



निटकॉन लिमिटेड
NITCON LTD.



CONSULTING | AUDITING | SKILLING | IT SOLUTIONS

Public Sector Government Organization

**REQUEST FOR EXPRESSION OF INTEREST (REoI)
FOR
SELECTION OF AN ARCHITECTURAL CUM SALES
MANAGEMENT AGENCY (AASMA) FOR THE NATIONAL
INDUSTRIAL TOWNSHIP PROJECT, SILIGURI -
JALPAIGURI, WEST BENGAL**

REoI No.: NITCON/DEL/20/028/02; Dated: 16.06.2026

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DISCLAIMER

This Request for Expression of Interest (the “REoI”) is issued by NITCON Limited (the “Employer” / the “Issuing Authority” / the “Procuring Entity”), in its capacity as the Project Implementation Unit (PIU) appointed by Sikaria Mega Foodpark Private Limited (SMFPL), a Special Purpose Vehicle (SPV) under the Ministry of Food Processing Industries, Government of India.

This document is intended to provide interested and eligible Applicants with the information necessary to prepare and submit their Expression of Interest (EoI) for towards the selection of an Architectural cum Sales Management Agency (AASMA) for the National Industrial Township Project, Siliguri – Jalpaiguri, West Bengal. The information is provided on the terms and conditions set out in this document.

The information furnished herein is not exhaustive. Each Applicant shall make its own investigation and assessment of the assignment and of the site, and shall not rely solely on the information contained in this document. NITCON Limited, SMFPL and their respective officers, employees, agents and advisors make no representation or warranty, express or implied, and shall incur no liability under any law or in equity, as to the accuracy, reliability or completeness of this document.

Any subsequent steps pursuant to this REoI is an administrative process and does not confer any legal or contractual right on any Applicant.

NITCON Limited, reserves the right to vary, modify, alter or withdraw any or all parts of this REoI, to change the timetable, to alter the requirements, and to accept or reject any or all submissions without assigning any reason and without any liability whatsoever, and to annul the process and re-invite EoIs.

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DEFINITIONS AND ABBREVIATIONS

In this REoI Document the following terms and abbreviations shall, unless the context otherwise requires, bear the meaning assigned against each:

Term / Abbreviation	Meaning
NITCON / Employer / Issuing Authority / PIU / Procuring Entity	NITCON Limited, a Union Government Company acting as the Project Implementation Unit for the Project.
SMFPL / Project Owner / Land Owner / Client	Sikaria Mega Foodpark Private Limited, a Special Purpose Vehicle under the Ministry of Food Processing Industries, Government of India.
JMFPL	Jalpaiguri Mega Foodpark Private Limited, the wholly-owned subsidiary of SMFPL holding the Project land.
AASMA / Agency / Consultant	The Architectural cum Sales Management Agency to be selected pursuant to this REoI and the subsequent RFP.
Project	The National Industrial Township Project, Siliguri – Jalpaiguri, West Bengal, comprising not less than 5,625 residential flats in high-rise towers (G+10 to G+17), 180 duplex plots, a 5-Star Club House, Radheshyam Temple, Dada Dadi Park and all allied common infrastructure, at Mouza Chhat Guzrimari, Rajganj Block, District Jalpaiguri, West Bengal.
EoI	An Expression of Interest submitted in response to this REoI by the firm (Sole Bidder or as consortium).
REoI	This Request for Expression of Interest Document together with all its Parts, Sections, Forms, Annexures, corrigenda and addenda.
RFP	The Request for Proposal to be issued subsequent to this REoI.
Applicant	A firm — Sole Bidder, or as a Consortium of not more than three (3) members — submitting an EoI.
WBRERA / SJDA	West Bengal Real Estate Regulatory Authority / Siliguri Jalpaiguri Development Authority
WBSPCB / SEIAA / MoEFCC	West Bengal State Pollution Control Board / State Environment Impact Assessment Authority, West Bengal / Ministry of Environment, Forest and Climate Change.
CIPP / Code of Integrity	Code of Integrity for Public Procurement under Rule 175 of GFR-2017 (Annexure 2).

SECTION I: REQUEST FOR EXPRESSION OF INTEREST

NITCON Limited — Union Government Company (CIN: U74140CH1984GOI005796), in its capacity as the Project Implementation Unit (PIU) appointed by Sikaria Mega Foodpark Private Limited (SMFPL), a Special Purpose Vehicle under the Ministry of Food Processing Industries, Government of India — invites Expressions of Interest from reputed, experienced and eligible architectural / engineering-consultancy and real-estate sales-management firms (Sole Bidder or a Consortium of not more than three members) towards selection as the “*Architectural cum Sales Management Agency (AASMA) for the National Industrial Township Project, at Mouza Chhat Guzrimari, Rajganj Block, Siliguri - Jalpaiguri, West Bengal.*” The details of the REoI is as under:

Sl.	Particular	Details
1.	REoI Reference No.	NITCON/DEL/20/028/02; Dated: 16.06.2026
2.	Name of the Issuing Authority / Procuring Entity	NITCON Limited, a Union Government Company, acting as Project Implementation Unit (PIU) for and on behalf of Sikaria Mega Foodpark Private Limited (SMFPL)
3.	Name of Work	Selection of an Architectural cum Sales Management Agency (AASMA) for comprehensive architectural, design, engineering, statutory-approval (incl. SJDA, WBRERA, WBSPCB / SEIAA / MoEFCC, CGWA, AAI, fire), market-assessment, branding, marketing, booking, allotment, sale, post-sale and customer-relations services for the National Industrial Township Project, Siliguri- Jalpaiguri, West Bengal
4.	Project Owner / Land Owner	Sikaria Mega Foodpark Private Limited (SMFPL), an SPV under the Ministry of Food Processing Industries, Government of India, through its wholly-owned subsidiary Jalpaiguri Mega Foodpark Private Limited (JMFPL).
5.	Project Details	<ul style="list-style-type: none"> • Address: Mouza & Tehsil Chhat Guzrimari, Rajganj Block, Rajganj Police Station, District Jalpaiguri, West Bengal. • Location Coordinates: 26°34'44.70"N, 88°34'0.20"E • Plot Area: ~51.14 Acres
6.	Brief Scope of Work	<ul style="list-style-type: none"> • Architectural & Engineering Consultancy (Concept to Closeout) for development of approx. 55.69 lakh sq. ft. built-up area comprising 5,625 flats, 180 duplex plots, a 5-Star Club House, and allied infrastructure. <i>(The development potential mentioned herein is purely indicative and the selected agency shall have to assess the development potential as per the prevailing and applicable rules and guidelines)</i> • Obtaining all statutory approvals and clearances. • Market and demand assessment, pricing strategy, and phased sales planning. • Branding, marketing, advertising, and construction and operation of a dedicated Sales Gallery/ Experience Centre at Siliguri at its own risk and cost. • End-to-end sales management, including booking, lottery/e-auction, allotment, collections, and post-sale services.

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Sl.	Particular	Details
		<ul style="list-style-type: none"> The AASMA shall have to market the project among the target audience i.e., Central / State Government Officials and diverse spectrum of stakeholders – Industrial, NRI, community groups and relevant to the proposed Township Project Development of basic site infrastructure, periodic reporting and coordination with the PIU, as detailed in Section III (ToR).
7.	Estimated Sale Value (indicative)	~ Rs. 2,709 Crore
8.	Consortium	Permitted — up to three (3) members only.
9.	Document Fee / Bid Processing Fee / EMD at Eol stage	NIL
10.	Availability of the REol Document	May be downloaded free of cost from the website of NITCON Limited (www.nitcon.org). Corrigenda / addenda/ response to Prebid Queries, if any, shall be uploaded only on the NITCON's website.
11.	Mode and place of submission	Physical (hard) copy only, in a sealed envelope delivered by Registered Post / Speed Post / Courier / by hand at the NITCON office in Delhi on or before 26 /06 / 2026 up to 1600 Hrs
12.	Address for Communication and Submission	Project Manager, NITCON Limited, Unit No. 317-A, 3rd Floor, D-21 Corporate Park, Sector-21, Near Sector 8 Metro Station, Dwarka, New Delhi – 110077. Phone: 9711191230. E-mail: nitin.piu@nitcon.org
13.	Selection Procedure	The selection shall be carried out in conformity with applicable guidelines - Eols are invited from qualified, experienced and eligible firms on a transparent, open and objective basis. Eligibility is assessed as set out in Section II. This stage is solely for technical evaluation with no priced offer and shall be followed by issuance of Request for Proposal (Technical Proposal & Financial Proposal) wherein selection will be using QCBS (Quality and Cost Based Selection) methodology.
14.	Date of publication / issue of Eol	16 / 06 / 2026
15.	Pre-Bid Meeting	19 /06 / 2026 at 1200 Hrs through video-conference - https://meet.google.com/vtu-izxq-hrh
16.	Last date and time for submission of Eol	26 /06 / 2026 up to 1600 Hrs

Notes: -

- NITCON reserves the right to extend last date and time for submission of EOI at its own discretion.
- The EOI are to be submitted in English only.
- No bidders shall submit more than one EOI under this REol; In case any of the dates specified above is Government holiday, the next working day shall be considered.

