



Notice Inviting e-Quotations (e-NIQ) FOR

Hiring of Social Media Agency

Date of advertisement of e-NIQ-	02/02/2026
Date of Closing of e-NIQ-	09/02/2026 up to 3.00 pm
Date of opening of Technical Bid of e-NIQ -	12/02/2026 - 3.00PM
Date of opening of Financial Bid of e-NIQ -	13/02/2026 - 3.00 PM



(M & C Department)
Apparel Export Promotion Council
(Sponsored by Ministry of Textiles, Government of India)
Apparel House, Sector-44 Institutional Area
Gurugram-122003, Haryana
Tel Nos. 0124-2708000-8003
Website: www.aepcindia.com

Bid Notice

2nd February, 2026

Name of Work: Hiring of Social Media Agency.

E-Quotations in prescribed format are invited on behalf of **Apparel Export Promotion Council (AEPC)**, Apparel House, Sector-44, Institutional Area, Gurugram, Haryana-122003 from reputed, experienced, competent Social Media Agencies/ Firms having conversant with Apparel Industry for providing Social Media services. **The last date of submission of bid is 09/02/2026 up to 3:00PM.** The interested firm may also download the Bid document from the AEPC website www.aepcindia.com. More than one bid from same owner(s) shall be summarily rejected.

1.0 GENERAL

The Bidders are advised to visit AEPC M &C department and acquaint themselves fully with the scope of work before framing up their bid. The summary of bid is as under:-

Date of Commencement of work	As per award letter.
Period of Contract	12 months but the performance shall be reviewed quarterly. In case services were not found satisfactory, the contract shall be terminated. (Refer clause 13.3)
Earnest money with Bid Document	Rs.11,000/- (Eleven Thousand only) in the form of Bank Transfer/NEFT. Cheque shall not be accepted in any case. Note: Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) are exempted from EMD upon submission of valid Registration Certificate from MSME Department.
Date of advertising	02/02/2026
Date of closing	09/02/2026 – 3:00 PM
Date of opening of Technical Bid	12/02/2026 – 3:00 PM
Date of opening of Financial Bid	13/02/2026 - 3:00 PM

2.0 SUBMISSION OF BID

The e-NIQ with Undertaking (Annexure-I), Technical Bid (Annexure-II) and Financial bid (Annexure-III) completed in all respect should be attached and sent online at tender@aepcindia.com with a subject as **Hiring of Social Media Agency**" latest by **3.00 pm on 09th February, 2026.**

***Please note that financial bid should be password protected PDF documents and sent as attachment.**

3.0 TERMS OF REFERENCE:

Apparel Export Promotion Council (AEPC) needs to have a very strong social media platform especially to reach out to the Policy Makers, Associates, Government officials, Experts, Opinion makers and also to its international buyers and other related stakeholders. Keeping the need of enhancing digital image of AEPC through social media management, Facebook, X, LinkedIn and Instagram marketing etc. AEPC desired to hire an external consultancy agency / firm having specialization in such services with proven track record preferably in the field of Apparel Industry to promote AEPC in the most appropriate manner widely.

4.0. BASIC QUALIFICATIONS

4.1 The firm should have the competence, sound financial resources, experience, equipment, manpower and reputation to perform the contract to the satisfaction of the Apparel Export Promotion Council. Technically qualified and financially sound firms, having experience of providing social media services may apply. The firms will have to submit credentials and documents in support of their experience of working with Apparel Industry, if any. The firm shall be responsible for promoting the AEPC as per the requirements of the organization.

4.2 The agency must have professionally qualified and experienced social media consultants possessing degree from a government recognized institute and a minimum of 3-5 years' experience in this field. Based on the requirements of the Council, the firm shall be responsible to create content on the Social Media Handles, Websites, interviews, events, local cluster stories, etc. The firm shall be able to understand the objective of the Council and provide services accordingly.

5.0 SCOPE OF WORK:

5.1 To generate, manage and upload content on the Facebook and X, LinkedIn, WhatsApp, Insta accounts and AEPC website as & when required.

5.2 Daily updating / postings on all the social media platforms which includes AEPC & Industry news.

5.3 Posting of two blog per month (approx. 400 words).

5.4 Interviews of Chairman, Secretary General (SG), event calendar of AEPC and various local cluster stories to be posted on social media platforms. Story will be prepared in different digital formats every month where input will be provided by AEPC.

