



Basic Details

Organisation Chain	International Centre For Automotive Technology Manesar Sector-3 Haryana		
Tender Reference Number	ICAT/EOI/EMP-BAGCY/2026-27/299		
Tender ID	2026_ICAT_929680_1	Withdrawal Allowed	Yes
Tender Type	Open Tender	Form of contract	EOI
Tender Category	Services	No. of Covers	1
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No
Payment Mode	Not Applicable	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No

Cover Details, No. Of Covers - 1

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical/Finance	.pdf	Expression of Interest (EOI) For Empanelment of Branding Agencies at ICAT Centre-I, Manesar, Haryana

Tender Fee Details, [Total Fee in ₹ * - 0.00]

Tender Fee in ₹	0.00		
Fee Payable To	Nil	Fee Payable At	Nil
Tender Fee Exemption Allowed	No		

EMD Fee Details

EMD Amount in ₹	0.00	EMD Exemption Allowed	No
EMD Fee Type	fixed	EMD Percentage	NA
EMD Payable To	Nil	EMD Payable At	Nil

[Click to view modification history](#)

Work /Item(s)

Title	Expression of Interest (EOI) For Empanelment of Branding Agencies at ICAT Centre-I, Manesar, Haryana				
Work Description	Expression of Interest (EOI) For Empanelment of Branding Agencies at ICAT Centre-I, Manesar, Haryana				
Pre Qualification Details	As per EOI Document				
Independent External Monitor/Remarks	Not Applicable				
Show Tender Value in Public Domain	No				
Tender Value in ₹	10,00,000	Product Category	Miscellaneous Services	Sub category	As per EOI Document
Contract Type	Empanelment	Bid Validity(Days)	180	Period Of Work(Days)	730
Location	ICAT, Centre-I, Manesar, Haryana.	Pincode	122050	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	ICAT, Centre-I, Manesar, Haryana.
Should Allow NDA Tender	No	Allow Preferential Bidder	No		
Tenderer Class	Not Applicable				

Critical Dates

Publish Date	09-Oct-2026 06:00 PM	Bid Opening Date	28-Oct-2026 02:00 PM
Document Download / Sale Start Date	10-Oct-2026 09:00 AM	Document Download / Sale End Date	26-Oct-2026 05:00 PM

Clarification Start Date	NA	Clarification End Date	NA
Bid Submission Start Date	10-Oct-2026 12:00 PM	Bid Submission End Date	26-Oct-2026 05:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	Expression of Interest (EOI) For Empanelment of Branding Agencies at ICAT Centre-I, Manesar, Haryana	550.95	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Additional Documents	EOI.pdf	Expression of Interest (EOI) For Empanelment of Branding Agencies at ICAT Centre-I, Manesar, Haryana.	532.18

Auto Extension Corrigendum Properties for Tender

Iteration	No. of bids required for bid opening a tender	Tender gets extended to No. of days
1.	3	7
2.	2	7
3.	1	7

Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	cphp_praveen@icat.in	Praveen Mishra	PRAVEEN KUMAR MISHRA
2.	cphp_monahar@icat.in	Monal Hasti	MONAL HASTI
3.	cphp_manohar@icat.in	Manohar Mandal	MANOHAR MANDAL

GeMARPTS Details

GeMARPTS ID	BG751Q1GZNNT
Description	Expression of Interest (EOI) For Empanelment of Branding Agencies
Report Initiated On	09-Oct-2026
Valid Until	08-Nov-2026

Tender Properties

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening
BoQ Comparative Chart model	NIL	BoQ Compative chart decimal places	2
BoQ Comparative Chart Rank Type	NIL	Form Based BoQ	No

TIA Undertaking

S.No	Undertaking to Order	Tender complying with Order	Reason for non compliance of Order
1	PPP-MII Order 2017	Agree	
2	MSEs Order 2012	Agree	

Tender Inviting Authority

Name	Mr. Sonu Chopra
Address	International Centre for Automotive Technology, Plot No. 26, Sector 3, Near HSIIDC Office, IMT Manesar, Gurugram. PIN 122050, Haryana

Tender Creator Details	
Created By	Sonu Chopra
Designation	Senior Executive
Created Date	09-Oct-2026 03:55 PM

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International Centre For Automotive Technology (ICAT)
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Chapter - 1
Introduction & Objective

EOI Reference No.	ICAT/CPMP-EOI/EMP-BAGCY/2026-27/299
Issue/Publish Date	09/10/2026
Issuing Authority	International Centre for Automotive Technology (ICAT)
Address / Contact	Plot No. 26, Sector - 3, Near HSIIDC Office, IMT Manesar, Gurugram - 122050 (Haryana - India)
Document Fee	Nil
Last date and time for submission	26/10/2026, 17:00
Date and time of opening	28/10/2026, 14:00
Mode of submission	e-Procurement portal
EOI validity	180 days from the submission deadline, unless extended in writing

1. About ICAT

The **International Centre for Automotive Technology (ICAT)**, Manesar, is a premier multidisciplinary automotive testing, certification, validation, homologation, and research & development institution operating under the aegis of the **National Automotive Board (NAB)**, **Ministry of Heavy Industries, Government of India**. ICAT provides state-of-the-art facilities and technical services to the automotive industry and is committed to promoting innovation, safety, sustainability, and excellence in mobility solutions.