Sd/-
Managing Director
NITCON Limited

SECTION II: QUALIFICATION CRITERIA

Ref.	Qualification Criteria
PQ -1	Sole bidder / All members of the Consortium shall be a legal entity incorporated / registered in India — a Proprietary firm, a Partnership firm (Indian Partnership Act, 1932), an LLP (LLP Act, 2008) or a Company (Companies Act, 2013 / 1956)
PQ -2	Sole bidder / All members of the Consortium shall hold a valid PAN and GST registration.
PQ -3	Sole bidder / All members of the Consortium (or any of its directors / partners / promoters or proposed members) has not been blacklisted / debarred / banned / declared ineligible by any Central / State Government, PSU, statutory or regulatory authority, court or tribunal, and no such proceeding is pending, as on the last date of submission.
PQ -4	Sole bidder / All members of the Consortium shall have no Conflict of Interest in respect of the assignment (within the meaning of the Code of Integrity at Annexure 2), and has disclosed any conflict and any previous transgression of a code of integrity / debarment during the last three years.
PQ -5	Sole bidder / Any member of the Consortium should have Successfully completed comprehensive architectural / engineering consultancy for multi-storey residential / mixed-use development or a residential township or comparable building/development works as under in last 7 years preceding the due date of submission – <ul style="list-style-type: none"> - one project of built-up area \geq 45 Lakh sq. ft.; OR - two projects each with built-up area \geq 28 Lakh sq. ft.; OR - three projects each with built-up area \geq 23 Lakh sq. ft.
PQ -6	Sole bidder / Any member of the Consortium should have successfully completed exclusive sales / marketing of comparable real-estate projects, as under in last 7 years preceding the due date of submission – <ul style="list-style-type: none"> A. Cumulative built-up area sold \geq 50.00 Lakh sq. ft.; AND B. Built-up area sold in any single Year \geq 20.00 Lakh sq. ft.
PQ -7	Sole bidder / All members of the Consortium jointly should have minimum average annual turnover from professional services in the three immediately preceding audited financial years ending 31.03.2025 of \geq Rs. 65 Crore.
PQ -8	Sole bidder / All members of the Consortium should have positive net worth as on 31.03.2025

Notes:

- 1** The determination shall be based on the Applicant's own credentials. The qualifications of subsidiaries, parent entities, affiliates or any other entity different from the Applicant shall not

be considered. Assignments completed by the Applicant's individual experts working privately or through other firms shall not be claimed.

2 In case of consortium –

- MOU duly signed by all the consortium members clearly specifying the roles and responsibilities of each of the consortium member shall be submitted
- one member shall be identified as the Lead Member, holding not less than 50% participation, with prime responsibility, single-point accountability and authority to bind the association;
- the participation of each member shall be not less than 25%, and all members shall be jointly and severally liable;
- The lead member shall fulfil atleast 50 % of the Minimum Average Annual Turnover Criteria (PQ -7)

SECTION III: TERMS OF REFERENCE (ToR)

3.1 Background and Context

NITCON Limited, established in 1984, is a premier Union Government Company functioning under the administrative framework of the Government of India. The Company is incorporated under the provisions of the Companies Act, 1956 (now the Companies Act, 2013) and is subject to statutory audit by the Comptroller and Auditor General (CAG) of India; CIBIL Rank–1 status and CMMI Level–3 certification.

Over the years, NITCON has evolved into a multidisciplinary organisation with a diversified mandate spanning: Infrastructure development and project management consultancy (PMC), Urban and industrial development, Integrated township planning and institutional infrastructure, Advisory services and implementation support for projects of strategic and national importance.

NITCON has now been assigned as Project implementation Unit (PIU) for development of a large-scale Residential Township Project in the strategically significant Siliguri–Jalpaiguri region of West Bengal. The initiative is envisaged to drive regional economic growth, planned urbanisation, employment generation, institutional strengthening, and enhancement of socio-economic infrastructure in the region.

Sikaria Mega Foodpark Private Limited (SMFPL), an SPV under the Ministry of Food Processing Industries, Government of India, through its wholly-owned subsidiary Jalpaiguri Mega Foodpark Private Limited (JMFPL), has acquired approximately 83 (eighty-three) acres of land at Mouza Chhat Guzrimari, Rajganj Block, District Jalpaiguri, West Bengal, in the strategically important Siliguri Corridor — the gateway to the North-Eastern States of India and to the international borders of Nepal, Bhutan and Bangladesh.

Out of the said land, approximately 51.14 acres has been earmarked for the development of a flagship National Industrial Township Project (the “Project”), comprising not less than 5,625 residential flats in high-rise towers ranging from G+10 to G+17 storeys, 180 individual duplex plots of approximately 3,600 sq. ft. each, a 5-Star Club House of national repute, a commercial / convenience-shopping component, a temple and community kitchen and all allied common infrastructure — amounting to approximately 49.21 Lakh sq. ft. of saleable built-up area and approximately 6.48 Lakh sq. ft. of saleable plotted area, the total gross envelope being approximately 55.69 Lakh sq. ft., considering the Floor Area Ratio admissible under the norms of the Siliguri Jalpaiguri Development Authority (SJDA).

NITCON Limited has been appointed as the Project Implementation Unit (PIU) for the Project with SMFPL. It is proposed to engage an Architectural and Sales Management Agency (AASMA) for Providing Comprehensive Consultancy Services for Architectural, Planning, Designing, Engineering, Accordance of All Statutory Approvals (including all approvals from SJDA, WBRERA, MoEFCC, WBSPCB etc.), Building Permissions, Market Assessment, Financial Services. Assisting in Fund Management, Media Management, Brand management, Legal and Sales Services of Development of National Industrial Township Project at Jalpaiguri, West Bengal.

3.2 Objectives of the Assignment

The principal objectives of engaging the AASMA are:

- a) to render comprehensive architectural and engineering consultancy from concept design to project closeout, in conformity with SJDA norms, the National Building Code, BIS, IRC, CPWD and GRIHA / Green-Building standards and all other applicable and prevailing statutory guidelines;

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- b) to prepare the master plan, urban-design framework, architectural, structural, MEP, external-development and landscape designs, and to optimise the saleable area within the admissible FAR;
- c) to obtain — on behalf of and in the name of the Project Owner / PIU — all building-plan sanctions, environmental and pollution clearances, the WBREERA registration and all other statutory approvals required to commence and complete the construction and the booking / sale of the built-up area, at its own risk and cost;
- d) to undertake market assessment, demand assessment, financial analysis and product positioning, and to recommend a pricing and phased sale plan;
- e) to design and execute an integrated branding, marketing and public-relations campaign across print, electronic, online, social, radio, outdoor and transit media, leveraging the credibility of NITCON Limited as a Government of India enterprise;
- f) to develop, equip and operate a dedicated Sales Gallery at Siliguri throughout the contract period;
- g) to undertake the booking, the transparent open lottery / e-auction, the allotment, the execution of the Agreement for Sale, the registration of conveyance / lease, and the end-to-end customer-relations management for the entire saleable area;
- h) to manage all collections strictly through the designated Escrow / RERA-compliant mechanism, to facilitate buyer financing (incl. PMAY-U 2.0 (AHP)), and to maintain accurate sales, collection and stock-in-hand MIS for the PIU; and
- i) to render full reporting to the NITCON Project-in-Charge and to discharge all reasonably connected and incidental services for the successful implementation, sale and closeout of the Project.

3.3. Project Brief

Jalpaiguri Mega Foodpark Private Limited is a wholly owned subsidiary of Sikaria Mega Foodpark Private Limited (SMFPL) (A Special Purpose Vehicle (SPV) Under Ministry of Food Processing Industries, Union Government of India) has identified around 51.14 acres of land to develop “National Industrial Township at Chhat Guzrimari Mouza, Rajganj Block, Jalpaiguri District, West Bengal for an approx. 55.69 lakh sq. ft. area of Saleable carpet area / Built-up area in the form of Township having High Rise (G+10 to G+17 storied) multiple towers having residential flats (more than 5625) with all modern amenities of highest category along with a 5 Star Club House facility of National repute alongwith Development of Individual Plots for Duplexes (upto 180 Plots @ 3600 sq. ft. each approx.) and accompanying commercial facilities within the complex.