5.5 Development of brand awareness & online reputation and administrate the creation and publishing of relevant, original and high quality content at National & International platforms.

5.6 Dissemination of Notifications (s) on social media platforms and tapping right international forum to generate more followers.

5.7 Linking Facebook and Twitter etc. handles to AEPC website.

5.8 To increase the footfall of the website significantly by the end of three months.

5.9 To increase the reach of social media platforms of AEPC among the members of the Council.

5.10 To share monthly report on postings done, footfalls achieved and followings increased etc.

- 5.11 Live streaming of all major AEPC domestic events through social media channel.
- 5.12 GIF and creatives to be developed by the agency basis AEPC input and as & when required.
- 5.13 Tapping the relevant global forums for our outreach and developing associations through social media channels.
- 5.14 Promotion of AEPC export promotion events to global relevant platforms.
- 5.15 Any other work as assigned from time to time by the AEPC.

6.0 PREQUALIFICATION CRITERIA:

The bidders having following valid documents will be technically qualified and considered for opening of their Price bid.

- 6.1 Registration certificate of Firm / Company / Partnership / Proprietorship under the companies Act, 1956 and who have their offices in India.
- 6.2 The firm should be in the business of providing similar consultancy service for at least three (3) financial years as on 06/02/2026. A list of clients should also be provided in support of claim.
- 6.3 The firm should have Service tax (GST) registration and PAN.
- 6.4 Registration certificate issued by the MSME, if any to claim exemption of EMD.
- 6.5 The firm should have registration with ESI and EPF organization if applicable as per govt. rule otherwise an undertaking on Company's letter head duly notarized giving reasons thereto.
- 6.6 The firm should not have been blacklisted by anyone. Undertaking on Company's letter head thereto is to be submitted.
- 6.7 The firm should have Income Tax return submitted during last three years (FY 2022-23, 2023-24 & 2024-25).
- 6.8 The firm should have completed **one** similar consultancy service of not less than **Rs. 4.40 lakhs** or **two** consultancy services of not less than **Rs. 2.75 lakhs** each or **three** Consultancy services of not less than **Rs. 2.20 lakhs** each during last three financial years in any reputed organization. Only such projects that have been handled directly need to be mentioned.
- 6.9 The firm should have an average annual turnover of **Rs. 10 lakhs** during the last 03 Fin. years.
- 6.10 The firm should have qualified and experienced, at least 2-3 full time consultants on its pay roll.
- 6.11 The firm should be financially sound and have an account in any schedule bank in India/NCR.

7.0 EVALUATION CRITERIA/FINAL SELECTION:

- 7.1 The bids received will be opened in this office in the presence of the senior officers of the Council. The financial bids of only those bidders who fulfil in Technical bids criteria will be considered.
- 7.2 The Lowest bidder (L-1) shall be considered for award of work yet the decision of AEPC in this regard will be final and binding.
- 7.3 The bidders who have an unsuccessful record or blacklisted by any organization shall not be considered for award of work.

8.0 EARNEST MONEY DEPOSIT

8.1 The bidder is required to deposit **Rs. 11,000/-** as EMD along with the bid to be paid in form of Bank Transfer/NEFT/RTGS in favour of Apparel Export Promotion Council payable at Gurugram. **Bid without EMD will be summarily rejected.** EMD of unsuccessful bidder shall be refunded without any interest after finalization of award. EMD of successful bidder shall be adjusted against performance guarantee.

8.2 The Earnest Money Deposit (EMD) shall be forfeited by the AEPC in case:

- i) The firm withdraws their offer during the period of bid validity, without prior notice.
- ii) After selection, the firm fails to honour the contract or refuses to comply with any or all terms and conditions of the bid.
- iii) Information / documents submitted are found to be false/tampered.

9.0 PERFORMANCE SECURITY

9.1 The successful bidder shall submit performance security through FDR / Bank Guarantee equivalent to **10% of** the total contract value issued by any nationalized bank in favour of Apparel Export Promotion Council. The FDR / Bank Guarantee should be valid for a minimum period of 12 months and till the expiry of the contract. In case the FDR / Bank Guarantee is not received within 7 days of issue of award letter, the adequate performance security deposit shall be deducted from the bills of successful bidder. The performance security can be forfeited to recover any amount which is payable by the contractor on account of any clause arising out of the contract.