2. Notice Inviting Expression of Interest

International Centre for Automotive Technology (ICAT), hereinafter referred to as "ICAT" or the "Authority", invites Expressions of Interest from eligible and experienced branding agencies for empanelment to provide branding, creative, communication, signage, fabrication, printing, installation, event branding and related services at ICAT facilities and on its associated communication platforms.

The proposed empanelment is intended to create a panel of competent agencies from which ICAT may, during the empanelment period, invite quotations/proposals or issue assignments in accordance with the applicable procurement framework, delegated financial powers, approved procedures and the terms of this EOI. Empanelment shall not constitute a commitment to award any minimum volume or value of work.

Applicants are advised to read this EOI, including its annexures, carefully and submit complete, accurate and verifiable information. Any deviation, omission or false statement may result in rejection, cancellation of empanelment, recovery of loss and/or other action permissible under law and the contract.

3. Definitions And Interpretation

- **"Applicant"** means a proprietorship, partnership firm, LLP, company, society or other legally recognized entity submitting an EOI, as permitted by this document.
- **"Empanelled Agency"** means an Applicant selected and formally notified by ICAT for inclusion in the panel.
- **"Assignment/Work Order"** means a specific requirement issued by ICAT setting out deliverables, specifications, schedule, location, price, acceptance criteria and other applicable conditions.

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- “Services” means the activities described in this EOI and any specific Assignment/Work Order.
- Words importing the singular include the plural and vice versa. Headings are for convenience and shall not affect interpretation.

4. Background And Objective

ICAT requires a consistent, professional and technically appropriate brand identity across its campuses, labs, offices, events, publications and digital platforms. The objective of this EOI is to identify and empanel agencies having demonstrable creative capability, execution capacity, quality systems, statutory compliance and experience in delivering comparable assignments, including for public-sector and institutional clients.

The scope and quantities stated herein are indicative and may be refined, expanded, reduced or prioritized by ICAT at the time of empanelment or while issuing individual assignments. The final requirements shall be governed by the EOI, subsequent written clarifications/addenda and the relevant Assignment/Work Order.

5. Indicative Scope of Work

- 5.1 External Branding and Signage:** Concept, design, artwork, engineering coordination, fabrication, supply, installation, testing, upkeep and maintenance of signboards, pylons, logos, directional and wayfinding signage, building facades, watch towers, reception branding, labs displays, mission/vision boards, policy boards, vehicle branding and other campus branding elements. Work may include site surveys, measurements, material recommendations, mock-ups, structural/installation coordination, electrical provisions where specified, safe access arrangements and removal/replacement of obsolete branding.
- 5.2 Digital Branding and Communication Assets:** Design, adaptation and maintenance support for websites, portals, social media assets, digital campaigns, email signatures, banners, infographics, presentations, e-newsletters, digital invitations, motion graphics and other digital communication materials. Content shall be accessible, technically compatible and aligned with ICAT-approved brand standards and platform specifications.
- 5.3 Brand Governance and External Stakeholder Platforms:** Development and application of brand compliance protocols and logo-use guidelines for external stakeholders, partner organizations, certification bodies, MoU partners and associated institutions; review of proposed co-branding; preparation of approved templates and guidance notes; and support for consistent, authorized use of ICAT identity. No agency may authorize third-party use of ICAT marks independently.
- 5.4 Corporate Identity and Official Stationery:** Design and standardization of letterheads, envelopes, folders, business cards, newsletters, certificates, quotations, tender documents, reports and official communication templates, including print-ready and editable master files in formats approved by ICAT.
- 5.5 Forms, Records and Documentation:** Design, formatting and brand standardization of organizational forms, checklists, reports, manuals, SOPs, quality documents, audit records and management-system documents, while preserving technical meaning, document control, versioning and confidentiality requirements.
- 5.6 Laboratory and Technical Branding:** Design and production support for calibration stickers, laboratory signage, information boards, equipment labels, compliance displays and technical-documentation branding. Technical, safety, calibration, accreditation and statutory content shall be supplied or approved by ICAT's authorized technical personnel.

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- 5.7 **Employee Branding and Apparel:** Design, sizing coordination, production and branding of employee ID cards, uniforms, jackets and other employee identity materials, in accordance with ICAT specifications, security protocols and approved procurement quantities.
- 5.8 **Employee Welfare Kits and Promotional Materials:** Conceptualization, design, sourcing/production, branding, packaging and delivery of diaries, calendars, brochures, corporate gifts, presentation materials, water bottles, mugs and other approved welfare or promotional items. Materials shall meet the specifications, safety requirements and sample-approval process prescribed by ICAT.
- 5.9 **Event and Exhibition Branding:** As required, design and execution of event identity, backdrops, stage and venue branding, registration areas, standees, stalls, exhibition panels, delegate kits, signage, digital invitations and event communication collateral, including dismantling and restoration where applicable.
- 5.10 **Maintenance and Asset Management:** Maintain an inventory of installed or supplied branding assets where required; provide inspection, repair, replacement, cleaning, refresh and removal services; and submit completion records, photographs, warranties and maintenance logs as specified in each work order.
- 5.11 **General and Allied Services:** Conceptualization, design, content development, fabrication, printing, installation, digital branding, corporate communication support, event branding, brand standardization and maintenance across ICAT facilities and associated platforms, including incidental services expressly included in a work order.