The project shall include construction of buildings including Civil, Electrical, MEP works including External development, road construction, Internal Roads for the entire plot including footpaths, water Supply Distribution network for the entire project, Storm Water Drainage network for the entire project, Rain water harvesting system, Underground water tanks (UGT) for fire, raw domestic drinking water, Boundary walls, Horticulture & Landscaping works, Sewage Treatment Plant, Solid Compost Plant, Fire-fighting system for entire campus, HVAC System, Sub-stations, Solar Power System, CCTV System etc.

3.3.1. COMPONENTS OF THE PROJECT

Architectural and Sales Management Agency (AASMA) has to plan and design the entire township to achieve the maximum permissible FAR allowed by the SJDA. Accordingly, AASMA shall prepare a FAR

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statement and submit to PIU/ SMFPL for approval. The AASMA shall consider all the Residential Township components required for smooth operation and functioning the township but not limited to the following:

- a) High Rise buildings having 5625 or more residential flats in strict adherence to **PMAY 2.0 (AHP) and applicable Govt. of India guidelines** for Development of Residential Townships.
- b) Development of Individual Plots for 180 Duplexes or more each having plot size of 3600 sq. ft. (approx.).
- c) 5 Star Club facility of national repute.
- d) Amenities cum Commercial Blocks
- e) Temple
- f) MLCP cum Servant Quarters Block
- g) Bulk Development works
 - Boundary Wall with Gate and Guard Room
 - Electrical Sub-Station
 - Internal Roads and Pathways / Footpaths
 - Internal Water Supply and Sewerage System
 - Water Treatment Plant and Sewage Treatment Plant
 - Children's Park & Senior Citizens Park
 - Rain Harvesting Systems
 - Power Supply System
 - Solid Waste Management System
 - Drainage System
 - Toran Dwars
 - Other allied works for the smooth operation and functioning of entire National Industrial Township

3.4. BROAD SCOPE OF WORK

- a) AASMA shall provide all Architectural, Designing, Engineering, Accordance of all statutory approvals (like SJDA, WBRERA, MoEFCC, WBSPCB, Aviation, Other State and Central Govt. Authorities, Local Authorities, etc.), Building Permissions etc., as required for starting construction & completion of Construction activities of the project.
- b) AASMA shall design and prepare Architectural and Structural drawings including common area interiors, interior design, furniture design, structural design and drawings, layout drawings for water supply and drainage, electrical installations including UPS, generators and air-conditioning, fire-fighting installation and security systems as applicable, detailed estimates of cost and all such other particulars as maybe necessary for preparation of the bill of quantities and take all the necessary statutory approvals from the authorities and departments.
- c) AASMA must comply to any / all observations, requirements and obtain all necessary approvals etc. of Pollution Control Board/MoEFCC/CGWA/Local, State & Central Government Department / Authorities as and when required in the interest of the project to commence and complete the project, at its own risk and cost.
- d) AASMA shall make requirement / Assessment / Booking of Bulk Buyers/ Preparation of Conceptual Drawings / designs / Master Plan / Bird Eye View, etc. as per CPWD / MES Standards), Gate, 5 Star Club

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House with facilities, Mandir, Other Infrastructure developments etc. Accordingly, AASMA shall prepare letters with Brochures along with an Offer document / Informative Booklet / Project Brochure / others etc.

- e) AASMA shall assist PIU in writing, meeting & taking up with all the potential Bulk Booking Buyers of State & Central Government Employees, Cooperatives and Organizations. AASMA shall assist PIU to make their requirements, take their bookings / payments, arrange signing of Agreement for Sale of the proposed residential units / flats.
- f) AASMA shall do all Architectural Designing, Planning, Approvals from SJDA & WBRERA (including all Central Govt., State Govt. & Local Authorities). AASMA shall do all needful for Successful implementation of the Project and for successful allotment of all units to the end buyers.
- g) AASMA shall do all needful including marketing, selling, collection, conducting lotteries, advertisements, media management, Online & Offline advertisements, public awareness, Customer Satisfaction, etc. as required in the interest of the project.
- h) AASMA shall do Initial Site Preparatory Works for Conveying Project Launching/ Lottery Launching, Boundary Wall, Main Gate, Toran Dwars, Entrance, Site Office, Leveling of entire Site, Area lighting, Physical Model, Project Experience Room, etc.
- i) All the statutory fees, cost towards statutory approvals, development of site preparatory works at (h) above shall be borne solely by AASMA and shall be a part of its financial proposal at RFP stage.
- j) AASMA shall prepare detailed operational modalities for the project prior to completion of the project / Phase -1 of the project (in case project is being developed in phases) and shall be approved by SMFPL / PIU. The operational modality shall include but not limited to:
- **Operation, Security, Repairs, Maintenance and Service (OSRM&S) of the Entire Project Area (except 5 Star Club Facilities)** with Security & Security systems including CCTV monitoring, 24x7 Service & Maintenance Staff availability, 100 % Project Area lighting illuminated with requisite lux, Maintenance of Internal Road / Foot paths, Security Gates, Boundary Wall and other common infrastructure / facilities, Regular cleaning / repairs and maintenance of OH Water Tanks & UG Water Tanks and regular monitoring Water test results, 100% Power back-up facility, 24x7 Clean Water-supply, regular monitoring / checking / repairing / maintaining Lightning conductors, earthing systems, etc., regular monitoring / checking / repairing / maintaining water leakages / wall damping / Pipeline leakages, etc., Regular monitoring / checking / repairing / maintenance of all Lifts, Pumping systems, Back-Up Gen Sets, STP, Solid Waste management systems, Digestors, Transformers by WBSEDCL, Parking facility, well maintained Gardens & landscape, Daily Garbage collection & disposal, well maintained both (Internal & external) sewerage and drainage system, Daily Toilet Cleaning of Individual Units/Flats, Keeping cleaned and hygienic environment of the entire Project area, maintaining safety and security of the entire Residential Township Project premises and it's residents, maintaining / upkeeping firefighting equipment/systems functional conducting regular mock drills, repairs and other requisite checks, regular monitoring / checking / repairing / maintaining of all masonry works, all paintings, plastering works, internal roads and road furniture, boom barriers, security barriers, security system, CCTV cameras, addressing other specific complaints / requirements of Individual Units/ flats, etc. :
 - **Operation, Security, Repairs, Maintenance and service (OSRM&S) of the 5 Star Club Facilities:** The 5 Star Club Facilities created in the Residential Township Project Area shall be handed over to / taken over by a separate independent subsidiary / Society / Club / Legal Entity (incorporated

under the Administrative Control of Land Owner) for running, operation, security, repairs, maintenance, further development, re-development, etc. of the 5 Star Club Facilities in the interest of the Users of Club Facilities, the Project, the PIU and the Land Owner.

3.5. DETAILED SCOPE OF WORK

3.5.1. ARCHITECTURAL AND ENGINEERING SERVICES

3.5.1.1. General

- (i)** Preparation of FAR statements, conceptual plan, Architectural, Structural & working drawings & designs for the Development of National Township at Jalpaiguri, West Bengal. The conceptual plans are to be prepared on the basis of detailed surveys, measurement of land, and verification of data, historical facts, site conditions and requirement of facilities.
- (ii)** Take PIU's instructions, visit the site, carry out Topographical survey and site investigation. Prepare and submit Site and Architectural plans as per requirements including preparation of alternatives and carrying out necessary revision till the plans are finally approved by Employer and Concerned Authorities in accordance with the rules / codes / standards, regulations etc. of State Government and Government of India. Site-related Risks viz. Seismic Study etc. Geographic and Regional Risks of the site (should include, but not limited to soil quality, air testing, humidity testing, water testing etc.)
- (iii)** Prepare required detailed drawings on receipt of approval of the plans by PIU.
- (iv)** Preparation of presentation drawings including Power Point Presentation, walk through, 3D model of all plans, elevations, sections and perspective views for presentation to PIU including providing soft copies.
- (v)** Preparation of various works drawing like layout plan, center line plans, foundations and footing details, plans of all floors, elevations, sections etc. Preparation of Detailed Estimate, Tender Documents and BOQ with reference to latest SOR and market rate analysis for Non SOR items with detailed specifications.
- (vi)** Preparation and submission of services drawings such as plumbing layout, electrical drawings, HVAC drawings, firefighting, CCTV networking, IT networking etc.
- (vii)** Preparation and submission of landscape, parking and outer site development plans including roads with detailed estimate and requisite inputs for the tender document.
- (viii)** AASMA shall provide Green Building Design and GRIHA Certification. The services shall be provided during Planning Phase, Design Phase, Tender and Bidding, Construction and Post Construction Phase.
- (ix)** All approvals / clearances from concerned departments such as WBRERA, SJDA, Fire-fighting etc. as applicable shall be the responsibility of the AASMA. The PIU, if necessary, shall assist to get the necessary approvals / clearance from these Departments.
- (x)** Preparation and submission of architectural working details like elevations, staircase, lift details, toilet details, reception, kitchen detail/ Pantry etc. as specified in scope of work.
- (xi)** Building Plan including General Arrangement Drawing to be submitted first. After approval from the PIU, detailed drawing to be prepared. It should be submitted before commencement of the work for approval.
- (xii)** Presenting the work of various stages to the PIU or to the stakeholders as directed by the PIU and deliberating various aspects of the displays and their approval.