9.2 The performance security shall be refunded after satisfactory completion of the contract.

The Performance Security shall be forfeited by the AEPC in case of

- i) Non-performance or mid-way unilateral withdrawal from the assignment by the firm.
- ii) Changes in the approved matter/data/information.
- iii) Submitted Information / documents are found to be false / tampered at a later stage.

10.0 BID/BID VALIDITY

The prices quoted shall remain valid for **120 days** from the date of opening of bid and in respect of accepted bid the prices quoted shall remain valid for **180 days**. The bidders may attend the meeting on the date and time of opening of the bids.

11.0 DEFAULT OF AGENCY

If the services of the firm are not found satisfactory or if the firm fails to meet / fulfill any terms/ conditions / obligations laid down in the bid document, the agency shall be served a notice to take a corrective action within 7 days. If the agency fails to rectify or conform, the AEPC shall be at liberty to terminate the contract and forfeit the performance security amount without any further communication in this regard.

12.0 ANNULMENT OF AWARD

12.1 Failure of the firm to comply with the requirement of bid shall constitute sufficient ground for the annulment of the award and forfeiture of performance security in which event bid shall be cancelled and Council may call for new bids.

13.0. RIGHTS OF AEPC

13.1 AEPC reserves the right to accept / reject the bids received or call for any additional information /clarification or modify / cancel the bidding process, if so required without assigning any reasons whatsoever.

13.2 AEPC if considered necessary reserves the right to cancel / terminate the agreement any time without assigning any reason.

13.3 The period of contract shall be for 12 months but continuance of the contract shall depend upon the performance of the firm. The services of the firm shall be reviewed quarterly and in case the same were not found satisfactory, a one month's notice shall be served to the firm and the consultancy services shall be terminated without any further communication in this regard. After successful completion of the 12 months, the contract may be extended further for a period of one year or as decided by the competent authority.

13.4 Confidentiality of any data/information/matter provided by AEPC should be maintained.

14.0. DISCLAIMER:

14.1 This bid is being issued by the AEPC for inviting bids for **hiring of Social Media Agency** having awareness /understanding/ cognizance of the Apparel industry. The word 'Bid' is used to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the work, to alter the matter reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

15.0 DELIVERABLES:

The firm shall submit a detailed Daily /Monthly/Quarterly report indicating the following:

- 15.1 Update on face book/blogs /tweets/Instagram /interviews/events/notifications/followers (Daily).
- 15.2 Status of achievement of desired outputs and outcomes (Monthly).
- 15.3 Recommendation on further improvement of the services (Monthly).
- 15.4 Recommendation on better use of data, content etc. (Monthly).
- 15.5 Recommendation on improvement of quality of services (Monthly).
- 15.6 Recommendation for ensuring efficient services and methodology to be used for this purpose.
Any innovative efficient methods may be suggested as against the existing practice (Quarterly).
- 15.7 Recommendation on further improvement of AEPC website footfall (Quarterly).
- 15.8 Recommendation on further increase of AEPC social media followers (Quarterly).
- 15.9 Recommendation on further reach of Facebook account of AEPC among members (Quarterly).

16.0. TERMS OF PAYMENT:

16.1 Payment shall be made through cheque /electronic payment issued in favour of the firm/agency/company upon submission of bill on monthly basis and satisfactory performance. All bills must be submitted in original to AEPC, Apparel House, Sector-44, Gurugram, Haryana. In case of delay in payment no interest shall be payable.

16.2 TDS shall be deducted from the bill as per government rules.

16.3 There shall be no escalation in the price during entire period of contract except government taxes.

17.0 FORCE MAJEURE:

17.1 The failure to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default in so far as such inability arises from an event of Force Majeure. For the purpose of this RFP" Force Majeure" means an event /circumstances which are beyond the reasonable control of the AEPC and is not foreseeable.

18.0. ARBITRATION:

18.1 In case of any dispute related to this contract, the same shall be referred to the sole arbitration of the Chairman, AEPC or any other person authorised by him. The decision of the arbitrator shall be final and binding on all. All disputes / interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the sole arbitrator of AEPC. The place of jurisdiction shall be at AEPC, Head Office, Gurugram, Haryana-122003.

