



## **BRAITHWAITE & CO LIMITED**

(A Government of India Undertaking under Ministry of Railway)  
HEAD OFF. & REGD. OFF. : 5, HIDE ROAD, KOLKATA – 700043,  
TEL (033) 2439-7415/4114/6613/7413, FAX : 91 (033)2439-5607 / 2439-7632.  
E MAIL: purchase@braithwaiteindia.com, Website: [www.braithwaiteindia.co](http://www.braithwaiteindia.co),  
**CIN: U74210WB1976GOI030798**

### **EXPRESSION OF INTEREST (EOI)**

**EOI NO: BCL/PUR/EOI-CTB/19/6**

**DATED: 18.03.2019**

**Expression of Interest from reputed Media Houses for necessary research, Publication and Distribution of Coffee Table Book of Braithwaite & Co. Ltd., 5, Hide Road, Kolkata as per EOI conditions.**

Interested bidder should submit the offer against this EOI to Senior Manager (Purchase), Braithwaite & Co. Limited, 5, Hide Road, Kolkata-700043 within **14** days from the date of publication of the EOI i.e. within **01.04.2019** up to 14.30 hours. The sealed offers should be submitted in **tender box no. 01**. The offer shall be opened on **01.04.2019** at 15.00 hours on the same day. Bidders may depute their representative to attend at the time of opening.

The EOI shall be in Single Bid system.

#### **A.O. Intention of this EOI:**

Braithwaite & Co. Ltd., (BCL) intends to prepare and publish after necessary research, collection of data, its Coffee Table Book to contain its History, Glory, Performance & Achievements, Turnarounds, Future Plans etc. The book will be suitably inaugurated in a function to be coordinated and for the same **this EOI is invited.**

For any clarification on scope of work & job etc bidders may contact DGM (P,A,S)-BCL.

#### **B.O. Scope / Tentative Outline of the CTB to be covered:**

**The bidders shall do Necessary Research, Prepare the write ups, Lay out & Designing, Publication and Distribution of Coffee Table Book of Braithwaite & Co. Ltd., 5, Hide Road, Kolkata. The Scope of contents of the CTB tentatively cover as under:**

##### **Introduction – Why this Coffee Table Book**

Braithwaite & Co. Limited -philosophy, History

Management Team ( with the mention of previous CMDs )

Major Achievements/ Projects executed till now since inception

The Turnaround Story

Testimonials

CSR Initiatives

Future Prospects and Projects ( Vision in coming 10 Years )

The book will contain suitable photographs at appropriate places.

**B.1 CTB Specifications considered as follows :**

- At least 170 GSM Art Paper gloss throughout.
- Hard bound cover
- Hard Bound Binding with spine
- Matt Lamination (One side) cover + Spot Lamination UV
- Size 26 cm (W) x 21 cm (H)
- No. of pages - Jacket 4 pages + **Inside 84 pages** + 8 pages Blank. (approx).
- No. of copies: 750 (Seven Hundred Fifty)

**B.2. Methodology:**

The Material for publication would be prepared by vendor through a thorough research work done by the specialized team of Journalists & Photographers.

Final layout & designing of the book would be done by vendor's designing team and before publication the finalized pages would be shared with Braithwaite & Co. Ltd for any necessary change/rectification.

**B.3. Distribution:**

**The CTB would be distributed as a lone product to the major Airport lounges, Major clubs & Hotels at major metro cities across India, to the Ministries including PMO, Ministry of Railways, Ministry of Heavy Industries & Ministry of Finance etc.**

Around 500 Copies to be handed over to Braithwaite & Co. Limited. (At the 5, Hide Road. office). The distribution of the CTB should be properly recorded and submitted to Braithwaite & Co. Ltd.

**C.0. Mode of Ordering:**

Based on responses to be received against this EOI and **lowest total amount (all inclusive)** received from a vendor, BCL shall place order on the selected vendor.

**D.0 Eligibility Criteria:**

Media Houses having experience of preparation / publication / inauguration arrangements for Coffee Table Book for reputed Organisations, Govt. Departments are eligible to participate against this EOI. Media Houses should have offices in Metro cities and other major cities in India.

Dealers / Channel Partners of original News Media not permitted.

Bidders Should have Published at least 07 (seven) such CTBs for different Organizations / Govt. Departments during last three years ending on **28.02.2019 in any part of India.**

Joint Ventures are not allowed / eligible.

**E.0 Document Submission**

Interested bidders may submit Expression of interest along with following documentation.

- Covering letter showing interest to take up the job.
- GST Registration.
- Unconditional acceptance of EOI terms.
- Price Offer alongwith EOI
- Experience / Testimonials/ Orders if any, for the similar job executed/ executing for different organisations in India.

**F.0 General Terms & Conditions:-**

Interested parties who shall submit their offer against this Expression of Interest shall accept the following terms & conditions stipulated in this EOI.

**1) Payment Terms**

Total amount (all inclusive) shall be paid after publication / inauguration and distribution of the CTB through cheque. Statutory deductions/ TDS as applicable shall be made during release of payments.

**2) Arbitration**

All questions, disputes or difference whatsoever shall arise between the purchaser and the contractor upon or in relation to or in connection with the contract either may forthwith give to the other notice in writing of the existence of such question, dispute or difference and the same shall be referred to the adjudication of sole Arbitrator.

Engagement of Sole Arbitrator shall be as per the Arbitration and Conciliation Act, 1996 statutory modification thereof. The proceedings of the Arbitration shall be held in Kolkata.

**3) Jurisdiction:**

Any legal dispute that may arise will be settled within the jurisdiction of Court of Kolkata.

**4) Delivery / Completion: Job shall be completed within 03 months from date of LOI / PO.**

**G.0. Price Schedule:**

**Bidders should submit the Price as per following Format:**

<b>Description</b>	<b>Total Amount (excluding GST) in Rs.</b>	<b>GST in Rs.</b>	<b>Total Amount Including GST in Rs.</b>
Necessary Research, Preparation of write ups, Lay out & Designing, Publication and Distribution of Coffee Table Book of Braithwaite & Co.Ltd., 5, Hide Road, Kolkata as per Scope and Terms of EOI.  <b>No. Of Copies: 750</b>			

**H.0. Braithwaite & Co.Ltd., RESERVES THE RIGHT TO:**

- Postpone the above mentioned due date; cancel the EOI at any stage due to unforeseen reasons.
- May ask for further clarification during scrutiny of bids received.