- (xiii) All structural drawings are to be vetted by IIT/NIT.
- (xiv) AASMA should include & take due care of latest relevant town planning guidelines / clauses/norms applicable for the above said area.
- (xv) AASMA should submit all concepts, drawing theme based on authenticated facts. Responsibility to include correct historical facts will solely will be of AASMA.
- (xvi) AASMA should put up and get approved all concepts, display models at every important stage of the work by the PIU.
- (xvii) AASMA shall prepare required inputs for the detailed package-wise tender documents for various works viz., general building works, common area interior works, air-conditioning, firefighting installation and specialist services such as water supply and sanitary installation, electrical installation, etc., complete with articles of agreement, special conditions, conditions of contract, technical specification, bill of quantities etc.

3.5.1.2. Detailed scope of services during Execution of Work

- (i) No deviations or substitutions should be authorized by the AASMA during execution of works, if any, before obtaining prior approval of PIU.
- (ii) AASMA shall assist PIU in Certification after test/commissioning/ final inspection and check as the case maybe, the completion of the work and/or satisfactory functioning of the system in services and utilities as the case maybe.
- (iii) On completion of the work / satisfactory functioning of the service system and certification of completion/ satisfactory commissioning prepare and supply five (5) sets of "as-built" drawings along with the Completion Report with relevant calculations of the design/engineering for the records of PIU. The firm shall verify and confirm that identification marks are made on all service installations/cables/wiring, etc. as the case may be, to carry out future additions/ alterations/ maintenance jobs.
- (iv) Wherever the work involves any structural design/additions/alterations, the firm shall furnish one complete set of structural design and its calculations for PIU approval.
- (v) Assist PIU during inspection of work by the officials of the various departments, record their observations and help rectification as per the observations of officials, if any.
- (vi) Assist PIU in all arbitration proceedings between the contractor(s) and PIU. The AASMA also provides necessary information to Employer in such proceedings and prepares report/replies to the claims of the contractor.
- (vii) Advise PIU well in advance regarding steps to be taken to discharge its responsibilities in execution of contract agreements and for smooth and speedy progress of work.
- (viii) AASMA shall attend periodical review meetings as mutually agreed for smooth completion of work and attend meetings as called by PIU.
- (ix) During planning stage, the AASMA shall visit PIU office for finalization of plans, quantity estimates, rate analysis and tender documents or for any other purpose in connection with the work as required.
- (x) During planning & execution of the work, AASMA shall visit the site/office (around one visit in a month or as required by PIU) for inspection and quality surveillance, and assessing progress of work, and clarifying any other details and drawings as maybe required.

- (xi) AASMA shall submit monthly Progress Reports (MPRs) and Quarterly Progress Reports (QPRs) in the templates prescribed by PIU.
- (xii) AASMA shall enter into an Agreement with PIU in the prescribed form and abide by the provisions of the Agreement.
- (xiii) AASMA shall be responsible for the successful completion of the project in all respects consistent with safety and structural stability from the Concept to the commissioning and handing over for occupation to PIU / Consumer.
- (xiv) All services as stated above and as stated in the form of Agreement and any other services connected with the works usually and normally rendered by the firm but not referred to herein above shall also form part of the services
- (xv) AASMA shall obtain all necessary Registrations / approvals for the project / territory as required under WB RERA Act Rules / SJDA for ensuring smooth implementation of the project

3.5.2. SCOPE OF WORK FOR SALES AND MARKETING SERVICES

3.5.2.1. General

The Scope of services shall comprise following main parts:

- (i) Market Assessment, Feasibility and Financial Analysis
- (ii) Demand Assessment of the Project
- (iii) Optimal Development Plan & Financial Analysis
- (iv) Fund Arrangement
- (v) Branding, Marketing, advertisement of the project
- (vi) Sales of the built-up area through Lottery system and related activities
- (vii) WB RERA and SJDA Norms Compliance

3.5.2.2. Part I – Market Assessment, Feasibility and Financial Analysis

- (i) City overview and economic drivers: A detailed review of economic and demographic profile of the locality would be conducted to assess the present demand and future growth potential of the project.
- (ii) Catchment Analysis: A detailed appraisal of product demand & potential, such existing products, their capacities and their ability to cater future demands.
- (iii) Site Analysis: Estimation of prevailing rates for real estate at the project site and in the city and review of current and planned land use in proximity to the site and its likely impact on property prices.
- (iv) Review of bye laws and development regulations for the project area as well as, all present infrastructure and development plans with regards to roads, power, telecom, water etc. and their implications for the proposed facility. Present construction regulations and constraints, if any, that may be imposed on the site will be addressed.
- (v) Real estate market analysis (Organized residential, commercial office & retail)
- (vi) Benchmarking Assessment: Based on the above assessment, provide a broad area statement with recommendation on the size of products and type of supportive facilities to ascertain the overall suitability of the project. Benchmarking of various features of the project would include (i) market and economic support evaluation; (ii) infrastructure support; (iii) financial and other incentives.

3.5.2.3. Part II – Demand Assessment of the project:

- (i)** Undertake macro and micro market survey and research to provide an in-depth analysis of the market trends, pricing models, methods of operations, accessibility etc. for the proposed project. Preparation of the Database of the Prospective Customers' Database Creation & Management, etc. by maintaining strict confidentiality.
- (ii)** Preparation, finalization & sharing of the verified list of West Bengal State Government Employees/Employees of all West Bengal State Government Public Sector Undertakings, Banks, etc. The verified details (Name, Mobile Number, Whatsapp Number, Email Address, FB Account link, communication Address, Date of Joining, Current Job Posting, etc.) of each of the above said need to be collected from the domain experts /agencies.
- (iii)** The said State Government employees may include all employees of West Bengal State, WB State Police Department, All Staffs of all DMs/ADMs/SDMs/Revenue Department, All State Government Departments, etc.
- (iv)** Preparation, finalization & sharing the verified list of Central Government Employees having origin / native from West Bengal State, being posted anywhere in India or abroad. The verified details (Name, Mobile Number, whatsapp Number, Email Address, FB Account link, communication Address, Date of Joining, Current Job Posting, etc.) of each of the above said 6.09 Lakhs persons shall be provided by the domain experts /agencies.
- (v)** The said 6.09 Lakh Central Government Employees having origin / native from West Bengal State, being posted anywhere in India or abroad may include: SECURITY FORCES like Central Armed Police Force (CAPF), NSG National Security Guard, SPG Special Protection Group, SSF-Secretariat Security Force, CRPF Central Reserve Police Force, RAF Rapid Action Force, Commando Battalion For Resolute Action, BSF Border Security Force, ITBP-Indo Tibetan Border Police, SSB - Sashastra Seema Bal, CISF Central Industrial Security Force, IB Intelligence - Bureau, RAW Research and Analysis Wing, ARMY-Alert Regular Mobility Young, CID Criminal Investigation Department, Indian NAVY, Indian Airforce, All Employees of Railways, All Central Government Employees of Ministry of Home affairs GOI, Postal Department, Ministry of Communication GoI, etc. shall each be contacted, having origin / native from West Bengal, being posted anywhere in India or abroad.
- (vi)** Interacting with all State Government and Central Government Employees through Set Up of a Call Centre/Bulk SMS/ Bulk Whatsapp Messages/ Facebook Messages like Project Teasers/Videos/Information/Awareness display etc. in the interest of the Project.

3.5.2.4. Part III –Optimal Development Plan & Financial Analysis

- (i)** Development options
- (ii)** Viable asset class
- (iii)** Project configuration, positioning, pricing, product mix, USP etc.
- (iv)** Study of construction methodology, sequencing, scheduling and timeframe for completion of construction in consultation with the client
- (v)** Study of project cost vis-à-vis Estimated Cost of Construction Cost
- (vi)** Business plan and Financial Analysis: Provide financial projections with sensitivity involved and possible project structures. An assessment of O&M cost of the project components would also be worked out. O&M cost adopted in general practice in similar projects may be provided as a benchmark for this project. Projections shall provide the client with an indication of economic

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viability of the project, funding requirements, possible capital structuring, debt service capability and internal rate of returns (IRR), Project IRR, equity IRR, NPV etc. for viability of the project.