All deliverables shall be original, fit for purpose, technically accurate to the extent of the information supplied/approved by ICAT, free from unauthorized third-party material and compliant with the applicable laws, codes, site rules and written instructions. No work involving public release, installation, fabrication or expenditure shall commence without the required written approval/work order.

6. Empanelment Structure and Tenure

- ICAT proposes to empanel one or more agencies, depending on the number and quality of responsive applications and ICAT's assessed requirements. ICAT reserves the right to empanel a limited number, more than one agency, or none, without being obliged to accept the lowest-cost or any application.
- The proposed empanelment period shall be two (2) years from the date of issuance of the empanelment letter, with an option to extend for up to one (1) additional year at ICAT's discretion, subject to satisfactory performance, continued eligibility, administrative approval and applicable procurement rules. The final tenure shall be specified in the letter of empanelment.
- Empanelment is non-exclusive and creates no employer-employee, agency, partnership or joint-venture relationship. It does not guarantee allocation of work, revenue, reimbursement of bid-preparation costs or any minimum number of assignments.
- ICAT may review the panel periodically, seek updated documents, suspend new allocations, add agencies through a fresh process or terminate/close the panel in accordance with this EOI and applicable rules.

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Chapter – 2
Minimum Eligibility and Qualification Criteria

1. **Pre-Qualification/Minimum Eligibility Criteria:** Applicants shall meet all mandatory criteria below as on the last date of submission. Failure to meet any mandatory criteria or submission of materially incomplete/unsupported evidence may render the application non-responsive and not be considered for technical evaluation.

Criterion	Minimum Requirement	Indicative Documentary Evidence
Legal Status and Constitution	Applicant shall be a legally constituted entity permitted to provide the services under applicable Indian law and shall have been in continuous operation for at least Five (5) Years as on the submission deadline.	Certificate of incorporation/registration, partnership deed, LLP documents, proprietorship proof or other constitution documents, as applicable.
Relevant experience	At least Five (5) Years of experience in branding, advertising, creative design, signage, event branding, corporate communication or allied services.	Entity profile and dated work orders/contracts/completion or client certificates evidencing relevant experience.
Similar assignments	The Applicant shall have successfully executed at least Five (5) similar branding, creative, advertising, corporate communication, signage, exhibition, event branding, digital communication, or allied assignments during the last Seven (7) years preceding the bid submission deadline. Out of the aforesaid assignments, at least Two (2) assignment shall have been executed for a Government Department, Public Sector Undertaking (PSU), Autonomous Body, Statutory Authority, or Government-funded Research Institution.	Work orders and completion/performance certificates, client references, or other verifiable documentary evidence. ICAT may verify the information directly with clients.
Financial capability	Average annual turnover from operations of not less than ₹50	Audited financial statements and/or CA-certified turnover

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	lakh during the last three (3) completed financial years for which audited accounts/ITR are available (FY 2023-24, 2024-25 & 2025-26)	statement for each of the relevant years, with UDIN where applicable; income-tax returns may be sought for verification.
Statutory compliance	Valid PAN and GST registration, where applicable. Applicants shall hold all registrations, licenses and permissions required for the services and locations concerned. MSME/Udyam registration may be submitted if applicable and shall be considered only to the extent permitted by applicable procurement policy.	PAN, GST registration certificate, Udyam certificate if applicable, and other relevant licences/registrations.
Technical Capability and Resources	Applicants shall have an in-house team or dedicated resources, directly employed or demonstrably available through disclosed arrangements, for creative/graphic design, digital media, content development, fabrication and installation, and event branding.	Team structure, role-wise profiles/CVs, resource statement, capability note and details of any proposed specialist/subcontract support.
Portfolio	Applicants shall submit a portfolio of completed work covering relevant areas such as branding, signage, digital communication, corporate identity, exhibitions, events and promotional campaigns.	Portfolio with project description, client, scope, year, deliverables and evidence of execution. Confidential client material may be redacted, with sufficient verification details retained.
Registered Office	Applicants shall have a registered office in Delhi/NCR as defined for this EOI or shall provide documentary evidence of an operational office in Delhi/NCR available for coordination and service delivery.	Certificate/registration proof showing registered office, or lease/utility/other credible proof of operational office, as applicable.
Non-blacklisting/Debarment	As on the submission deadline, Applicant shall not be under a	Undertaking in the format at Form - III , signed by the

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	subsisting order of blacklisting, debarment or banning issued by a Government Department, PSU, autonomous body or regulatory authority. Applicant shall disclose any such order imposed during the preceding five years, including its period and present status.	authorized signatory.
Conflict of Interest and Integrity	Applicant shall disclose any actual, potential or perceived conflict of interest relevant to this EOI and shall not engage in collusion, coercion, corruption, fraud, canvassing or misrepresentation.	Declarations in Form - III and any additional disclosure requested by ICAT.