(Sameer Pushp)
General Manager (M&C)
Apparel Export Promotion Council
Apparel House, Sector-44, Institutional Area
Gurugram-122003, HARYANA
0124-2708134
sameerpushp@aepcindia.com

UNDERTAKING

The General Manager (M&C)
Apparel Export Promotion Council,
Apparel House, Sector-44, Institutional Area,
Gurgaon, Haryana-122003

Subject: Hiring of Social Media Agency

Sir,

Having examined the Scope of work, specifications of tasks prepared by your office and satisfying ourselves as to the location and terms and conditions, I / we hereby offer to execute the above works i.e. providing Social Media Services at the respective fees which I/we have quoted in the Financial Bid. I/We the undersigned, certify that:

1. I/We have quoted the most economical and best charges/fees in financial bid.
2. I / We herewith deposit **Rs. 11,000/- (Rupees eleven thousand only)** in the form of Bank Transfer/NEFT/RTGS in favour of Apparel Export Promotion Council, payable at Gurgaon, as Earnest Money Deposit. The EMD shall be refunded after finalization of the contract without any interest.
3. The contract may be terminated and fresh bid may be issued in case AEPC is not satisfied with the services provided by us. I/We also undertake that I/we have no objection and will not claim any losses / damages on any account from the AEPC.
4. I / we understand that you are not bound to accept the lowest bid or bound to assign any reasons for rejecting our bid or withdrawing the Bid.
5. I / We hereby confirm that our firm has not been black-listed by any organization in India or abroad.
6. I / we agree to keep our bid open for 120 days from date of opening of the Annexure-II i. e. **(Technical bid)**.
7. I / we enclose complete bid documents Annexure-I, II & III duly signed in.

Date: _____

(Signature of Bider with Seal)

Name: _____
Address (Firm) _____
Contact Number: _____
Email ID: _____

TECHNICAL BID (02 Pages)

8.	Registration certificate issued by ESI & EPF department, if applicable. Otherwise an Undertaking on Rs. 50/- stamp paper duly notarized is to be submitted with reason thereto.	Yes / No
	Registration certificate issued by MSME, if any.	Yes / No
	Copy of Income Tax return of firm for the last Three (03) financial years (2022-23, 2023-24 & 2024-25)	Yes / No

Evaluation Criteria

The AEPC's committee shall invite technically qualified bidders for presentation. Approximately 2-3 days' time may be given for preparation. The bidders whose Presentations are not found satisfactory by the Committee shall not be considered during the financial bid. The decision of the Committee shall be final and binding.

The envelop/email should also contain the following information: -

1. Brief Profile of your agency.
2. Detailed approach and methodology to be followed.
4. Consultants deployment indicating their qualifications, experience in the field of Social media Consultancy giving complete details of work performed by each.
5. Details of present /past clients with type of services offered.

CERTIFICATE

It is certified that:

1. The information given above is TRUE to the best of my knowledge and belief. The bidder shall stand liable for any information given above which is later on found to be FALSE. The contract shall be liable to be terminated immediately and Performance Security shall stand to be forfeited.
2. We are interested to undertake the above work as per terms and conditions set out in the bid.
3. I am competent and authorised to sign the Bid / Certificate on behalf of the Firm / Agency / Company.

(Signature of Bidder with seal)

Place: _____
Date: _____

Name: _____
Designation: _____
Address of firm: _____
Email ID: _____
Contact Number: _____

FINANCIAL BID

The financial proposal should quote the **Total Professional fee & Expenses (One month)** in Indian Rupees. Tax should be shown separately.

Sl.	Description of work	Total Amount (INR)*
1.	Consultancy fees for providing Social Media Services	
2.	Tax as applicable	
	Grand Total	

***Rupees (in words)** _____

Note: In case of mis-match in figures and in words, the lower amount shall be considered as the final financial quote. No representation shall be entertained in this regard. The decision of the AEPC shall be final and binding.

- Price bid of only those bidders shall be opened who fulfill the minimum eligibility criteria and are found technically qualified as well as whose presentation is found satisfactory and selected by the AEPC's Committee. The decision of the Evaluation Committee in this regard will be final and binding.
- Technically qualified bidders selected by Committee after evaluation of presentation shall only be considered for their financial bid. The quoted price should be genuine, competitive and not inflated.
- The Lowest bidder (L-1) shall be considered for award of work yet the decision of AEPC in this regard will be final and binding.
- AEPC has the right to reject any or all the bids without assigning any reason thereof.
-

Date: _____

(Signature of Bidder with office Seal)

Name & Designation: _____

Address of agency: _____

Contact Number: _____

Email ID: _____