- (vii) Preparation of financial model showing the key data points e.g. Project Cost, Equity, Debt, CAPEX, OPEX, Total Revenue, Project Cash Flows, Equity IRR and Project IRR.
- (viii) Sensitivity analysis to identify the most critical factors and determination of their respective impacts on the IRR, including varying project costs, implementation period and combination of these factors.
- (ix) Revenue sources (residential, commercial & retail)
- (x) Capital structure
- (xi) Funding structure
- (xii) Milestones of loan disbursement based on the estimated project cash flows.
- (xiii) Phasing of the Sale Plan of the project
- (xiv) Preparation of Project Information Memorandum (PIM), in coordination with PIU, for the preparation of PIM, brochure and presentation containing all the relevant details of the project.

Note: The soft copy of reports / calculations etc. in editable format (with due formulas) along with hard copies, after completion, shall constitute part of the deliverables and shall be the intellectual property of PIU/ SMFPL.

3.5.2.5. Part IV – Fund arrangement

- (i) Presentation and proposal preparation for arrangement of funds from funding agencies like Financial Institutions, Private Investors, Bulk buyers, etc.
- (ii) Compliance of the requirements of the funding agencies
- (iii) Assistance in arrangement of funds
- (iv) The funds may also be arranged by booking / sale of the built-up area.
- (v) Preparation of funding strategy
- (vi) Preparation of Investor presentation financial modelling.

3.5.2.6. Part V - Branding, Marketing, Advertisement of the Project

Agency shall conduct advertisements, publish brochures, invite applications, conduct lottery and allot units / flats through a transparent system, as per SJDA norms and WBRERA Act by floating separate dedicated website for the project along with other modes of marketing / selling. Agency must also try to float / utilize the SJDA website (also other States & Central Govt. online / offline platforms) for publication / invitation of applications / bookings / allotment of flats / units through transparent lottery system with proper information to SMFPL.

The purpose of the advertisement of the project shall be booking and sales of the built-up area. The scope mentioned below for marketing / advertisement of the project is indicative only and may require modification / addition in order to augmenting and maximizing the sales.

- (i) **Branding** — Create a brand for SMFPL, PIU, the Project and facilitate its promotion through media and all modes. Preparation of Marketing Strategy, Plan for "National Industrial Township Project" i.e. Tentative Strategy with a timeline.
- (ii) **Advertisement** - Advise on various advertising options including Print media, social media, Collaterals, Exhibitions, stalls as also in Airport/ Railway Stations/ important Road junction etc to

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optimize the exposure and impact. Attending/ Managing all needful in the interest of the Project including Preparation of All Press Release Notes, All Press Conferences, Talk Show, etc. Preparation of all publication material and do all needful for publication in All Media Agencies/Printing agencies (may be in different languages) of West Bengal. Preparation of all materials and to do all needful for publication in all Media/ Newspapers/ TV News Marketing/Management/ Promotions, Third Party Contents /Reviews, Third Party Promoted News/Reports Videos Information Awareness Display, Blogs, etc. Circulation, Printing, put up of display Boards at Airport, at prominent locations at Jalpaiguri, engaging all advertising /publication agencies for all types of media like Online, Offline, FM-AIR, For IN-FLIGHT Announcements in all to/from flights, for advertising/promotion in all newspaper publication houses across North Bengal (Siliguri, Jalpaiguri and adjoining areas) for about 4 years etc.

- (iii) Marketing strategy** - Evaluate the sale potential of the project and prepare a strategy considering size, location, specifications, amenities provided etc. for its execution. Prepare a strategy including a bulk sale strategy that will ensure wide reach in micro market and prospective buyers. The project should be self-funding to raise appropriate funds to augment the ongoing constructions. Prepare and present a detailed presentation of the study with statistics and provide with observations / suggestions and recommendations to SMFPL during phases of the project.
- Conducting advertisement in social media, Print Media, Electronic media, websites etc., publishing brochures etc. in order to advertise and make the project popular and attractive to the common public and the potential buyers.
 - The advertisement shall comply with the SJDA norms and WBRERA Act.
 - AASMA shall require to place a competent team of marketing and sales experts in Siliguri in order to implement the marketing and sales plan in a proper manner.
 - Agency has to ensure that they have the requisite skill, knowledge, experience, expertise, infrastructure and capability to market and products and further has the requisite trained and experienced persons to perform the functions as indicated above.
- (iv) Help Desk** — Maintain and manage a help desk for submission of applications—Assist applicants in filling and submitting lottery application.
- (v) Call Center** — Establishment / Appointment of appropriate call centre to and coordinate with the call centre to ensure that call centre provides a smooth communication with the applicants and also assists the applicants to smoothen the process. Number of executives to efficiently handle call is minimum 3 to assist at any time.
- (vi) Grievance Portal** — Manage, maintain, and monitor the grievance portal to solve the applicants' grievances timely and in time bound process and shall submit weekly grievance report to NITCON with solutions provided/ suggested / recommended with detailed statistics of solved/unsolved grievances.
- (vii) Web Portal** — Develop, Manage, maintain, and monitor a separate website which provides a brief description of the project and for implementation of related activities preferably dynamic website with advanced and updated features as available in industry:
- Window of Opening of Application Date and last date of Application
 - Conducting Lottery in a transparent manner,
 - Announcements of Successful /Unsuccessful Applicants.

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- Updation of regular Photographic Progress of the Project in the interest of the Project, Buyers of Flats /Units etc in the interest of the Project, etc.

This allotment procedure may be done in Tower by Tower/or at one go, whatever is easier/decided by PIU.

- (viii) Mobile App** – Develop, Manage, maintain, and monitor a separate mobile app for the registration, status of application information, payment, mortgage NOC etc. activities preferably dynamic mobile-app with advanced and updated features as available in industry.
- (ix) Digital Marketing** - Perform Digital Marketing using Google, Facebook, Instagram, Pinterest, X, YouTube, Online Promotions, Social Media Marketing, etc. Engagement/Management of all local Youtubers, Online Third Parties, Online -offline Promotions, Social Media Marketing cum Management, Online- Offline Reputation Management, etc.
- (x) Prospective Customers' Data Base Creation & Management, Attending/Managing** all needful in the interest of the Project including Preparation of All Press Release Note, All Press Conferences, Talk Show, etc. All Media Agencies/Printing agencies (may be in different languages) of West Bengal, Media/ Newspaper/ TV News Marketing/ Management/ Promotions,
- (xi) Creation/Full Loading of Online Contents** (like stories, reports, videos, blogs, all needful promotions, etc.) in the interest of the Project, handling/addressing all misinformed/ adverse online-offline rumours, reports videos, blogs, etc. i.e. all needful in the interest of the Project) in the interest of the Project, PIU associated with SPV, SPV, MOFPI GOI and West Bengal State Government, Sikaria Group, all agencies engaged/associated with the said Project, etc.
- (xii) Creation/ Uploading/ Updating/ Management of all Third-Party Contents/ Reviews** from all Online-offline platforms, in the entire internet world/media world in the interest of the Project and handling/addressing/countering all misinformed/ adverse contents/reviews from all Online-offline platforms in the interest of the Project.
- (xiii) Creation and Maintenance of a Positive Environment for the Project and Project Stakeholders** including PIU, SPV, State Government, MOFPI GOI and Agencies involved in the project, etc.
- (xiv) Set Up of Call Centre, Onsite Attenders, Onsite Demonstration, on-site /offsite attending prospective customers/ buyers, Call Centre Management, Payment Collection, Payments Follow ups with Buyers, etc.**
- (xv) Interacting/Meeting customers in person/in tele-callings, Registration/Allotment/ Handover of Flats/ Units to prospective buyers/ Buyers**
- (xvi) Marketing Collaterals and Preparation of Brochure, Marketing Materials Walk- Through, PPT, Videographic Presentation, Audio and Jingles for Radio and In-Flight Announcements, On-Line Teasers, Display Boards, Etc.**

3.5.2.7. Part VI – Booking and Sales of the Built-up / Carpet area

The sales of the built-up /Carpet area shall be made through open transparent e-auction or through Open Public Lottery system as may be required as per applicable guidelines. The scope of work shall include the booking and sales of the built-up residential and commercial areas. AASMA shall be responsible for all the related activities of the work but not limited to:

- (i)** Agency shall open a full-fledged site office with all latest facilities and manned with competent personnel.