- 2. Evaluation & Marking Criteria for Empanelment of Branding, Creative & Advertising Agencies:**
Only applicants meeting all the minimum eligibility requirements shall be considered for detailed evaluation. Applicants securing **70 Marks** or above out of **100** shall be eligible for empanelment, subject to verification of credentials and approval by the Competent Authority of ICAT.

SI No.	Evaluation Criteria	Maximum Marks	Marking Methodology
1	Legal Status & Constitution	5	- Registered Company/LLP with 5 Years or More Existence: 5 Marks. - Proprietorship/Partnership Meeting Eligibility Criteria: 3 Marks.
2	Relevant Experience in Branding, Advertising & Creative Services	15	5-7 Years: 8 Marks >7-10 Years: 12 Marks - More than 10 Years: 15 Marks.
3	Experience in Similar Assignments	20	- Minimum 5 Assignments: 10 Marks 6-10 Assignments: 15 Marks - More than 10 Assignments: 20 Marks Note: Assignments executed for Government Departments, PSUs, Autonomous Bodies, Research Institutions, Educational Institutions and reputed Corporate Organizations shall be considered.

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4	Financial Capability (Average Annual Turnover During Last Three Financial Years)	10	₹50 Lakh to ₹1 Crore: 5 Marks; >₹1 Crore to ₹3 Crore: 8 Marks; - Above ₹3 Crore: 10 Marks.
5	Technical Capability & Resources	15	Evaluation based on availability of in-house creative team, graphic designers, digital media professionals, content developers, fabrication and installation resources, project management capability, and supporting infrastructure.
6	Portfolio of Completed Works	20	Assessment of quality, diversity, innovation, branding impact, execution capability, creativity, and relevance of submitted portfolio across branding, signage, exhibitions, events, digital communication and corporate identity projects.
7	Experience with Government/PSU/Institutional Clients	10	2-5 Clients: 5 Marks 5-10 Clients: 8 Marks - More than 10 Clients: 10 Marks.
8	Delhi/NCR Presence & Service Support Infrastructure	3	Functional Office in Delhi/NCR with dedicated Support Team: 3 Marks .
9	Statutory Compliance, Integrity, Non-Blacklisting & Conflict of Interest Declaration	2	Submission of all mandatory declarations and compliance documents: 2 Marks. Note: Non-submission may lead to disqualification.
Total Marks		100 Marks	

2.1. Detailed Evaluation of Technical Capability & Resources (15 Marks)

Parameter	Marks
In-house Creative & Graphic Design Team	4
Digital Communication & Social Media Capability	3
Content Development & Copywriting Resources	2
Fabrication, Installation & Event Branding Capability	3
Project Management & Quality Assurance Mechanism	3
Total	15

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2.2. Detailed Evaluation of Portfolio (20 Marks)

Parameter	Marks
Corporate Branding & Identity Projects	5
Signage & Campus Branding Projects	4
Event, Exhibition & Promotional Campaigns	4
Digital Communication & Marketing Campaigns	4
Innovation, Creativity & Overall Quality of Deliverables	3
Total	20

3. Qualifying Criteria

- 3.1. The Applicant shall secure a minimum of **70%** marks in each of the Evaluation Criteria at Sl. No. 5 (Technical Capability & Resources) and Sl. No. 6 (Portfolio of Completed Works), in addition to obtaining the overall qualifying score of **70 Marks out of 100 Marks**. Applicants failing to achieve the minimum qualifying marks under either of these criteria shall be disqualified from empanelment.
- 3.2. ICAT reserves the right to seek presentations, clarifications, client references, site visits, or additional documentary evidence for verification of claims made by the Applicant.
- 3.3. Mere securing of the qualifying marks shall not confer any right for empanelment. Empanelment shall be subject to approval of the Competent Authority of ICAT.
- 3.4. ICAT reserves the right to empanel one or more agencies based on requirements, evaluation outcome, and administrative considerations.
- 3.5. Any misrepresentation, suppression of facts, or submission of false information shall result in rejection of the application and may lead to debarment from future business dealings with ICAT.

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Chapter – 3
Bid Rejection Criteria

Applications submitted in response to this EOI shall be liable for rejection and may not be considered for further evaluation under any of the following circumstances

