



AAVANTIKA GAS LIMITED

(A JOINT VENTURE COMPANY OF GAIL & HPCL)

CITY GAS DISTRIBUTION PROJECT IN INDORE,
UJJAIN, PITHAMPUR & GWALIOR

REQUEST FOR QUOTATION (MANUAL SUBMISSION)

AGENCY FOR SOCIAL MEDIA MANAGEMENT & CREATIVE DESIGN

RFQ No.: AGL/0529/RFQ/SOCIAL MEDIA MANAGEMENT/03-2026

OPEN COMPETITIVE BIDDING

ISSUE DATE: 15.05.2026

Important Dates

Date of Start for Manually Submission of RFQ at AGL HO	15/05/2026
Pre-Bid Meeting Date & Time	19/05/2026 at 11:00 Hrs
Last Date & Time of Submission of RFQ (Physical Bid)	30/05/2026 up to 16.00 Hrs
Date & Time of Opening of Priced Bid at AGL HO	30/05/2026 up to 16.30 Hrs

CONTACT PERSON at Aavantika Gas Limited:

- 1) Mr. Varender Sharma, Ch Mngr: Mobile – 98889 25792 / Email: varender.sharma@aglonline.net
- 2) Mr. Himanshu Shrivastava, Mngr, Mobile – 9131099726 / Email: himanshu.s@aglonline.net
- 3) Mr. Anurag Singh, Engineer: Mobile – 86006 90470 / Email: anurag@aglonline.net
- 4) cp@aglonline.net 0731-4222520

Initiated By :

Reviewed By:

Verified By:

Approved By:

Avantika Gas Ltd. (AGL) is a Joint venture of GAIL & HPCL for implementation of City Gas projects in Indore, Ujjain, Pithampur & Gwalior for CNG in transportation sector and PNG supply to Industrial, Commercial and Domestic consumers.

1. SCOPE OF WORK:

The scope of work by the bidder shall include the following:

- Designing & Posting 10 Graphic Posts & 4 Reels including Meta & Google Ad Management.
- Search Engine Optimization - 10 Keywords

Scope of work on as and when basis

- Testimonial Videos Per Artist rate
- 1 day Shooting with Scripts with at least one video finalized 30-60 sec
- Brochure Design per Page
- Newsletter per page

2. TECHNICAL BIDDER QUALIFICATION CRITERIA (BQC):

The bidder should have successfully executed at least one similar work related to Social Media Management, Creative Design for any reputed organization in India, with a contract value not less than ₹4.41 Lakhs, during the last five (05) years reckoned from the bid due date.

3. DOCUMENTS TO BE SUBMITTED IN SUPPORT OF TECHNICAL BQC:

Bidder has to submit the order of award along with the completion certificate OR Invoices (along with Payment advice/confirmation) duly issued by the owner having cross reference to the order of award.

Other Required Documents:

- a) Sealed and Signed copy of RFQ document and Corrigendum if any.
- b) GST and PAN Card of the firm.

4. BID EVALUATION:

- Evaluation shall be done on overall lowest cost basis considering LOT-1 and LOT-2.
- If quoted amount of two or more L-1 ranked bidders are same, then contract will be awarded to that L-1 bidder whose Turnover as per Last Audited Balance Sheet will be higher.

5. CONTRACT PERIOD:

The Contract Period shall be Eighteen (18) Months from the date of award of Order.

6. PAYMENT TERMS:

100% (GST Compliant Original Invoice) Invoice value with taxes and duties will be paid within 15 days, after adjustment against applicable PRS (PRS will apply on value excluding Input Tax Credit amount) and on submission of invoice complete in all respect duly certified by EIC.

MODE OF PAYMENT

- Payment will be made by way of normal banking channels.
- Deduction at source
Purchaser will release the payment after off-setting all dues to the Purchaser payable by the seller under the contract. Deduction will be made at the source as per the law in force.

7. PRICE REDUCTION SCHEDULE (PRS):

Price reduction shall be applicable for individual SOR Items at the rate of 0.5% per week of delay or part thereof in completion of the work, subject to a maximum of 5% of the total issued order value.

8. PERFORMANCE BANK GUARANTEE:

Within 15 days from the date of award of Order, the Bidder shall furnish Performance Guarantee in the form of Bank Guarantee to the PURCHASER, for an amount equivalent to 5% of the Order value (Excluding taxes & duties). Performance Bank guarantee shall be valid for a period of 3 months beyond the expiry of the Contract period

9. SUBMISSION OF QUOTATION:

PLEASE SUBMIT YOUR MOST COMPETITIVE QUOTATION IN SEALED ENVELOPE COMPLETE WITH ABOVE DETAILS IN SCHEDULES OF RATES(SOR) LATEST BY 30.05.2026 UPTO 16:00 HRS AT AGL HO.

