Bidders are advised to visit CPPP website <https://eprocure.gov.in/eprocure/app> regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

Not more than one tender shall be submitted by one bidder/ bidder(s) having business relationship. Under no circumstance will father and his son(s) or other close relations including spouse who have business relationship with one another (i.e., when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

6.0 Evaluation Criteria:

The recommended CQCCBS method for bid evaluation is given below and will be evaluated only on **offline mode**:

1. BID EVALUATION:

The bidders shall be selected through a quality-cum-cost based evaluation process (Technical score (T): 70%, Financial score (Fs): 30% of the total score).

The total technical (T) and financial score (FS) for the bidder shall be determined as follows:

(a) Criteria:

For the purpose of technical evaluation, the “Similar Work” shall mean the jobs having the scope of similar work/activities-event management/ground event, with the minimum value of the work order being INR 5 Lakhs, excluding applicable taxes. Similar work definition: Event management/ground event.

Technical proposals from the bidders shall be evaluated on the basis of their past experience, conceptualization of proposed work for HURL.

Sl. No.	Item	Marks
1.	Firm Experience Documents/Proofs: Work Orders clearly mentioning the tenure of work/activity and value of work done.	Max Marks: 25
A.	Number of “Similar Work” completed after 1 st April-2020 (Each work must be of a value more than INR 5 Lakhs, excluding Taxes)	25 max marks
i.	Number of Work Orders and Execution certificates/CA certificate (with Valid UDIN) of similar work, completed after 1 st April-2020- More than 2 & less than or equal to 5.	10
ii.	Number of Work orders and execution certificates/CA certificate (Withy valid UDIN) of similar work, completed after 1 st April-2020- More than 5 & less than or equal to 7.	20
iii.	Number of Work orders and execution certificates/CA certificate (Withy valid UDIN) of similar work, completed after 1 st April-2020- greater than 7.	25



B.	Value of “Similar Works” (excluding applicable taxes, levies etc.) completed after 1st April-2020	Max Marks:25
i.	Total value of all work orders of similar work completed after 1 st April-2020-Less than (or equal to) 5 Lakhs.	10
ii.	Total value of all work orders of similar work completed after 1 st April-2020-Less than (or equal to) 10 Lakhs.	20
iii.	Total value of all work orders of similar work completed after 1 st April-2020-Greater than 10 Lakhs.	25
2.	The agency should be based in Odisha	5
3.	Final Presentation Presentation will be judged on below parameters:	Max Marks: 30
i.	Quality of similar work completed in past	10
ii.	Proposed conceptualization and execution strategy for Scope of Work defined	10
iii.	Creative Ideas specifically for HUYRL’s scope of work	10
4	Financial Capability: Audited Annual Turnover statement (i.e. Balance sheet or P/L A/c) for last 03 financial years (FY 21-22, 23-24 & 24-25) or CA certified statement with UDIN to be submitted	Max Marks: 15
i.	Average annual turnover less than 9 lakhs	0
ii.	Average annual turnover equal to 9 lakhs	10
iii.	Average annual turnover greater than 9 lakhs	15

The total technical score (T) shall be calculated as sum of the marks obtained in the above-mentioned technical criteria.

(b) Financial Evaluation:

The total rates quoted by the bidder against the scope of work shall be used for the evaluation of the financial proposal.

In order to calculate the Financial Score, the bidder with the lowest price (Total cost) shall be given 100 points and all other bidders will be marked proportionately.

The financial score for every bidder shall be evaluated as per the following formula:

$$\text{Financial score} = (\text{Lowest offered price} / \text{Offered Price of the bidder}) \times 100$$

(c) Evaluation:

Final score for all technically qualified bidders will be computed using the following formula:

$$\text{Final Score} = 70\% \text{ of Technical Score} + 30\% \text{ of Financial Score}$$

The bidder obtaining the highest total score (H1) shall be the preferred bidder, for the contract.

(d) Tie Breaker:

In case of tie among the bidders, the highest average annual financial turnover for last 3 years of bidder will be considered for tie breaking.

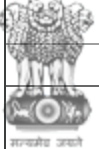



- 7.0** Bids will be opened as per date/time as mentioned on the Date specified above or on the date specified on the e-tendering portal. The date of Price-Bid opening will be intimated later on the e-tendering portal.
- 8.0** HURL shall not be responsible for any postal /courier delay for submission of EMD and/or other original documents, if applicable.
- 9.0** HURL reserves the right to reject any or all bids or cancel/withdraw the NIT for the subject package without assigning any reason whatsoever and in such case no bidder/intending bidder shall have any claim arising out of such action.
- 10.0** Bids shall be signed and uploaded by someone legally authorized and competent on behalf of his firm / company i.e., Bidder and relevant documents w.r.t. the same to be uploaded along with the bid by the bidders.

The Power of Attorney (on stamp paper duly notarized by notary public) of such person needs to be furnished along with bid.