1. **Non-fulfilment of Eligibility Criteria:** Failure to meet any of the eligibility requirements prescribed in this EOI, including legal status, experience, similar assignments, financial capability, statutory compliance, technical capability, Delhi/NCR presence, or other mandatory requirements.
2. **Incomplete Application:** Non-submission of any mandatory document, declaration, authorization, supporting evidence, or information required under the EOI.
3. **Insufficient Relevant Experience:** Failure to demonstrate the minimum experience, similar assignments, technical expertise, or execution capability relevant to branding, creative, advertising, digital communication, signage, event branding, or allied services as specified in this EOI.
4. **Non-Submission of Statutory Documents:** Failure to submit valid PAN, GST Registration Certificate, and other applicable statutory registrations and permissions.
5. **Financial Non-Compliance:** Failure to demonstrate the minimum prescribed average annual turnover of ₹50 Lakhs during the last three completed financial years or non-submission of audited financial statements/CA-certified turnover certificates.
6. **Unsatisfactory Credentials or Client References:** If any information, project credential, performance certificate, client reference, or claim made by the Applicant is found to be false, misleading, unverifiable, or unsatisfactory during evaluation or verification.
7. **Conditional Applications:** Applications containing conditions, qualifications, deviations, assumptions, reservations, or modifications to the terms and conditions of the EOI.
8. **Failure to Achieve Minimum Evaluation Score:** Applications securing less than 70 Marks out of 100 Marks in the evaluation process shall be rejected.
9. **Failure to Secure Mandatory Marks in Critical Criteria:** Applicants failing to obtain the prescribed qualifying marks of 15/15 Marks under Technical Capability & Resources and 20/20 Marks under Portfolio of Completed Works shall be treated as technically non-responsive irrespective of their overall score.
10. **Conflict of Interest:** Existence of any actual, potential, or perceived conflict of interest that may compromise the fairness, transparency, or integrity of the empanelment process.
11. **Blacklisting/Debarment:** Applicants currently blacklisted, debarred, banned, suspended, or otherwise restricted by any Government Department, PSU, Autonomous Body, Statutory Authority, or Regulatory Agency.
12. **Misrepresentation or Submission of False Information:** Submission of forged, fabricated, manipulated, misleading, or materially incorrect information, documents, declarations, certificates, or credentials.

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13. **Collusive Practices or Fraudulent Conduct:** Any evidence of collusion, cartelization, bid rigging, coercive practices, corrupt practices, canvassing, undue influence, or any activity intended to influence the empanelment process improperly.
14. **Non-Submission of Integrity and Compliance Declarations:** Failure to submit the prescribed declarations relating to integrity, non-blacklisting, conflict of interest, and correctness of information furnished.
15. **Right of Rejection:** ICAT reserves the right to reject any application found non-responsive, incomplete, inconsistent with the requirements of this EOI, or otherwise not in the best interest of ICAT. The decision of ICAT in this regard shall be final and binding on all Applicants.

Note: Mere submission of an application shall not confer any right upon an Applicant for empanelment. ICAT reserves the right to verify all information furnished and to reject any application at any stage of the empanelment process if found non-compliant with the provisions of this EOI.

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Chapter – 4
Empanelment Terms and Conditions

1. **No Guarantee or Commitment of Work:** Empanelment of an agency shall not confer any right, claim or entitlement to receive any work, assignment, minimum business volume or assured revenue from ICAT. The empanelment shall be non-exclusive and shall not constitute any commitment or obligation on the part of ICAT to award any assignment to the empanelled agency during the empanelment period. ICAT reserves the right to determine its requirements and allocate work strictly on a need basis, subject to administrative approval, availability of funds and compliance with applicable procurement rules and guidelines.
2. **Procurement of Services Through Limited or Open Tender:** ICAT shall invite quotations, bids or proposals from empanelled agencies through a Limited Tender Enquiry or other appropriate competitive procurement method, as deemed suitable for specific activities and assignments as and when the requirement arises. Depending on the nature, estimated value, complexity and urgency of the assignment, ICAT may also initiate an Open Tender Enquiry or adopt any other procurement method permissible under the applicable General Financial Rules (GFR), Government procurement guidelines and ICAT's internal procurement procedures.
3. **Assignment on Need Basis:** The requirement for branding, designing, printing, fabrication, installation, digital communication, event branding and other related services shall arise on a need basis. ICAT shall be under no obligation to issue work orders at fixed intervals or in any predetermined quantity or value. Each assignment shall be considered independently based on the actual requirement of ICAT and the availability of budgetary provisions.
4. **Right to Invite Bids from Non-Empanelled Agencies:** ICAT reserves the right to invite bids or quotations from non-empanelled agencies through an Open Tender or any other procurement process permissible under applicable rules, wherever considered necessary in the interest of competition, technical suitability, cost-effectiveness or specific project requirements. Empanelment shall not restrict ICAT from engaging other eligible service providers in accordance with applicable procurement procedures.
5. **Deliverables, Approvals and Acceptance**
 - Each work order shall identify the brief, target audience, specifications, quantities, site/platform, milestones, submission formats, schedule, responsible ICAT officer, acceptance criteria and price.
 - The agency shall submit concepts, layouts, samples, prototypes, material specifications, content and proofs for written approval before mass production, publication, installation or release. ICAT may require revisions within the agreed scope without additional charge.
 - ICAT's review or approval shall not relieve the agency of responsibility for workmanship, technical conformity, legal compliance, originality, safety or errors that should reasonably have been identified by a competent service provider.
 - Final files shall be supplied in agreed editable/source and output formats, with linked assets, fonts/licences, print specifications, artwork, photographs, manuals and other records identified in the work order.
 - Completion shall be subject to inspection and written acceptance by ICAT's authorized representative. Defects, non-conforming work or short supply shall be rectified/replaced by the

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agency within the period specified by ICAT, at no additional cost, without prejudice to other contractual remedies.

- For installations, the agency shall submit completion photographs, as-built details where relevant, material/warranty certificates, maintenance instructions and handover records.

