

**PH/2025/330/**

**Dated: Shillong the 23<sup>rd</sup> June 2025**

**EXPRESSION OF INTEREST**

**For**

**Empanelment of Firm/Agency/Proprietor/Vendor for branding of vehicles under CM-ELEVATE Program**

**UNDER**

**MEGHALAYA BASIN MANAGEMENT AGENCY**

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## SECTION 1

### 1. INVITATION FOR EXPRESSION OF INTEREST

PRIME Start Up Hub, Shillong C/o -  
J.N. Sports Complex, Shillong -  
793001.  
Meghalaya Basin Management Agency

PRIME Startup Hub, Shillong Invites sealed Expression of Interest (EOI) from eligible Vehicle Branding Service Providers/Firms/Agencies/Proprietors/vendors to indicate their Interest for empanelment with the Office of PRIME HUB, Shillong for support and assistance. Firms are expected to clearly mention the rates for the different services to be provided.

EOI Document containing the details of qualification criteria, submission date and requirements, services and evaluation criteria etc. can be downloaded from the website [www.mbda.gov.in](http://www.mbda.gov.in).

Further details if any may be obtained by sending email to the following E-mail address:  
[prime.urbanhillong.mbma@gmail.com](mailto:prime.urbanhillong.mbma@gmail.com)

### 2. Background:

The CM-ELEVATE is a State supported, credit linked flagship program, aiming to create a conducive environment for entrepreneurs to accelerate private sector led growth. The program is intended to stimulate economic growth and development through increased credit flow into the economy, entrepreneurship development, and job creation.

### 3. Venue and Deadline for Submission: Proposal of any interested Service

Providers/Firms/Agencies/Proprietors/vendors for empanelment with the office of PRIME Hub, Shillong for Vehicle Branding services to be clearly mentioned with the rates on lot wise as below:

- (a) Name and address of the office should be mentioned clearly for future communication.
- (b) Services: details of services your firm can provide to be clearly mentioned.
- (c) Rates in details (materials costing etc.)
- (d) Branding using automotive paint.
- (e). Stickers.

Parameter	Requirement
Printing Technology	<ul style="list-style-type: none"><li>-UV Roll-to-Roll Printing / UV LED Printing</li><li>- Curing by ultraviolet light</li><li>- Immediate drying</li><li>- Vivid colours with high resolution</li><li>- Eco-friendly inks (no VOCs)</li><li>- Suitable for both flat and slightly curved surfaces</li></ul>
Material	3M Vinyl (or equivalent branded material)

<b>Lamination</b>	Paint Protection Film (PPF) – UV-resistant, weatherproof finish (optional)
<b>Adhesive</b>	Permanent, vehicle-grade adhesive for strong and long-lasting bonding
<b>Lifespan</b>	Minimum 5–7 years outdoor durability under varied weather conditions
<b>Finish</b>	Glossy or Matte (as per approved design)

( f ) Service charge for specific Vehicle:

i) PRIME Agriculture Response Vehicle

- Suzuki Super Carry
- Tata Ace
- Tata Intra
- Ashok Leyland Dost
- Tata Yodha
- Mahindra Bolero Maxx Pik-Up HD
- Mahindra Bolero PIK UP 4X4 BS6 - PS
- Ashok Leyland Bada Dost
- Tata Ultra T 7
- Tata SFC 407 gold
- Eicher Pro 2059 High Deck
- Ashok Leyland AL Partner
- Eicher Pro 1110XP
- Mahindra Furio

ii) PRIME Tourism Vehicle Scheme

- Toyota Innova Crysta 2.4 GX(8S) MT Diesel
- Mahindra Scorpio N Z4 DMT 4WD.
- Maruti Jimny Alpha manual AWD
- Mahindra Bolero Camper 4WD
- Force Traveller 13D AC Reclining Seat
- Force Traveller 17 D AC non-reclining seat
- Force Traveller 12d Reclining Seat
- Force Urbania 10d
- Force Urbania 12d
- Force Urbania 17 d

Sealed envelope of the above details shall be reached to the office of PRIME, HUB Shillong in the following address;

To

The Executive Director  
Meghalaya Basin Management Agency  
PRIME Hub, J.N. Sports Complex, Polo, Shillong-793001

#### **4. Terms and Conditions:**

- i) The authority of PRIME HUB reserves the right to withdraw the agreement at any stage if such action is deemed to be in the best interest of the management.
- ii) The opening of sealed envelopes shall take place on the same day as the last date of submission of the EOI. The envelopes will be opened by members of the Technical and Financial Evaluation Committee in the presence of the participating firms.
- iii) **Contract Period & Escalation Clause:**
  - The contract will operate on a continuous agreement basis.
  - If there are any changes to terms and conditions, they must be officially communicated in writing or via email to [prime.urbanshillong.mbma@gmail.com](mailto:prime.urbanshillong.mbma@gmail.com).
  - Rate revision may be considered, allowing a maximum of 2% per annum increase to cover rising input costs.
  - The rate increase will be mutually decided.
  - The escalation clause must be formally requested by the service provider (including firms/agencies/proprietors/vendors).
  - Once approved, revised rates will be fixed for at least two years from the date of contract.
- iv) The office of PRIME HUB reserves the right to accept or reject any offer of EOI, in part or in full, without assigning any reason whatsoever.
- v) PRIME HUB reserves the right to standardize rates in cases where significant discrepancies are observed in the quotations submitted by different agencies
- vi) The submitted credentials shall be verified and reviewed by the Committee. After the evaluation of financial offers, which will be finalized based on the Financial Comparative Statement on cost standards and quality or simply a comparative method of technical and financial evaluation of whichever easier way of evaluation, the Committee will recommend the names of service providers, firms, agencies, proprietors, and vendors suitable for empanelment and awarding of the contract.
- vii) Any amendment in the terms and conditions and Award of Contract will be uploaded on [www.mbdda.gov.in](http://www.mbdda.gov.in) for information of all Service Providers/Firms/Agencies/Proprietors/vendors.
- viii) All EOIs must be submitted by the deadline specified in the EOI invitation. Late submissions will not be accepted under any circumstances.