11.0 Address for Communication:

<p>Sh. Surajit Mahindar, Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092.</p> <p>EPBAX No: 011-2250 2267/ 2268</p> <p>Email: surajitmahindar@hurl.net.in</p>	<p>Sh. Umang Sinha, Chief Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092.</p> <p>EPBAX No: 011-2250 2267/ 2268</p> <p>Email: umangsinha@hurl.net.in</p>
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 Government eProcurement System		eProcurement System Government of India	
Tender Details			
		Date : 14-May-2025 02:30 PM	
 Print			
Basic Details			
Organisation Chain	Hindustan Urvarak and Rasayan Limited HQ-Delhi - HURL		
Tender Reference Number	HURL/HQ/CS575		
Tender ID	2025_HURL_859987_1	Withdrawal Allowed	Yes
Tender Type	Open Tender	Form of contract	Item Rate
Tender Category	Services	No. of Covers	2
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No
Payment Mode	Offline	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No

Payment Instruments		Cover Details, No. Of Covers - 2				
Offline	S.No	Instrument Type	Cover No	Cover	Document Type	Description
	1	Demand Draft	1	Fee/PreQual/Technical	.pdf	Signed and Stamped copy of Annexure-1 to 7 and Annexure-16 of Forms and Procedures.
	2	R-T-G-S				Power of Attorney as per requirement mentioned in NIT.
	3	NEFT				Signed, Stamped and Scanned copy of GST No, PAN No, UDYAM etc.
	4	Bank Guarantee				Documents as required in accordance with Evaluation Criteria i.e., Clause 6 of NIT.
				.pdf	Any other document asked for in the Tender Document.	
			2	Finance	.xls	PRICE BID

Tender Fee Details, [Total Fee in ₹ * - 0.00]				EMD Fee Details			
Tender Fee in ₹	0.00			EMD Amount in ₹	60,000	EMD Exemption Allowed	Yes
Fee Payable To	Nil	Fee Payable At	Nil	EMD Fee Type	fixed	EMD Percentage	NA
Tender Fee Exemption Allowed	No			EMD Payable To	HURL	EMD Payable At	NEW DELHI

[Click to view modification history](#)

Work /Item(s)					
Title	ENGAGEMENT OF AGENCY FOR HURL BRANDING DURING PURI RATH YATRA FROM 27TH JUNE-2025 TO 5TH JULY-2025.				
Work Description	ENGAGEMENT OF AGENCY FOR HURL BRANDING DURING PURI RATH YATRA FROM 27TH JUNE-2025 TO 5TH JULY-2025.				
Pre Qualification Details	AS PER TENDER DOCUMENT				
Independent External Monitor/Remarks	NA				
Show Tender Value in Public Domain	No				
Tender Value in ₹	0.00	Product Category	Miscellaneous Services	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	180	Period Of Work(Days)	11
Location	PLEASE REFER TENDER DOCUMENT	Pincode	110092	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	HURL HQ NEW DELHI
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates			
Publish Date	14-May-2025 03:30 PM	Bid Opening Date	20-May-2025 03:00 PM
Document Download / Sale Start Date	14-May-2025 03:30 PM	Document Download / Sale End Date	20-May-2025 01:00 PM
Clarification Start Date	14-May-2025 03:30 PM	Clarification End Date	16-May-2025 06:00 PM
Bid Submission Start Date	16-May-2025 06:00 PM	Bid Submission End Date	20-May-2025 01:00 PM

Tender Documents					
NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	ENGAGEMENT OF AGENCY FOR HURL BRANDING DURING PURI RATH YATRA FROM 27TH JUNE-2025 TO 5TH JULY-2025.	557.33	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	BOQ	BOQ_904071.xls	PRICE BID	260.50
	2	Tender Documents	Tenderdoc.pdf	ENGAGEMENT OF AGENCY FOR HURL BRANDING DURING PURI RATH YATRA FROM 27TH JUNE-2025 TO 5TH JULY-2025.	3587.28

Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	surajitmahindar@hurl.net.in	SURAJIT MAHINDAR	SURAJIT MAHINDAR
2.	shradhakumari@hurl.net.in	SHRADHA KUMARI	SHRADHA KUMARI
3.	umangsinha@hurl.net.in	Umang Sinha	UMANG SINHA
4.	vivekchoudhary@hurl.net.in	VIVEK CHOUDHARY	VIVEK CHOUDHARY

GeMARPTS Details

Reason for non availability of GeMARPTS ID	Urgent nature of Procurement
Remarks	THIS SERVICE IS UNAVAILABLE ON GeM.
Document Name	GEMNA.pdf
Document Size (in KB)	34.84

Tender Properties

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	Normal	BoQ Compative chart decimal places	2
BoQ Comparative Chart Rank Type	L	Form Based BoQ	No

TIA Undertaking

S.No	Undertaking to Order	Tender complying with Order	Reason for non compliance of Order
1	PPP-MII Order 2017	Agree	
2	MSEs Order 2012	Agree	

Tender Inviting Authority

Name	SURAJIT MAHINDAR
Address	HURL HQ NEW DELHI

Tender Creator Details

Created By	SURAJIT MAHINDAR
Designation	MANAGER
Created Date	14-May-2025 12:17 PM