



**APPAREL EXPORT PROMOTION COUNCIL**

**REQUEST FOR TECHNICAL PROPOSAL**

**FOR**

**“ENGAGEMENT OF AGENCY FOR PREPARING AEPC VIDEO”**

DATE - 3rd June 2026

## Important Dates

<b>Issue of RPF</b>	3rd June 2026
<b>Last date &amp; Time of opening of Technical Bids</b>	24th June 2026
<b>Presentation of Technical bids and Inviting Financial Bid</b>	25 <sup>th</sup> June 2026
<b>Opening of Financial Bids in the presence of bidders</b>	29th June 2026
<b>The Quotation documents, complete in all respect should be addressed to</b>	PRO, AEPC at <a href="mailto:tender@aepecindia.com">tender@aepecindia.com</a>

## REQUEST FOR PROPOSAL FOR

### “ENGAGEMENT OF AGENCY FOR PREPARING AEPC VIDEOS”

Apparel Export Promotion Council invites RFP for “Engagement of agency for preparing AEPC videos”

Proposals are invited from established agencies/firms (single entity) who have successfully undertaken the similar projects in creating corporate movies with a minimum experience of 2 years in the same domain.

The offer of proposals for preparing AEPC videos will be valid for **60 days** after opening of proposal & contract for a period of **6 Months** after submitting the final videos.

**Amendment in Quotation:** At any time till 5 days before the deadline for submission of bids, AEPC may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the quotation document by amendment. Such modifications shall be uploaded in the AEPC website. All such amendments shall be binding on all the bidders. AEPC also reserves the right to amend the dates mentioned in the Quotation. AEPC reserves the rights to the dates mentioned in the Date sheet.

## Scope of Work

### **Production of AEPC Corporate Communication Package**

The Apparel Export Promotion Council (AEPC) intends to engage a professional agency for conceptualisation, scripting, shooting, editing, production and digital promotion of a comprehensive audio-visual campaign showcasing India's apparel sector, AEPC's role in promoting exports, and the transformation of the industry under the vision of Viksit Bharat.

#### **Deliverables**

##### **A. Main Corporate Film**

- One high-quality Corporate Film of 10-15 minutes duration in Ultra HD (4K) format.

The film shall cover:

- India's rich textile heritage
- AEPC's journey, achievements and contribution to apparel exports.
- India's position as a reliable global sourcing destination.
- Government initiatives supporting the apparel sector.
- Industry competitiveness, sustainability and ESG compliance.
- Innovation, technology adoption and smart manufacturing.
- Women empowerment and employment generation.
- Export growth opportunities and future roadmap.
- Success stories of Indian apparel exporters.
- Message from AEPC Chairman and key stakeholders.
- International collaborations, MoUs and global outreach initiatives.
- India's strengths in quality, compliance, design capability, flexibility, shorter lead times and responsible manufacturing.

### **B. Testimonials**

• 9-10 professionally produced testimonial videos featuring:

- Exporters
- Industry leaders
- International buyers (where feasible)
- Government representatives
- Industry experts

Locations: Delhi NCR (During fairs)

### **C. Short Videos / Reels**

• 5-7 short videos/reels of approximately 1 minute each for social media dissemination.

### **D. Special International Promotion Film (4-5 Minutes)**

The agency shall produce one high-impact promotional film of 4-5 minutes duration for screening at international trade fairs, buyer-seller meets and global sourcing events. The film should position India as a preferred apparel sourcing destination by highlighting the country's manufacturing scale, quality standards, sustainability initiatives, innovation, skilled workforce, competitive advantages, compliance ecosystem and export capabilities. The film should include testimonials from exporters and industry stakeholders and be designed to attract international buyers, retailers and global brands. The film shall be produced in English and delivered in 4K Ultra HD format.

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## **Shooting Locations**

The agency shall be ready to undertake filming across:

- Delhi NCR
- Tirupur
- Mumbai
- Bangalore

Additional locations, if required and approved by AEPC, may be covered using existing footage or supplementary shoots.

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## Agency Responsibilities

The selected agency shall:

- Develop concept notes and scripts.
  - Conduct recce visits.
  - Arrange production crew, equipment, lighting and sound.
  - Coordinate interviews and testimonial shoots.
  - Obtain all necessary shooting permissions from factories and other locations.
  - Provide professional voice-over artists.
  - Provide royalty-free music and graphics.
  - Undertake editing, animation, colour grading and post-production.
  - Deliver subtitles and social media optimised versions.
  - Ensure all content is original and free from copyright infringement.
  - Submit all raw footage, project files and source material to AEPC upon completion.
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## Digital Promotion & Reach

The agency shall also undertake digital distribution and promotion of the produced content.

### Expected Outcome

Minimum guaranteed digital reach of **2 million impressions/views** across social media platforms.

### Platforms

- YouTube
- Instagram
- Facebook

The agency shall submit a detailed media amplification plan indicating:

- Target audience
  - Platform-wise strategy
  - Projected reach
  - Monitoring mechanism
  - Final analytics report
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## Timelines

The complete assignment including production, post-production and digital promotion shall be completed within **30+15 days from the date of issuance of Work Order**.