## 5. Qualification Eligibility:

- (a) Service providers shall not participate in more than one Proposal;
- (b) shall not have conflict of interest
- (c) shall not be blacklisted or suspended by State Government.
- (d) should be an adult citizen of India and should be a domicile resident of Meghalaya.
- (e) should have a minimum experience of 5 years.
- (f) Agency background and experience in branding of vehicles
- (g) should provide two references from past or present work.
- (h) should have the necessary resources to handle the project efficiently.
- (i) Firms shall produce valid certificate of GST Registration Number and PAN Card, other documents like address proof or contact details for future reference.
- (j) Self- declaration to the effect the Firm is not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.
- (k) Business activities are not suspended or debarred from any reason by the declaration to the effect the Firm is not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.
- (l) Must have necessary licenses and permits for carrying out the work in Meghalaya (if applicable)

## 6. Evaluation Criteria and Method of Evaluation

EOIs will be evaluated based on the criteria set out in the EOI invitation. An agency will be selected using Quality and Cost Based Selection (QCBS) procedures or simply by a comparative statement of both Technical and financial evaluation or whichever easier way and method to do it and recommendations for the selection of firms will be made as described in Section 3 above. PRIME reserves the right to seek clarification or additional information from any respondent. PRIME is not obliged to select any agency as a result of this EOI process. Response Bidders must ensure that their Bid response is submitted as per the format attached with this document.

**QCBS Evaluation Format will be based as per the following formula or whichever the Organization feel easier**

### 1. Technical Evaluation Criteria

*(As usually 70% weightage)*

Criteria	Max. Marks	Remarks
A. Experience of the Agency	20	Relevant work in similar projects
B. Methodology & Work Plan	20	Understanding of objectives and approach
C. Qualifications of Team Members	20	Experience and expertise of proposed personnel
D. Past Performance & Client Feedback	10	Client references, testimonials, etc.
<b>Total (Technical Score - T)</b>	<b>70</b>	

### 2. Financial Evaluation

*(as usually 30% weightage)*

Criteria	Marks	Remarks
Financial Quotation (Lowest = 100 (30 Full mark)	30	Compared using formula below

### 3. Final Score Calculation

**Technical Weight (T)** = Technical Score out of 70

**Financial Weight (F)** =  $30 \times (\text{Lowest Financial Quote} / \text{Bidder's Quote})$

**Final Score** = T (out of 70) + F (out of 30)

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### Example of Final Score Calculation

Bidder	Technical Score (T)	Financial Quote (₹)	Financial Score (F)	Final Score (T+F)
Agency A	.....	₹.....	.....	.....
Agency B	.....	₹.....	.....	.....
Agency C	.....	₹.....	.....	.....

**Highest Final Score wins the bid.**

**7. Confidentiality:**

All information provided by the Organization in relation to this EOI is confidential and will not be disclosed to any third party without the Agency's prior written consent. EOIs and any accompanying documentation will become the property of the Organization and will not be returned.

**8. Conflict of Interest:**

If there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform PRIME HUB, Shillong, by detailing the conflict in writing as an attachment to the Bid.

A Conflict of Interest occurs when a person involved in the procurement has, or may be perceived to have, a personal interest in ensuring that a particular Bidder is successful. Both actual and potential conflicts of interest must be declared by anyone involved in the Bid process.

Conditions under which EOI Issued: The EOI is not an offer and is issued with no commitment.



PRIMEHUB reserves the right to withdraw EOI and/or vary any part thereof at any stage. It further reserves the right to disqualify any bidder, should it be so necessary at any stage.

#### 9. Empanelment:

Agencies selected through this EOI process will be empaneled for a period of one year or two years as per needs and requirements. Empaneled agencies will be eligible to participate in subsequent branding and promotion projects as per the PRIME's requirements. Empanelment does not guarantee any minimum level of business or exclusivity, engagement and awarding shall not be meant for giving business at all time, it is to know that you have a legal business and you can quote the rates and empanel with the Organization. The Company reserves the right to terminate the EOI process at any time without awarding a contract or re empaneling any agency.

#### 10. Condition under which EOI is issued. Last Date for Submission of EOI:

Last date for submission of (EOI) for Empanelment with the Office of PRIME Hub, Shillong latest by 21<sup>st</sup> July 2025 at 4:00 PM and the Opening of Sealed envelope (EOI) will be on the next day at 4:00 PM. At PRIME HUB, J.N Sports Complex, Polo, Shillong.

Name: Executive Director, MBMA

Address: PRIME Hub, J.N. Sports Complex, Shillong Meghalaya Basin Management Agency  
Shillong – 793001

Annexure-A  
FIRM'S  
FORMAT

Sl. No.	Particulars	Description in Details	Rates with GST	Total	Remarks
1 (a)	Name of the Firms/Agencies/Proprietors/Vendors				
2 (b)	Details of Services Provided				
3 (c)	Rate in details				
3 (d)	Branding by using automotive paint				
3 (e)	Stickers as per provided parameters				
3 (f)	Service charge for specific vehicles at 3(f) (i) and 3 (f) (ii)				
	Complete Contact Details of Authorized person				
	Name				
	Complete Postal Address				
	Telephone No.				
	Mobile No.				

	Email id				
	Website if any				
	PAN No				
	GST Registration No				
	Year of registration /Establishment				

Please enclose Brochures of the services, etc. if any

Date: Signature and Seal

Signature of Authorized signatory