

# ASSAM TOURISM DEVELOPMENT CORPORATION LTD.

(A Govt. of Assam undertaking and ISO 9001:2008 certified organisation)

Asom Paryatan Bhawan (4<sup>th</sup> Floor), A. K. Azad Road, Paltanbazar, Guwahati - 8  
website: assamtourisonline.com, email: atdcltd@gmail.com, ph: (0361) 2633654

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No.ATDC.2739/2017/

Date: 19.01.2017

## REQUEST FOR PROPOSAL (RFP)

### **For Selection of Integrated Marketing Communication Agency for Promotion & Branding of Assam Tourism's Awesome Assam Campaign in India & Overseas**

Assam Tourism Development Corporation proposes to appoint an "Integrated Marketing Communications Agency" for Assam Tourism. The "Integrated Marketing Communications Agency" would be appointed for one (1) year initially, renewable for another 1 (one) year, subject to a satisfactory yearly review.

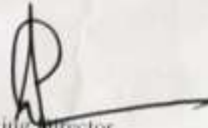
The Bidder should be a renowned & competent Marketing, Branding and Advertising Agency or a Consortium as well where the number of consortium members in a particular submission cannot be more than 3 nos. and should be involved in similar nature of businesses.

Detailed document describing the nature of work may be downloaded from <http://www.assamtourisonline.com/tender.html> or can be obtained from office of the undersigned. A project brief meeting will be held at 11:00 am on 27<sup>th</sup> January, 2017 at ATDC Office, Guwahati.

Interested agencies should submit "Offer Proposal" in sealed enveloped to the office of the Managing Director, Assam Tourism Development Corporation Limited, Asom Paryatan Bhawan, 4th Floor, A.K.Azad Road, Paltan Bazar, Guwahati - 781008 on or before 4:30 pm on 2<sup>nd</sup> February, 2017.

Date and time of opening of financial bid to the technically qualified bidders will be initiated later.

The undersigned reserves the right to accept / reject any or all offers without assigning any reasons thereof.



Managing Director

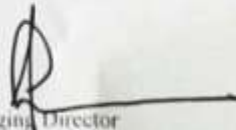
Assam Tourism Development Corporation Limited.

Memo No.ATDC.2739/2017/ 358

Date: 19.01.2017

Copy to :-

1. The Director of Information and Public Relation, Dispur, Guwahati - 6 with a request to publish the RFP  
(1) "The Assam Tribune" and  
(2) "The Telegraph"- Kolkata issue.
2. Office Notice Board.
3. Web.Com, Voltas Building, Chandmari, Guwahati - 3 along with detailed documents for information and necessary arrangement for uploading in the website.



Managing Director

Assam Tourism Development Corporation Limited