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- (ii) In case the sales are done through open e-auction system, AASMA shall support the PIU for conducting the e-auction through appropriate procurement portal.
- (iii) The base price of the built-up /Carpet area shall be proposed by AASMA and shall be approved by PIU / SPV.
- (iv) In case the sales are made through open lottery system, AASMA shall be responsible for inviting and processing of all the applications.
- (v) Agency shall submit day-to-day progress report.
- (vi) Agency shall ensure for sending monthly statement to PIU of (a) unsold flats (stock-in-hand), (b) Sales made and collection received (c) Outstanding Demand.
- (vii) Conducting Pre-Lottery, Lottery & Post Lottery and keeping PIU totally apprised of the same
- (viii) Online -offline Grievance redressal,
- (ix) Registration, fees Reductions, Extension of Projects, details to be published on website of WBRERA Authority, Revisions/Approvals of Maps from WBRERA Authority, Representing as and when required in Central Advisory Council/Other appropriate authorities/Tribunals/Appellate Tribunals, Carefully handling/reductions all offences/penalties in WBRERA Authority, Handling all complaints / matters/ grievances regarding Agreement for Sale & Centre's Model Agreement for Sale & all other services (including regular WB-RERA compliances, grievances/ complaints handling in WB-RERA) from WEST BENGAL RERA AUTHORITY
- (x) Registration & all other services From SILIGURI JALPAIGURI DEVELOPMENT AUTHORITY (SJDA), GOVERNMENT OF WEST BENGAL including sanction/release of subsidies / grants under PMAY -U 2.0 (AHP), other State & Central Government Subsidies/Schemes as applicable.
- (xi) Aviation clearance including all other approvals, clearances, etc. required for smooth establishment and operation of the Project.
- (xii) **Lottery Stage:** Organize and conduct the lottery event for sale of flats/units. Give wide Publicity for the event. If a situation arises wherein housing lotteries get poor responses, then an option for allotment of these tenements to Private entities/other available options with approval of PIU / SPV.
- (xiii) **Post Lottery Stage**
 - (a) To facilitate the customers for the activities after the lottery draw, such as submission of documents for scrutiny and providing necessary information about status of application and timelines.
 - (b) Customer relations shall be maintained throughout the tenure of the project i.e. right from registration, lottery, scrutiny issue of letter of allotment, payments, bank loans, sending reminders about the payments, following up for smooth payments from purchasers till successful recovery of full amounts, informing purchasers about progress of works, agreement execution, handing over possession and after sales service.
 - (c) **Bank Loan** — Identify and Facilitate predefined/ pre-approved bank loans in coordination with all the banks and all the financial institutions available in West Bengal or as preferred by SMFPL/PIU.
 - (d) **Subsidy/Grants/Incentives:** Identify and facilitate approval, release etc. of all the State Government, Central Government subsidy/grants/Incentives etc. available under various schemes to the end buyers, customers, users, etc.
 - (e) **Call Centre** (Mails, Calls, Physical Desk) — AASMA must set up the call center to help the customers, resolving issues.

- (f) Coordinate and complete all necessary activities in the software by appointing suitable number of technical experts for customer creation, property creation, payment verification, follow up, mortgage NOC, Letter of Intent, Letter of Allotment, Addition of Co applicant, Name Change, agreement execution, and departments for smooth functioning of the department regarding project.
- (g) **Mortgage NOC** — To help applicants for submission of application and submission of related documents and issuance of mortgage NOC.
- (h) **Customer Payments** — following up for smooth payments timely from Customers till successful recovery of full amounts. Generation of related reports from time to time and submission of the same to SMFPL.
- (i) **Agreements** — To help the Customer for the smooth functioning of online agreement execution
- (j) **Customer relations after possession** — Attend to the snag lists post-handover and compliances of defects corrections for two years post hand over. Grievance handling after the possession.
- (k) AASMA shall hire / engage / appoint Standing Counsels/ Solicitor / Advocates to handle all litigation/ PIL filed against the Project, MOFPI GOI, SPV, State Government, PIU, press, etc.

3.5.2.8. Part VII – Compliance to West Bengal RERA and SJDA Norms

- (i) AASMA shall require to do the necessary compliance of the SJDA, and WBRERA norms and any other as applicable for the project.
- (ii) The marketing, booking, sales and handing over shall comply with the WBRERA norms and any other State / central guidelines/ norms.
- (iii) AASMA shall be responsible for regular liaising with the statutory bodies for any observations or their compliance.
- (iv) The registration of the project with WBRERA; Submission and follow up of the applications; Obtaining clearances from the statutory bodies for marketing and sales of the built-up area.
- (v) Registration, fees reductions, extension of projects, details to be published on website of WBRERA Authority, Revisions/Approvals of Maps from WBRERA Authority, Representing as and when required in Central Advisory Council/Other appropriate authorities/Tribunals/Appellate Tribunals, Carefully handling/reductions all offence/ penalties in WBRERA Authority, Handling all complaints /matters/grievances regarding Agreement for Sale & Centre's Model Agreement for Sale & all other services (including regular WB-RERA compliances, grievances/complaints handling in WB-RERA) from West Bengal RERA authority
- (vi) Registration & all other services from Siliguri Jalpaiguri Development Authority, Government of West Bengal including sanction/ release of subsidies / grants under PMAY, other State & Central Government subsidies/Schemes
- (vii) Indemnify PIU and SPV for any non-compliance of the rules and regulations defined by SJDA and WBRERA and any other as applicable; in terms of marketing and sales of the project.

3.5.2.9. Detailed Scope of Work of Marketing Works

The tentative detailed scope of works of AASMA for Marketing of the project shall be as explained in the following points. However, the scope is indicative only and shall be enhanced as per the requirement to optimize the sales of the project. The scope of work shall include engagement of a team of professionals for Advertisement, Marketing & Handling Public Relations for proper marketing and advertisement of the

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project. AASMA needs to prepare a detailed Marketing Strategy Plan with detailed time lines. The work shall include creating awareness about NITCON & the project through several platforms like Social Media, Press Release, videos etc. by sharing informative content in Image, Text and video format on approval. It will include creating buzz about the opening date for registration, inter-linking website link on all the digital ads to create traffic and making it convenient for buyers to fill the form.

1. Media PR Plan:

The following media shall be used for marketing of the project.

- a) Marketing collaterals and preparation of brochure, marketing materials walk- through, PPT, video-graphic presentation, audio and jingles for radio and in-flight announcements, on-line teasers, display boards, etc.
- b) Print Media: Newspapers and Magazines like Uttar Banga Sambad, Bartaman Patrika, Anandabazar Patrika (ABP), Dainik Jagran, Himalaya Darpan, Janpath Samachar, The Telegraph, The Statesman, The Times of India and others. (Press Release, Advertisements)
- c) Broadcast: Ads on channels like RNF News, Uttarbanga Sambad, Naxalbari Live, CCN News and GVNN news, News 18 Bangla, ABP Ananda, Zee 24 Ghante and others
- d) Online Portals: Press Release circulation on The Statesman, The Telegraph, Outlook, Business Standards, IB Times, Daily Hunt, Zee News, Financial Express, YourStory, News18, The Print, Money Control, Mint and others
- e) Wires: ANI, IANS, PTI, UNI with other associated portals
- f) Social media: Managing all digital platforms with promotions through:
 - Dedicated Account Manager
 - Monthly Strategy and Calendar for promotions
 - Post Designing, Copy-writing, Hashtag research
 - Facebook, Instagram, X Page Management
 - Likes on Each Facebook, Instagram & “X” Post
 - Managing Facebook Page Likes, Instagram Followers, ‘X’ Followers, Pinterest etc.
 - Monthly Reach & Actions
 - Data and Lead Generation
 - Whatsapp Marketing
 - Email Marketing
 - Reputation Management
 - Website Creation / Management
 - Mobile App Creation / Management
 - Influencer Marketing
 - Google, YouTube Ads and Management
- g) Radio Channels: Different radio channels are to be used to cover all shows.
- h) Brand Ambassadors and inviting personality guests: Organizing events and inviting eminent personalities from Film Industry, Ministry officials, Ministers, Local MLAs in various events and all related expenses
- i) Outdoor Promotions: Through Hoardings, Giant LED Ads, Multiplex Ads (through Flexes, and during screening), TV Ads, Airport Ads like Boarding pass, Boarding ramp, Advertising in the arrival area &

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departure area, Static panel, Digital screens, Lounge, Kiosk etc. Railway Ads like Banners, Backlit Hoardings at the entrance and exit etc.

- j) Awards: Filing nominations and receiving awards like: Economic Times Real Estate Awards, Times Business Awards, Mid-Day Real Estate Awards etc.
- k) Crisis Management: (Different Commercials & plans): Managing to share more and more content in media, social media in the interest of the project.

Note:

- a) This is a tentative media plan as it depends from strategy to strategy, according to the scenario it may differ depending to cause of event, press conference statements, guest, media interest, target audience etc.
- b) The scope includes all related expenses towards Hiring experts for calling and pitching clients, Employees & Supervisors Salaries, Sim Cards, Toll Free Numbers, Dialer and CRM Systems etc.

