

NOTICE INVITING EXPRESSION OF INTEREST (EoI)

CIDCO invites Expression of Interest (EoI) from Real Estate Marketing and Adviser Consultants, specialized in marketing, branding, sale & after sale services for residential and commercial units (approximately 90000) in Mega Housing scheme developed by CIDCO under PMAY housing scheme located in various nodes of Navi Mumbai, Maharashtra – India.

City and Industrial Development Corporation of Maharashtra Ltd (CIDCO Ltd.) is a wholly owned company of Government of Maharashtra and also New Town Development Authority for Navi Mumbai.

One of the latest endeavour's undertaken by CIDCO is the development of a Mega housing project comprising approximate 90000 tenements at multiple nodal locations of Navi Mumbai.

The CIDCO Marketing Department is in search of the media agency, who shall assist in the sale of these houses to various income groups of the society.

The EoI document can be downloaded from CIDCO portal - https://cidco.maharashtra.gov.in/tender_notice from 29.10.2020 up to 29.11.2020.

Last Date for submission of applicable fees and EoI document in hard copy with all the requisite documents is 1 .12.2020 during office hours between 11 am to 5 pm at Marketing –II department,3rd Floor, Raigad Bhavan, CBD Belapur.

Kindly note that Expression of interest will not be received by Post.

Participants need to submit the DD of Rs.5000 + 18% GST (Rs.900) totalling Rs.5900 in the form of DD drawn in favour of CIDCO Ltd.

Brief Scope of Work:

- Prepare comprehensive marketing / branding and sale strategy including market research and survey for the sale of houses and commercial premises in both the open market and under PMAY scheme.
- Engage in pre and post lottery process on behalf of CIDCO to enable Sale of tenements / commercial spaces.
- Engage in customer relationship with the successful lottery winners, facilitate customers for availing bank loan, Customer relations to be maintained throughout the tenure of project.
- The detailed scope of work is given in the EoI document.

Qualification Criteria for Participants:

The Agencies meeting the following minimum qualifying criteria are eligible to apply.

Eligibility of firm:

- I. Bidders are allowed to submit an application as Sole Proprietor/ Firm/ private limited / Company, or, as a Consortium/ Joint Venture. In case of the

Consortium/ Joint Venture application, the aggregate minimum qualifications criteria shall meet the eligibility conditions.

- II. The eligibility criteria includes experience in the marketing, branding, and the sale of residential units in mass housing / residential / mixed use / group housing projects of sizable scale over a period of last 10 years along with experience in

Digital Marketing in last 8 years. These projects shall be completed on the date of submission of RFP in India.

- III. The Agency should fulfill the following Financial Criteria –
- Working Capital – approx.12.5 crore
 - Profitability – Profit after Tax should be positive for last three financial year.
 - Net Worth – approx.15 crore
 - Annual Turnover – approx.50 crore
- IV. The Agency shall have an understanding of this scale of projects and also it shall have comprehensive experience in the marketing, branding, and the sale of residential units in mass housing / residential / mixed use / group housing projects of sizable scale.
- V. The agency shall understand the local market and its success potentials. The agency should have an experience of working on projects of similar nature.
- VI. The Agency shall not be blacklisted by any Central/ State Government/Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact that affects or compromises the delivery of services required. (An undertaking to that effect should be submitted).
- VII. Please note that the above Eligibility Criteria is indicative however all the interested bidders can participate in EoI.