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## Eligibility Criteria (Additional)

Preference shall be given to agencies having:

- Minimum 3 years' experience in corporate film production.
- Experience with Export Promotion Councils, Government Ministries, Industry Associations or large corporates.
- In-house production and post-production capabilities.
- Proven experience in digital campaign management.
- Experience in textile, apparel, manufacturing or export sector communication campaigns.
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### Terms of contract

- Preparation of script in consultation with AEPC.
- Relevant footage shoot across minimum 4 garment clusters.
- Agency having networks / Regional offices across these clusters would be preferred.
- The agency need to develop the script, editing of movie, content writing, videos, pictures, texts, etc. for AEPC movie.
- No use of copyright videos, music, etc.
- Upon expiration of contract the agency should handover all data including raw videos, music and source to AEPC.
- Agency may need to alter/edit the video and provide re-edited video within a period final approved video without any extra cost.
- Any other point which may come up during the time of discussion to improve the video which is not mentioned above to use.
- Agency needs to fix meetings or seek approvals to shoot the videos at Member's factories, government offices, etc. AEPC will not help seeking those permissions.

### Procedures for Submission of Bids

The bidders will be required to submit quotations and documents **latest by 24th June 2026 on E-mail ID [tender@aepecindia.com](mailto:tender@aepecindia.com)**. The quotes should be addressed to **Public Relations officer, AEPC, Apparel House, Institutional Area, Sector 44, Gurugram, Haryana 122003.**

**The proposal should consist of the followings documents:**

1. Documentary evidence in support of Eligibility Criteria, namely ITR of the last 3 years.
2. Tender Document can be downloaded from the website of [www.aepecindia.com](http://www.aepecindia.com)
3. Copies of the work orders evidencing that the agency has experience in similar work
4. The bidder should submit bid clearly mentioning "Technical Bid"
5. **Financial bids** will be taken only from the bidders who qualify Technical bid.
6. Photocopies License /Registration Certificate of the firm.
7. Copy of PAN Card
8. Copy of GST Registration

9. Demand Draft/Bank Transfer for Rs 50,000/- towards refundable EMD in favour of "Apparel Export Promotion Council" payable at Gurugram, Haryana RTGS details are given below:-

<b>BENEFICIARY:</b>	<b>APPAREL EXPORT PROMOTION COUNCIL</b>
<b>SAVING A/C NO</b>	<b>180401000020000</b>
<b>IFSC CODE</b>	<b>IOBA0001804</b>
<b>BANK</b>	<b>INDIAN OVERSEAS BANK</b>
<b>ADDRESS BRANCH</b>	<b>APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA GURUGRAM-122003</b>

**MSMEs ARE EXEMPTED FROM SUBMISSION OF EMD**

**Important Note regarding Performance Guarantee:** The PERFORMANCE GUARANTEE of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the amount will be released without any interest.

10. The Quotation for Technical bid should be submitted, complete in all respects, on or before **24.06.2024** at designated email id [tender@aepecindia.com](mailto:tender@aepecindia.com) The quote received after the due date will not be entertained.

11. The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft/Banker's Cheque duly endorsed by the Competent Authority of the AEPC without any interest.

12. All the pages/documents of the quotation should bear the date signature of the authorized signatory with the stamp of the Firm. Any over-writing corrections & cuttings should bear date initials of the authorized signatory. Corrections should be made by writing again instead of over-writing.

13. Rates should be quoted in Indian Rupees (Rs) both in figures as well as in words. In case the rates quoted in words & figures are at variance, the rates written in words will be taken as final. Please ensure to specify about the applicable GST, if any.

14. Conditional quotations are liable to be rejected.

15. AEPC reserves the right to reject or accept any or all application(s) without assigning any reason(s).

16. Quoted rates should be free from any pre-conditions regarding payments etc. or otherwise offers are liable to be rejected.

17. AEPC reserves the right to increase or decrease services in the Tender document.

18. The payment would be made after submission of final AEPC video along with all raw videos and subject to submission of Bill/Invoice with all supporting documents. TDS will be deducted as per the provisions of Income Tax act, as amended from time to time.

19. The selected agency should not sublet the work in part or full to another agency.

20. There will be no escalation in the price during the entire contract period.

21. The contract shall be terminated in respect of the followings:-

a) If, the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.

b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance / total work will be executed through other agencies at the agency's risk and cost.

c) The decision of the AEPC will be final and binding on the agency and no request will be entertained in any manner.

22. The losses to the AEPC which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.

23. The Performance guarantee of the successful agency will be released once the final payment has been settled.

**Penalty Clause:** After the finalisation of the Work Order to the selected vendor, 5-10% of the total project cost will be levied as penalty against any kind of delay / damage / back-out from the work by the "Selected Vendor".

**DISCLAIMERS:**

This tender is being issued by the AEPC for inviting bids for the **Engagement of agency for preparing AEPC videos.** The words 'Tender', 'Quotation' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of the proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the functionalities/specifications & time table reflected in this document or to change the processor procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

(For Engagement of agency for preparing AEPC video)

**Company Profile**

Name of Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone No: \_\_\_\_\_  
Email id: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

**Earnest Money Deposit (EMD) Details:**

Rs. - \_\_\_\_\_ DD/Cheque/UTR no. \_\_\_\_\_

Name of the Bank \_\_\_\_\_ Date/Transfer \_\_\_\_\_

**Statutory Details (Copies to be attached)**

<b>Company Registration</b>	
<b>GST No.</b>	
<b>PAN No.</b>	
<b>ITR of 3 years</b>	
<b>Turnover of 3 years</b>	
<b>Whether agency has their own HD cameras?</b>	<b>Yes / No</b>
<b>Is agency aware of copyright rules?</b>	<b>Yes / No</b>
<b>Whether agency read all requirements, terms &amp; conditions, penalty clause?</b>	<b>Yes / No</b>
<b>Has agency ever been blacklisted?</b>	<b>Yes / No</b>
<b>Has agency made any video for corporate companies</b>	<b>Yes / No</b>
<b>Has agency made any video for government of India</b>	<b>Yes / No</b>

**Name and contact details of past clients:**

<b>Videos made for Corporate clients</b>	<b>Videos made for Government clients</b>