3.6. TIMELINES & PAYMENT SCHEDULE

The professional fee of the AASMA is linked to actual sales realisation and is benchmarked as below. The fee shall be released on a strict back-to-back basis against actual realisation from buyers through the Escrow / RERA-compliant mechanism, against the following indicative milestone structure (where “X” is the total fee in respect of a unit):

S. No.	Payment receipts From Unit Buyers			Instalment payment to AASMA on receipt of corresponding payment from buyers and receipt of invoice from AASMA as per mentioned below (Say X % Quoted by AASMA)
	Instalment No.	Instalment (% of Total Price)	Due Date (Tentative)	(Payment to be made after successful completion of activities as indicated below) *
1	1	25%	A	40% of X
2	2	30%	A + 8 months	15% of X
3	3	30%	A + 8 months + 10 months	20% of X
4	4	15%	At the time of satisfactory Handing Over to the Allottees	25% of X

*In case of any cancellation, entire fees shall be adjusted / deducted from amount paid / payable to AASMA for the said Unit

Details of Instalment

(1) Instalment No.1

This payment shall only be made after completion of the following activities:

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- (i)** All Registration formalities under WBRERA Act/ Rules (detailed in Scope of Work) SJDA norms, State Government / Central Govt. Local Authorities etc. and any other Law /Rules laid down by any Govt. as required.
- (ii)** AASMA shall do all needful including the marketing, selling, collection, conducting lotteries, advertisements, Online & Offline advertisements, public awareness, Customer satisfaction, etc as, required in the interest of the Project.
- (iii)** AASMA shall establish dedicated State Office (apart from Site office) at Siliguri, necessary public awareness campaigning in the state about PIU/ Project.
- (iv)** Conduct advertisement in Media, Website, Banners etc. Publish Brochures etc.
- (v)** Booking, Selling, Soliciting Buyers for selling the flats as specified by SMFPL/ PIU.
- (vi)** Conducting Pre-Lottery, Lottery & Post Lottery and keeping SMFPL/ PIU totally apprised of the same.
- (vii)** Follow up with prospective allottees regarding payment of instalments.
- (viii)** Ensuring that PIU/ SMFPL official Main Website is endorsing/publicizing the said project & dedicated Website of the project & also float/utilise the SJDA & State UDD Websites for Publication/Invitation of Applications.
- (ix)** Registering as a Real Estate Agency (if applicable) in the State of West Bengal as required under the Real Estate (Regulation and Development Act, 2016) framed thereunder by the State.
- (x)** Appointing of eligible Sub-Marketing Agency (if required)
- (xi)** Opening of a full-fledged site office with all latest facilities and posting of experienced personnel as also opening of a similar site office for SMFPL/ PIU.
- (xii)** WB State Cooperative Bank, WB Gramin Banks, PNB WB and WB SBI has list of State Government employees (tentatively 14.5 Lakh). Additionally, about 6.09 Lakh Central Govt Employees are having origin from West Bengal posted anywhere in India or abroad. AASMA shall contact each of them (may be through its marketing team & the dedicated Officer in Charge of the Project, for and behalf of AASMA), and convert the leads into Sales.
- (xiii)** AASMA shall also write and coordinate with bulk Government buyer organizations (like RBI, PSU Banks, Universities, Colleges, Schools, Police Dept, Various State Government & Central Government Departments/ Organizations for early sales.
- (xiv)** To be paid after AASMA shall do all needful for pre-approval of Project by the prominent Bankers for convenience of Buyers
- (xv)** AASMA shall organise lottery with hands of Union Ministers & Chief Minister/Governor and also allot 1% of Units to War Widows/War victims of West Bengal State Origin, as a tribute to our National Heroes.
- (xvi)** Accordance of all statutory approvals [including Plan sanction from SJDA/Town Planning Authority by submitting all required documents, fees, expenses; Environment Clearance and Consent to Establish & Operate from PCB /SEIAA /MOEFCC (as applicable) by submitting all required documents, fees, expenses, compliances, etc. by AASMA; accordance of West Bengal RERA Registration and approvals from WBRERA for the Project in the name of SPV by submitting all required documents, fees, expenses, etc. by AASMA] required for commencing/ completing construction and booking/selling of all proposed Built-up areas/Super Built-up areas/ Carpet area. After SJDA/Town Planning Authority sanction & WBRERA Approvals for starting construction activities of the Project (after preparation & finalisation of all survey, soil investigation, architectural plans, structural designs & drawings, vetting by competent authority / Jadavpur University/ IIT/

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Equivalent) as also after completion of parallel activities like preparation of tender documents for calling of tender (containing general conditions of contract, special / additional special conditions of contract, technical specification, estimates, bill of quantities, design, drawings) and fixation of competent construction agencies. AASMA must comply to any/all observations, requirements, and obtain all necessary approvals, Clearances, etc of Pollution Control Board/MoEFCC/CGWA/Local, State & Central Government Departments/authorities as and when required in the interest of the Project.

(xvii) To be paid to AASMA after completion of any other additional activity as assigned by SMFPL/ PIU in the interest of the Project.

(2) Instalment No.2 & 3

This payment shall only be made after completion of the following activities:

- (i)** To be paid after signing of Agreement (in association with SMFPL/ PIU) with allottees/buyers.
- (ii)** To be paid after AASMA shall do all needful for pre-approval of Project by the other prominent Bankers for convenience of Buyers.
- (iii)** To be paid AASMA after approval/ release (pro-rata) to Unit Buyers available subsidy/grants/Incentives available under different schemes of State and Central Government like PMAY, etc. AASMA together with its marketing agencies shall do all needful for availing the same to Unit Buyers as per eligibility and norms. AASMA shall extend all necessary documents, supports (both online and offline), etc. as per requirement of the Unit Buyers.
- (iv)** To be paid to AASMA after completion all activities partly/fully pending from prior instalment activities/milestones
- (v)** To be paid to AASMA after completion of any other additional activity as assigned by SMFPL/ PIU in the interest of the Project.

(3) Instalment No. 4

This payment shall only be made after completion of the following activities:

- (i)** To be paid after satisfactory handing over the flats to be Allottees.
- (ii)** To be paid after Appointment of Operation, Security, Repairs, Maintenance and Service (OSR&MS) of the Entire Project Area
- (iii)** To be paid after Appointment of Operation, Security, Repairs, Maintenance and service (OSR&MS) of the 5 Star Club Facilities
- (iv)** Land Owner shall allot a plot for Radhe Shyam (Banke Bihari Ji with Shri Ji Radhika pyari with Tulsidham) Temple (with a prayer/meditation hall) construction within the Residential Township Project Area as per recommendation from PIU, TPMA & Vastu Experts/ Project Architect/ Specialized Mandir Architects. To be paid after completion & operation of the said temple.
- (v)** To be paid to AASMA after completion & operation of all Commercial Shops for daily needs, as per agreement, TOR, etc.
- (vi)** To be paid to AASMA after completion all activities partly/fully pending from prior instalments activities/milestones
- (vii)** To be paid to AASMA after completion of any other additional activity as assigned by SMFPL/ PIU in the interest of the Project.

SECTION IV: SUBMITTAL FORMS

Form 1.1 — EoI FORM (COVERING LETTER)

(On the letterhead of the Applicant / Lead Member of the consortium.)

To,

The Managing Director,
NITCON Limited,
Unit No. 317-A, 3rd Floor, D-21 Corporate Park,
Sector-21, Dwarka, New Delhi – 110077.

Sub: Submission of Expression of Interest for SELECTION OF AN ARCHITECTURAL CUM SALES MANAGEMENT AGENCY (AASMA) FOR THE NATIONAL INDUSTRIAL TOWNSHIP PROJECT, SILIGURI - JALPAIGURI, WEST BENGAL

REoI Ref. No.: NITCON/DEL/20/028/02; Dated: 16.06.2026

Dear Sir,

Having examined the REoI Document, including all Forms, Annexures and any corrigenda / addenda, we, the undersigned, hereby submit our Expression of Interest for the captioned assignment, and confirm and declare as follows:

- we have examined the REoI and have no reservation to it, and we unconditionally accept all its terms, conditions and stipulations and the Code of Integrity at Annexure 2;
- We understand the requirements of assignment including Architectural planning, engineering, statutory approvals, branding, marketing, fund mobilisation, sales, customer management, and as detailed under the Section III – Terms of reference of the REoI.
- all information furnished in this EoI and the accompanying Forms is true, correct, complete and genuine, and nothing material has been suppressed; we understand that any false declaration is a breach of the Code of Integrity;
- we satisfy the eligibility and qualification criteria at Section II and have stated our credentials in Form -2;
- we are submitting only one EoI (whether sole bidder or as a member of consortium) and are not related to any other Applicant for this REoI in a manner prohibited by the Code of Integrity;
- we have no conflict of interest in respect of this assignment, and we have disclosed in Form 1.2 any conflict of interest and any previous transgression of a code of integrity / debarment during the last three years;
- we understand that subsequent steps is administrative, confers no right, and is provisional and conditional upon verification of credentials at the RFP stage; and
- we acknowledge the right of NITCON Limited to accept or reject any or all EoIs, and to annul the process, without assigning any reason and without any liability, and we waive any right to challenge the same.