6. **Service Levels, Quality and Site Safety:** The agency shall comply with the assignment-specific service levels. Unless a work order prescribes otherwise, the agency shall acknowledge a written brief within one working day, submit a proposed execution schedule within three working days, and promptly notify ICAT of any risk to milestones. These are proposed default service levels and may be adjusted in the final work order.

- Maintain adequate qualified personnel, supervision, tools, equipment, transport, consumables and approved subcontract support to meet the work order.
- Use new, fit-for-purpose materials of the approved make, grade, thickness, finish and performance. Substitution requires prior written approval.
- Comply with applicable labour, wage, social-security, tax, environmental, fire, electrical, building, occupational health and safety requirements, and ICAT's site-access, security and permit-to-work procedures.
- Ensure safe installation, working-at-height controls, barricading, PPE, electrical isolation and protection of people, equipment and property. The agency shall be responsible for its personnel and subcontractors and for loss or damage caused by its acts or omissions.
- Maintain quality checks, proofing, inspection records and traceability for supplied items. ICAT may inspect work, materials or premises during reasonable hours, without assuming the agency's quality responsibility.
- Keep work areas clean and remove packaging, scrap, temporary fixtures and waste in accordance with ICAT instructions and applicable law.

7. Commercial Terms, Billing and Payment

- Commercial terms, applicable taxes, reimbursable expenses (if any), milestones, payment schedule, security/performance guarantee (if any), and liquidated damages or service credits shall be stated in the relevant work order or contract.
- Unless otherwise specified, payment shall be made against a correct tax invoice, work-order reference, accepted deliverables, completion/acceptance certificate and supporting documents, subject to statutory deductions and verification.
- Rates shall be deemed to include all costs necessary to perform the stated scope, including personnel, design, production, packaging, transport, installation, supervision, tools, insurance, duties and overheads, except items expressly identified as separately payable.
- No advance shall be payable unless specifically approved by the competent authority and provided for in the work order in accordance with applicable rules.
- ICAT may withhold disputed amounts proportionate to the non-conforming or uncompleted portion, while processing undisputed amounts in accordance with the contract and applicable rules. Payment shall not constitute waiver of defects, warranty obligations or other rights.
- The agency shall be responsible for its taxes and statutory dues. GST shall be charged and documented in accordance with applicable law and the work order.

8. Intellectual Property, Brand Use and Publicity

- Subject to payment for the relevant accepted assignment, all bespoke deliverables specifically created for ICAT under a work order, including final artwork, layouts, copy, designs, reports,

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templates and source files, shall vest in ICAT to the extent permitted by law and as specified in the work order. The agency shall execute any further documents reasonably required to give effect to such vesting.

- The agency shall disclose any pre-existing tools, templates, fonts, stock assets, software, third-party content or other background intellectual property embedded in a deliverable and shall secure licences sufficient for ICAT's intended use, modification, reproduction and distribution. Any restrictions and recurring licence costs must be disclosed and approved in writing before use.
- The agency warrants that deliverables will not knowingly infringe third-party intellectual property, privacy, publicity or other rights. The agency shall obtain model, property, music, image, font and other permissions/releases where required and provide evidence on request.
- ICAT names, logos, emblems, marks, photographs, technical information and other institutional materials may be used solely for authorized performance of the work order. The agency shall not publish, display, reproduce or use ICAT's name or work in its portfolio, publicity, awards or marketing without prior written permission.
- The agency shall not alter ICAT's approved logo, technical/safety statements or institutional identity except as expressly authorized in writing.

9. **Confidentiality, Data Protection and Security:** The agency shall keep confidential all non-public information received or accessed in connection with ICAT, including technical, laboratory, business, personal, security and procurement information. Such information shall be used only for the authorized assignment, disclosed only to personnel with a need to know who are bound by equivalent confidentiality obligations, and protected using reasonable administrative, technical and physical safeguards. The agency shall promptly notify ICAT of any suspected loss, unauthorized access, disclosure or security incident and cooperate in containment and remediation. On completion or termination, the agency shall return or securely destroy information as directed, subject to legally required retention. These obligations shall survive expiry or termination. Applicable data-protection and information-security laws and ICAT policies shall be followed.

10. **Subcontracting And Personnel:** The agency shall not subcontract, assign or transfer the whole or a material part of an assignment without ICAT's prior written approval. Approval shall not relieve the agency of responsibility for performance, quality, confidentiality, statutory compliance or acts and omissions of subcontractors. The agency shall ensure that its personnel are suitably qualified, properly supervised and comply with ICAT access and conduct requirements. ICAT may require replacement of personnel for reasonable, recorded grounds.

11. **Performance Security, Insurance and Warranty:** Any performance security, insurance cover, defect-liability period, warranty, maintenance period or retention shall be specified in the work order based on the risk and value of the assignment and applicable procurement instructions. Where specified, the agency shall furnish the required instrument in the prescribed form and within the stated time. The agency shall honour manufacturer and workmanship warranties and promptly repair or replace defective work during the applicable warranty period.

12. **Integrity, Conflict of Interest and Audit**

- Applicants and empanelled agencies shall maintain the highest standards of integrity and shall not offer, give, solicit or accept any gratification, inducement, commission or improper benefit in connection with this EOI or any assignment.

