

Date: 10th June 2024

LETTER OF ENQUIRY

Subject: Enquiry for branding of L1 & L2 MGHN (Merry Gold Hospital) Facilities in the state of UP under Social Franchising Programme.

Dear Sir,

Greetings from HLPFPT !!

Hindustan Latex Family Planning Promotion Trust (HLPFPT) is implementing a social franchising programme in Uttar Pradesh in the name of Merrygold Health Network. As per the project proposal, we have to create a social franchise network of Hospital in state of Uttar Pradesh. To make significant contribution in reduction of maternal mortality ratio in the high focus district of Uttar Pradesh by establishing an economical, sustainable, easily scalable and innovation social franchise model for high quality delivery of affordable MCH services, promotion of safe motherhood and institutional deliveries and family planning for the poor and vulnerable section of the society.

Communication is one of the primary strategies of the project. As a part of awareness and promotion effort and better understanding among target audience, we propose to undertake branding of MGHN Hospitals at the selected locations in Uttar Pradesh.

HLPFPT is inviting proposals from firms (hereinafter Bidders) for "Rate for branding of L1 & L2 MGHN(Merry Gold Hospital) Facilities in the state of UP" as per details & specification mentioned in below with terms & conditions:

Branding of L1 MGHN(Merry Gold Hospital) Facilities in the state of UP

S. No.	Particular	Graphic	Specification	Size	Qty.	Rate Per Unit (Rs) (Inclusive Taxes)	Total Amt. (Rs) (Inclusive of all taxes)
(Printing and installation of the branding material as per attached Annexure - 1 (Artwork of L1 MGHN Facilities and Annexure - 3 (List of L1 MGHN Facilities)							
External Branding							
1	Front Board One backlit	Front Board One backlit	Solvent printing on backlit with complete box with electrical	8x3	1		
Entrance & Reception Area							
2	Reception Back wall	Back Drop	Solvent Printing on Frontlet Flex with Complete Heavy Metal Framing	6x3	1		
3	Rate List	Rate List	Solvent Printing on Frontlet Flex with Complete Heavy Metal Framing	2.5x4	1		



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4	Message Posters	PNDT ,FP Poster, Garbhkal mei kya kare ,Garbhkal mei kya na kare,	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	4		
OPD Gyne (Inside)							
5	Message Posters	FP Poster & Garbhavastha Mai khatre ke laxchan	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	2		
General Ward							
6	Message Poster	FP Poster & Breast Feeding	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	2		
Hospital Ramps or premises							
7	Brand Posters	Lady with baby & Doctor with client	Latex printing on vinyl with mounting on 5 mm sun board	3x2	2		
OT							
8	OT Complex	Graphics-Kachre ka nistaran,Auzaro ko tayyar karna,Ragar kar hath dhona,bleaching powder banane ka tareeqa	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	4		
Total in Rs. Inclusive Taxes							
Total Amt. for branding of 40 L1 MGHN Facilities							

Branding of L2 MGHN(Merry Gold Hospital) Facilities in the state of UP

Sl. No.	Particular	Graphic	Specification	Size	Qty.	Rate per Unit (Rs)	Total Amount (Rs)
(Printing and installation of the branding material as per attached Annexure - 2(Artwork of L2 MGHN Facilities and Annexure - 3 (List of L2 MGHN Facilities)							
External Branding							
1	Front Board One Frontlet	Front Board One Frontlet	Solvent Printing on Frontlet Flex with Complete Heavy Metal Framing	8x3	1		
Entrance & Reception area							



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	Reception Back wall	Back Drop	Solvent Printing on Frontlet Flex with Complete Heavy Metal Framing	6x3	1		
3	Message Posters	PNDT , Garbawastha mei Khatre Ke Laxchan	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	2		
General Ward							
4	Message Poster	FP Poster & Breast Feeding	Latex printing on vinyl with mounting on 5 mm sun board	2.5x2	2		
Total							
Total Cost of 110 L2 Hospital Branding(Inclusive of transportation & installation)							

- i. The Hard copy of the quotation shall submit to address given below latest by 15th June 2024 at 6:00 PM.

Address for submission of Quotations:

Procurement & Commercial Division
Hindustan Latex Family Planning Promotion Trust (HLFPPT)
B-14A, Second Floor, Sector-62
Gautam Budh Nagar , Noida-201307
T: +0120-4673600 4673673

Terms & Conditions:

1. The offered Rate should be inclusive of all Taxes/Levy/transportation/ installation etc.
2. The quoted rate should be valid for minimum 03 months from the submitted quotation.
3. The quoted rates should be strictly as per details shared in this document, no deviation at later stage shall be entertained.
4. **The agency must to mention on envelope " Sealed Quotation for Branding of L1 & L2 MGHN Facilities under SF Programme" against LOE dated 10th June 2024.**
5. The bidder must have PAN (Permanent Account Number) & GST Registration Certificate.
6. If any firm/Agency is registered with MSME, they are required to share the supportive document.
7. HLFPPPT reserves the right to reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.
8. HLFPPPT reserves the right to cancel this LOE any time or at any stage without any reason / notice to the vendor or change/add any terms and conditions of the LOE by issuing addenda/corrigenda and communicating the same to vendors through email.

9. HLPPT reserves the right to extend the dates for submission of any and all responses to this document.
10. HLPPT management reserves the right to change (*increase or reduce*) the numbers/units as per project requirement.
11. The bidder will do branding & installation work as per Design, Size and Artwork provided by HLPPT.
12. Printing and installation of the branding of L1 MGHN Facilities as per attached Annexure - 1 (Artwork of L1 MGHN Facilities) & Annexure- 3(List of Hospitals)
13. Printing and installation of the branding of L2 MGHN Facilities as per attached Annexure - 2 (Artwork of L2 MGHN Facilities) & Annexure- 3(List of Hospitals)
14. The agency must ensure that all the branding work should be done as per details mentioned in Work order and as per Attached Annexure - 1(artwork), Annexure - 2(artwork) and Annexure -3 (List of Hospitals). However, there can be minor change after notifying the HLPPT representative, with no additional cost to HLPPT, unless otherwise agreed upon.
15. The agency must ensure that branding work is ready as per schedule provided by HLPPT representative.
16. The selected agency must ensure there should be no deviation in lettering or color scheme than the approved format.
17. Printing & installation as per Annexure- 3(List of MGHN facilities). Supply & installation to be done according to the quantities, specifications, quality, schedule and locations approved and provided by HLPPT at the time of issuing Work Order.
18. **Documents required for releasing the payment:**
 - a. Bill / Invoice mentioning Permanent Account Number and GST Registration No.
 - b. Documentary proof of the deliverables as per Work order.
19. Agency to provide an undertaking on Company letter head duly signed & stamped (**Annexure - 4**)

Payment Terms

- i. TDS will be deducted as per applicable income tax law.
- ii. The payments will be made by Cheque/NEFT/RTGS in 45 days after submission of invoice & satisfactory work completion report duly verified by the HLPPT Representative.
- iii. All the payment will be released after submission of all relevant proof of work and found to be satisfactory by the project on agreements as per terms & conditions mentioned in this WO.

Thanking You.

Regards,