For and on behalf of: _____ (Sole Bidder/ Lead Member of the consortium)

Signature, Name and Designation of the Authorised Signatory: _____

Date & Seal: _____

SELECTION OF AN ARCHITECTURAL CUM SALES MANAGEMENT AGENCY (AASMA) FOR THE NATIONAL INDUSTRIAL TOWNSHIP PROJECT, SILIGURI - JALPAIGURI, WEST BENGAL

Form 1.2 – Bidder Information

To be submitted for all the consortium members in case of consortium.

Sl.	Particular	Details
1	Name of the firm / company	
2	Legal status (Proprietary / Partnership / LLP / Pvt Ltd / Public Ltd / Association)	
3	Date and place of incorporation / registration; CIN / LLPIN / Registration No.	
4	Registered office address; phone; e-mail; website	
5	Correspondence address for this REoI	
6	Names of Owner / Partners / Promoters / Directors	
7	Authorised signatory — name, designation, mobile, e-mail	
8	PAN and GST registration number (numbers stated; copies at RFP stage)	
9	WBRERA Real-Estate-Agent registration no. (or undertaking to register) – as applicable	
10	Council of Architecture registration of the firm / Principal Architect - as applicable	
11	Year of commencement of relevant consultancy business	
12	Applicant as: (a) Sole Bidder; (b) Lead Member of the consortium (c) Member of the consortium	

The bidder shall have to provide all the documents to substantiate the information stated herein above.

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Form 1.3 – Qualification Declarations

We declare, in respect of the Qualification criteria at Section -II, as under (tick / state “Yes / No” and give particulars where applicable):

Ref.	Declaration	Yes / No / Particulars
PQ -1	Sole bidder / All members of the Consortium shall be a legal entity incorporated / registered in India — a Proprietary firm, a Partnership firm (Indian Partnership Act, 1932), an LLP (LLP Act, 2008) or a Company (Companies Act, 2013 / 1956)	
PQ -2	Sole bidder / All members of the Consortium shall hold a valid PAN and GST registration.	
PQ -3	Sole bidder / All members of the Consortium (or any of its directors / partners / promoters or proposed members) has not been blacklisted / debarred / banned / declared ineligible by any Central / State Government, PSU, statutory or regulatory authority, court or tribunal, and no such proceeding is pending, as on the last date of submission.	
PQ -4	Sole bidder / All members of the Consortium shall have no Conflict of Interest in respect of the assignment (within the meaning of the Code of Integrity at Annexure 2), and has disclosed any conflict and any previous transgression of a code of integrity / debarment during the last three years.	
PQ -5	Sole bidder / Any member of the Consortium should have Successfully completed comprehensive architectural / engineering consultancy for multi-storey residential / mixed-use development or a residential township or comparable building/development works as under in last 7 years preceding the due date of submission – - one project of built-up area \geq 45 Lakh sq. ft.; OR - two projects each with built-up area \geq 28 Lakh sq. ft.; OR three projects each with built-up area \geq 23 Lakh sq. ft.	
PQ -6	Sole bidder / Any member of the Consortium should have successfully completed exclusive sales / marketing of comparable real-estate projects, as under in last 7 years preceding the due date of submission – C. Cumulative built-up area sold \geq 50.00 Lakh sq. ft.; AND Built-up area sold in any single Year \geq 20.00 Lakh sq. ft.	
PQ -7	Sole bidder / All members of the Consortium jointly should have minimum average annual turnover from professional services in the three immediately preceding audited financial years ending 31.03.2025 of \geq Rs. 65 Crore.	
PQ -8	Sole bidder / All members of the Consortium should have positive net worth as on 31.03.2025	

Signature of the Authorised Signatory: _____

Date & Seal: _____

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Form 1.4 – Performance Capability Statement (similar assignments, last 7 years)

List the eligible projects for fulfilling the qualification criteria. Use one row per assignment; add rows as required.

Sl.	Name of the Project	Details of Activities (Scope of Works)	Client / Owner	Type of Client (Government/ Private)	Built-up area handled / sold (sq. ft.)	Period (From – To)
1						
2						
3						
4						
5						

Note: *Work orders & completion certificates / client certificates and, for private-sector works, Work order and TDS certificates/ CA Certificate for total payment received shall be attached. Experience of subsidiaries / affiliates / parent entities, or of individual experts working privately, shall not be claimed.*

The bidder shall specifically provide details of the activities undertaken for obtaining statutory approvals, including but not limited to RERA registration, building plan approvals, fire safety approvals, environmental clearances, AAI approvals, and other applicable permissions, as part of the cited experience credentials.

Form 1.5 – Financial Statement (Net Worth)

Particular	Amount	Remarks
Net Worth as on 31.03.2025 (Rs.)		CA certificate for Net-worth with UDIN shall be submitted.

Form 1.6 – Average Annual Turnover (last 3 financial years)

Financial Year (Audited)	Total Turnover (Rs.)	Turnover from consultancy / professional services (Rs.)
2022–23		
2023–24		
2024–25		
Average annual turnover (last 3 years)		

CA certificate for Annual Turnover Certificate with UDIN shall be submitted.

Signature of the Authorised Signatory: _____

Date & Seal: _____

Form 1.7 – Checklist for Consultants

Bidder shall complete and enclose this checklist as the first page of their EoI.

Sl.	Document / Form	Enclosed (Yes / No / Page)
1	Form 1.1 – EoI Form (Covering Letter), signed and sealed	
2	Form 1.2 – Bidder Information	
3	Form 1.3 – Qualification Declarations	
4	Form 1.4 – Performance Capability Statement	
5	Form 1.5 – Financial Statement (Net Worth)	
6	Form 1.6 – Average Annual Turnover	
7	Form 1.7 - Checklist for Consultants	
8	Annexure 1 – Format for Clarification / Suggestions for incorporation	
9	Annexure 2 – Code of Integrity, accepted and signed	
10	EoI serially paginated and signed on each page by the authorised signatory	
11	EoI submitted in physical (hard) copy in a sealed, super-scribed envelope	

Annexure 1 – Format for Clarification / Suggestions for incorporation

(On the letterhead of the Applicant)

Sl.	Clause No. / Page No.	Existing Clause	Clarification / Suggestions
1			
2			

For and on behalf of M/s _____

Signature, Name & Designation of Authorised Signatory: _____

Contact Details:

Email Id:

Date & Seal: _____

Annexure 2 – Code of Integrity for Public Procurement

(To be accepted and signed by the Applicant)

The bidder shall observe the highest standard of ethics during the procurement process and the execution of any resultant contract, and shall:

1. not indulge in the following prohibited practices, either directly or indirectly, at any stage:

- **“Corrupt practice”** — making offers, solicitation or acceptance of any bribe, reward, gift or material benefit, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process or contract execution;
- **“Fraudulent practice”** — any omission or misrepresentation that may mislead or attempt to mislead so that a financial or other benefit may be obtained or an obligation avoided, including any false declaration or false information for participation or to secure or execute a contract;
- **“Anti-competitive practice”** — any collusion, bid-rigging or anti-competitive arrangement, or any practice under the Competition Act, 2002, between two or more bidders that may impair the transparency, fairness and progress of the procurement process or establish prices at artificial, non-competitive levels;
- **“Coercive practice”** — harming or threatening to harm persons or their property to influence their participation in the procurement process or the execution of a contract;
- **“Conflict of interest”** — any personal, financial or business relationship between the bidder and any personnel of the Procuring Entity directly or indirectly related to the procurement or execution, which can affect the decision of the Procuring Entity;
- **“Undue advantage”** — improper use of information obtained from the Procuring Entity to gain an unfair advantage, including where the bidder (or an allied firm) provided services for the need-assessment / procurement-planning of the very tender in which it participates;
- **“Obstructive practice”** — materially impeding the Procuring Entity's investigation by destroying, falsifying or concealing evidence, making false statements, or threatening / harassing any party, or impeding the Procuring Entity's rights of audit or access to information.

2. proactively disclose, whether asked or not:

- any conflict of interest (pre-existing, or arising at any stage) in this procurement or in the execution of the contract — failure to do so being a violation of this Code;
- any previous transgression of such a code of integrity with any entity in any country during the last three years, or any debarment by any Procuring Entity; and
- any commission or fee paid or payable to any agent, representative or commission agent in connection with this selection or the contract (with the name, address, amount, currency and purpose).

Any breach of this Code by the Applicant (or anyone on its behalf) may result in the exclusion / rejection of the EoI, the cancellation of any resultant contract, recovery of loss, forfeiture of securities and debarment for a stated period, in addition to any action under the law.

Accepted for and on behalf of M/s _____

Signature, Name & Designation of the Authorised Signatory: _____

Date & Seal: _____