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- Applicants shall not coordinate bids, exchange confidential bid information, engage in collusive practices, influence evaluators, canvass or make unauthorized contact concerning evaluation. Any attempt may lead to rejection or other action permitted by law.
- The agency shall disclose any actual or potential conflict of interest, including relationships or interests that may impair impartial performance. ICAT may require mitigation, impose safeguards or decline/terminate an assignment where the conflict cannot be appropriately managed.
- The agency shall maintain complete records relating to performance, invoices, materials, approvals and statutory compliance for the period specified in the work order or applicable law and make relevant records available for audit, inspection or verification by ICAT or an authorized auditor, subject to confidentiality and law.

13. Blacklisting, Suspension and Termination: ICAT may, after giving notice and a reasonable opportunity to respond where practicable and legally required, suspend allocation, remove an agency from the panel, terminate an assignment, encash security or pursue other contractual/legal remedies in cases including

- Material misrepresentation, forged/false documents, concealment of material facts or breach of eligibility undertakings.
- Bribery, corruption, fraud, collusion, coercion, canvassing or other prohibited practice.
- Breach of confidentiality, unauthorized use of ICAT identity, infringement of third-party rights or serious security breach.
- Persistent delay, repeated poor quality, failure to rectify defects, abandonment or material breach of the EOI/work order.
- Loss of a mandatory registration/licence, insolvency, cessation of business or inability to perform, to the extent materially affecting the assignment.
- Being subject to a subsisting debarment/blacklisting order or other legal prohibition that makes continued empanelment impermissible.
- Any other ground expressly provided in the work order or applicable law.

Any debarment/blacklisting action, if considered, shall be initiated and decided separately in accordance with applicable law, Government instructions and principles of natural justice, including a reasoned order and appropriate opportunity to be heard, except to the extent a lawful urgent interim measure is justified. Removal from this panel shall not, by itself, be described as blacklisting unless a separate order to that effect is passed by the competent authority.

ICAT may also terminate an assignment for convenience by written notice as provided in the work order. In such case, the agency shall stop work, protect completed work and hand over deliverables; payment, if any, shall be limited to accepted work properly performed and unavoidable approved commitments, subject to contract terms. Consequences of termination for default shall be governed by the work order and applicable law.

14. Force Majeure: Neither party shall be liable for delay to the extent directly caused by an event beyond its reasonable control that could not reasonably have been prevented, provided the affected party promptly notifies the other party, takes reasonable steps to mitigate the impact and resumes performance as soon as practicable. Lack of funds, ordinary market price changes, avoidable labour issues or subcontractor default shall not, by themselves, constitute force majeure. Relief, extension or termination shall be determined under the relevant work order and applicable law.

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15. **Limitation of Liability and Indemnity:** The agency shall be responsible for loss, damage, injury, statutory non-compliance, third-party claims or infringement arising from its breach, negligence, wilful misconduct or acts/omissions of its personnel or subcontractors and shall indemnify ICAT to the extent provided in the work order and permitted by law. Any cap on liability, exclusions, insurance requirements and treatment of indirect/consequential loss shall be expressly stated in the work order, having regard to the nature and risk of the assignment. No limitation shall apply to liability to the extent it cannot lawfully be limited, or where the contract expressly excludes the relevant matter from the cap.
16. **Dispute Resolution and Governing Law:** The parties shall first endeavour to resolve disputes through good-faith discussions between their designated representatives. If unresolved, the matter shall be referred to the competent authority/contractual dispute-resolution mechanism stated in the work order. Any arbitration clause, if adopted, shall be expressly set out in the contract with the seat, venue, language, appointment procedure and governing statute specified. The EOI and resulting contracts shall be governed by the laws of India. Courts having jurisdiction as specified in the final contract shall have jurisdiction, subject to applicable law.
17. **ICAT'S Rights and Disclaimers**
- ICAT reserves the right to amend, clarify, postpone, withdraw or cancel this EOI, in whole or part, by issuing a written corrigendum/notice through the designated channel. Applicants are responsible for checking such notices.
 - ICAT may verify information, seek clarifications, conduct presentations or capability assessments where disclosed, and reject applications that do not satisfy the EOI.
 - ICAT is not bound to accept any application, empanel any Applicant, disclose internal deliberations or award any work. Reasons shall be recorded and communicated to the extent required under applicable rules.
 - Applicants shall bear all costs of preparing and submitting the EOI, attending meetings/presentations and providing clarifications. No claim for such costs shall lie against ICAT.
 - All information provided in this EOI is indicative unless expressly stated as binding. The final scope, technical specifications, quantities, rates and contractual conditions shall be those approved and stated in the relevant procurement document/work order.
18. **Corrigenda, Clarifications and Communication:** Requests for clarification shall be sent to harendra.singh@icat.in; sonu.chopra@icat.in; jyoti.mahapatra@icat.in & sunil.gupta@icat.in by **DD/MM/YYYY Up to HH:MM Hrs.** ICAT may publish responses, amendments and corrigenda on ICAT Official Website and e-procurement portal. Any clarification or amendment shall form part of the EOI when issued by an authorized officer. No oral statement shall modify this EOI.