Quotation Opening Time: 17.03.2026 at 16:30 HRS at AGL HO.

Bid should be submitted in a Two envelope containing below:

1st Envelope Contain:

- i. The Original copy of SOR marked as “Quoted”.
- ii. Documents pertaining to Serial No. 2 & 3 above.
- iii. Bidder has to submit No Deviation Confirmation in their Letter head as per Form-1.
- iv. In case bidder is not covered under GST, then a declaration has to be submitted stating the same.
- v. Last Financial Year Audited Balance Sheet duly certified by Chartered Accountant.

2nd Envelope Contain:

Price Bid in SOR Format shall be submitted in a sealed envelope duly super scribed with ‘DO NOT OPEN’.”

All the above are to be enclosed in a Sealed Envelope super scripted as – “QUOTATION – NOT TO BE OPENED”–

To,

Contracts and Procurement Department
Avantika Gas Limited
202 – B, 2nd Floor, NRK Business Park,
Vijay Nagar Square, A.B. Road,
Indore (M.P), Pin – 452010, Contact No. 0731-4222520

NOTE:

- a. Bidders should fill their rates in the prescribed Schedule of Rates (SOR) format as per defined Schedule of Rates (SOR), no other format is acceptable and liable for rejection.
- b. Bid shall be accepted only after complying the Technical BQC as per Serial No. 2 & 3 above.

10. APPLICABILITY OF LAW & JURISDICTION:

The RFQ shall be governed and interpreted in accordance with the applicable laws of India and Courts at Indore (Madhya Pradesh) shall be exclusive Jurisdiction.

11. OTHER TERMS & CONDITIONS:

- a) AGL reserves the right to accept or reject any or all Quotations received at its absolute Discretion without assigning any reason whatsoever.
- b) Validity of submitted proposal should be 02 Months from the due date of RFQ submission.

12. SCHEDULE OF RATES (SOR):

Sl.	Scope of Work	Unit	Quantity	Unit Rates Excluding GST in Rs.	Total Amount Excluding GST in Rs.
LOT 1 (Scope of work on Monthly basis)					
1	Designing & Posting 10 Graphic Posts & 4 Reels including Meta & Google Ad Management	Months	18		
2	Search Engine Optimization - 10 Keywords	Months	18		
LOT 2 (Scope of work on As and When basis)					
3	Testimonial Videos Per Artist rate	Nos	3		
4	1 day Shooting with Scripts with at least one video finalized 30-60 sec.	Nos	3		
5	Brochure Design per Page	Pages	18		
6	Newsletter per page	Pages	18		
Total Amount Excluding GST in Rs.					
Total Amount Including GST @ 18% in Rs.					

Please submit your most competitive Quotation in Sealed Envelope complete with above details in Schedule of Rates (SOR) latest by 30.05.2026 upto 16:00 Hrs.

FORM - 1

NO DEVIATION CONFIRMATION **(ON BIDDER'S LETTERHEAD)**

To,
Aavantika Gas Limited
202 – B, 2ndFloor, NRK Business Park,
Vijay Nagar Square, A.B. Road,
Indore (M.P), Pin – 452010

Dear Sir,

We understand that any deviation / exception in any form may result in rejection of bid. We, therefore, certify that we have not taken any exceptions/deviations anywhere in the bid and we agree that if any deviation / exception is mentioned or noticed, our bid may be rejected.

SEAL AND SIGNATURE OF BIDDER



FORM – 2

**DECLARATION
(ON BIDDER'S LETTER HEAD)**

No.

Date:

Aavantika Gas Limited,
Indore (M.P.)

We hereby confirm that we have not been banned /Holiday listed by any CGD Company for the similar requisite works.

SEAL AND SIGNATURE OF BIDDER

FORM – 3

BIDDER GENERAL INFORMATION

No.

Date:

Aavantika Gas Limited,
Indore (M.P.)

1. Bidder Name :
2. Name of Owner/ MD of Organization :
3. Address of Registered Office :
4. Mobile Number :
5. E-mail Address :
6. Website :
7. Banker's Name :
8. Branch :
9. Branch Code :
10. Bank Account Number :
11. GSTN No. :
12. PAN No. :
13. MSME No.

SEAL AND SIGNATURE OF BIDDER