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Form - I
Applicant Profile and Eligibility Compliance

Applicants shall complete all fields. Use "Not Applicable" where appropriate and attach additional sheets, duly signed, where necessary.

1. Applicant Details

Sl. No.	Particulars	Applicant response
1	Legal name of Applicant	
2	Constitution (Company/LLP/Partnership/Proprietors hip/Other)	
3	Date of incorporation/constitution	
4	Registered office address	
5	Delhi/NCR office address (if different)	
6	Name, Designation, Mobile and E-mail of Authorised Contact	
7	PAN	
8	GSTIN(s) and State(s)	
9	Udyam/MSME number (if applicable)	
10	Years of Relevant Experience	
11	Average annual turnover for last 3 completed FY's 2023-24, 2024-25 & 2025-26	
12	Number of Comparable Completed Assignments	
13	Core Service Capabilities	
14	Number and Profile of Dedicated Personnel	
15	Details of proposed Subcontractors/Specialists, if any	
16	Any current/past debarment, termination or material dispute disclosed	

2. Similar Assignment Experience

Client/Organization	Assignment and Scope	Work Order Value (₹)	Period	Status/Completion Date	Evidence Ref.

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3. Financial Turnover Details

Financial Year	Annual Turnover (₹)	Audited / CA Certified	Evidence Reference
FY 2023-24			
FY 2024-25			
FY 2025-26			
Average Turnover			

Authorized Signatory: _____
Name and Designation: _____
For (legal name of Applicant): _____
Date: _____ Place: _____
Company Seal: _____

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Form – II

Form of Application/Covering Letter

(To be executed on Applicant letterhead and signed by the authorized signatory)

Date: _____

To,
The Director
International Centre for Automotive Technology (ICAT)
Unit – National Automotive Board (NAB)
Plot No. 26, Sector – 3, Near HSIIDC Office
IMT Manesar, Gurugram – 122050 (Haryana)

Subject: Expression of Interest for Empanelment of Branding Agencies – EOI Ref No. ICAT/CPPP-EOI/EMP-BAGCY/2026-27/299

Sir/Madam,

Having examined the EOI, including its scope, eligibility criteria, terms, forms and corrigenda (if any), we, the undersigned, submit our application for empanelment as a Branding Agency. We confirm that:

- We have examined and understood the EOI and accept its terms, subject to any deviation expressly disclosed and permitted by ICAT;
- The information and documents submitted are true, complete and correct to the best of our knowledge, and ICAT may verify them with issuing authorities and clients;
- We meet the mandatory eligibility requirements, and shall promptly notify ICAT if any submitted information materially changes before empanelment or during its validity;
- We have the authority and capacity to submit this application and, if empanelled, to perform assignments awarded through valid written work orders;
- We understand that empanelment does not guarantee any assignment, minimum business or reimbursement of application costs;
- We shall comply with applicable laws, procurement conditions, integrity requirements, confidentiality obligations and ICAT's approved brand and site protocols.

We undertake to keep this application valid for the period stated in the EOI and agree that it shall remain binding upon us during such period, subject to the EOI terms.

Authorized signatory: _____

Name and designation: _____

For (legal name of Applicant): _____

Date: _____ **Place:** _____

Company Seal: _____

**International Centre For Automotive Technology (ICAT)
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Form - III

Undertaking on Integrity, Non-Blacklisting and Disclosures
(To be executed on Applicant letterhead and signed by the authorized signatory)

Date: _____

To,
The Director
International Centre for Automotive Technology (ICAT)
Unit - National Automotive Board (NAB)
Plot No. 26, Sector - 3, Near HSIIDC Office
IMT Manesar, Gurugram - 122050 (Haryana)

Sir/Madam,

I/We, [name], [designation], duly authorized for and on behalf of [Applicant legal name], hereby declare and undertake that:

1. The Applicant is not, as on the submission deadline, subject to any subsisting order of blacklisting, banning or debarment by a Government Department, PSU, autonomous body or regulatory authority that prohibits participation in this EOI or performance of the proposed services.
2. Details of any blacklisting/debarment order imposed during the preceding five years, including issuing authority, date, grounds, period and present status, are disclosed below/in the attached statement. No material fact has been knowingly withheld.
3. Neither the Applicant nor, to our knowledge after reasonable inquiry, its directors/partners/proprietor or personnel acting on its behalf have engaged in bribery, fraud, collusion, coercion, canvassing or misrepresentation in connection with this EOI.
4. The Applicant has disclosed actual or potential conflicts of interest relevant to this EOI and will notify ICAT promptly if any such conflict arises.
5. The Applicant shall not misuse ICAT information, marks, logos, documents, photographs, access to credentials or other assets and shall comply with confidentiality, data-protection and security requirements.
6. All information and supporting documents submitted are authentic and may be independently verified. We understand that a materially false statement or forged document may result in rejection, cancellation of empanelment, termination of work orders, recovery and/or other action permitted by law, following applicable procedure.
7. The Applicant is not insolvent, in liquidation or subject to a legal restraint that materially prevents it from performing the proposed services, except as disclosed below.

Disclosures / explanations (attach additional sheet if required):

Authorized signatory: _____

Name / designation: _____

Applicant: _____

Date: _____ **Place:** _____

Company Seal: _____