

CARPET EXPORT PROMOTION COUNCIL

**TERMS OF REFERENCE
EXPRESSION OF INTEREST (EOI) FOR
49TH INDIA CARPET EXPO,
11-14 OCTOBER 2025
AT
CARPET EXPO MART, BHADOHI, UTTAR PRADESH.**

Date of Publication of Advertisement 11th August 2025 and last date of submission of EOI is 20th August 2025.

About Carpet Export Promotion Council

Carpet Export Promotion Council (CEPC) is registered under Companies Act, 1956 in the year 1982.

The main objective of the Council is to support, protect, maintain, increase and promote the export of hand-knotted carpets, woolen druggets, and floor coverings by such methods as may be necessary or expedient.

Major Activities carried out by the Carpet Export Promotion Council to attain the main objectives are -

1. Organizing participation in specialized fairs abroad.
2. Organizing India Carpet Expo twice a year in New Delhi and Varanasi/Bhadohi.
3. Organizing Seminars to Educate Carpet Exporters on various matters.
4. Undertaking Market Study for exploring new markets as well as existing markets for enhancing the share of Handmade Carpets and other floor coverings.
5. Organizing Exhibition-cum-Sale in Domestic Markets.

Requirement

Carpet Export Promotion Council is organizing the 49th India Carpet Expo from 11th to 14th OCTOBER 2025 **at CARPET EXPO MART, BHADOHI, UTTAR PRADESH**. More than 250 Exhibitors participate in this fair and the fair sees a footfall of hundreds of Overseas buyers every day.

Construction of booths/stands will be at **CARPET EXPO MART, BHADOHI, UTTAR PRADESH**. (Approx.250-300 stalls of different sizes ranging from 12 sq. mtrs to 120 sq. mtrs.). in an area of 9000 sq. mtrs. Stand area to be constructed with front Maxima and back Octonorm system.

Eligibility for submission of proposal:

Agencies having the following minimum qualifications are hereby invited to submit an expression of interest.

- I. The applicant should be a registered company/entity of repute.
- II. A sound experience in conceptualizing, designing, and executing exhibition projects on a turnkey basis for setting up stands of international standard in more than 8000-10000 Sq. Mtrs. in India during the last 5 years;
- III. The materials used in fabrication should be in compliance with ISI specifications;
- IV. A turnover of a minimum of Rs.3.00 Crores each year during any three financial years from 2022-23 ,2023-24& 2024-25 in his name. The turnover should pertain to stand constructions and other allied works in Trade Fairs for not less than 5000 sq. mtrs. In India.
- V. Agency should have net worth of Min 05 Crore as on March 31st March 2025.
- VI. Should be registered under GST.

Scope of Work

The organization/agency shall be required to undertake the following activities:

1. Construction of stands of 12 Sq. Mtrs. and in multiple of 3 sq. mtrs. and/or as per requirement for display of exhibitors' products and also erect Buyers & VIP Lounge, Theme Pavilion including the requirement of furniture at all stands of the pavilion.
2. Individual stand for participant would be provided with standard furniture:
 - a. Three (3) chairs, (01) one round/rectangle table, (01) one Dustbin, carpeting on floor, 01 electrical plug point for 12 Sq Mtr. (For bigger booths on pro-rata basis) [Carpet color for passage and inside the booth is to be approved in advance].
 - b. Led spotlight of 25 watt (White or Yellow) 01 Light Per Sq Mtr

The scope of work for the Event shall include the following:

I. Common facilities:

Common area (Excluding exhibitor stalls) will include:

- (i) **A Reception/Entrance with** Registration Counters of Buyers, Exhibitors, Buying Agents/Guests, Media.
- (ii) **Buyer & VIP Lounges for CEPC** along with sofa sets, center table, chairs, flower bouquets and decorative items as per the layout and space available.
- (iii) **Banner Hangings** at the suitable permissible height of the ceiling of the hall for a proper visibility from a distant place, according to the guidelines of the organizer.
- (iv) The Agency has to show minimum three options of Design Concept, Perspective view and Façade. A suitable branding plan must be done and shall be followed all over.
- (v) The proposed stands will be designed on front Maxima and back Octonorm system.

- (vi) For construction of pavilion/stalls, heights of the stall etc. shall be as per estimated requirement mentioned in the proforma.
- (vii) The fascia on every stand and the branding which runs through the entire Halls will be in the front maxima and back Octonorm structure and exhibitors should get the full advantage of height for product display.
- (viii) The air-conditioned hall shall be brightly lit with proper lights in the common area.
- (ix) Thematic branding for the event with the prior approval of the competent authority.

IV General:

- a.** The agency so selected will be responsible to ensure that suitable manpower is present at the site for construction and maintenance of the pavilion and coordination of the event till the end.
- b.** The agency will make help desk for providing support to the exhibitors in the hall.
- c.** Power supply and Main Electrical connections and other required support system etc., shall be available as per the requirement. Accordingly, aforesaid provisions need to be checked by the agency so selected them-selves well in advance.
- d.** The agency, so selected, will ensure that fire prevention & extinguishing measures as per rules.
- e.** The agency so selected should Handover the complete finished stands in all respects one day before i.e., by 10.00 a.m. 10.10.2025
- f.** The Agency so selected should obtain required clearance from all the local authorities on Fire, Police, Traffic and Electricity etc.

Guidelines for Submission of Expression of Interest:

Applying Agency must submit the following in separate envelopes:

1. **Technical Bid**
2. **Design Presentation including Layout & Branding Details (Pen Drives)**
3. **Financial Bid**
4. **Bid Security**

Details to be included in Technical Bid:

A. Details of the Organization/agency

- i. **Profile of the company/agency.**
- ii. **Track Record** – previous experience of handling similar nature of work. The company must have 5 years work experience in designing, construction and setting up of stalls in more than 5000 Sq. Mtrs. in India (excluding advertising and printing).
- iii. **A CA certificate** verifying the turnover of the applicant's own agency for any 3 financial years i.e., for,2022-23 ,2023-24 and 2024-25 (ANNEXURE-I)
- iv. **Copies of Income Tax Returns** for any 3 financial years i.e., for,2022-23,2023-24 & 2024-25 with copy of the PAN Card.
- v. Any bidder who has been **debarred/blacklisted** by any Central/State Government department or agency shall be ineligible to participate. A self-declaration to this effect must be submitted with the Technical Bid.

B. **Copies of job orders executed during** any 3 financial years, i.e., for 2022-23, 2023-24 & 2024-25. (ANNEXURE-II)

C. **Details of Manpower and Technical expertise.** (ANNEXURE-III)

D. **Photographs / Pen Drive of past jobs** along with job order and clearly indicate the size of the pavilion and cost of setting-up pavilion.

E. **Copies of GST Registration Certificates.**

- F. **Bid Security of Rs. 10 lakhs (Rupees Ten lakh only)** through Demand Draft in favour of Carpet Export Promotion Council payable at New Delhi, with Separate envelopes of Technical Bid and Financial Bid. **Note:** (Micro & Small Enterprises and Start Ups are eligible for Bid Security exemption as per Rule 170(i) of GFR) Bidders seeking exemption must submit **valid supporting documents** (Udyam Registration Certificate / NSIC certificate etc.) along with the Technical Bid.
- G. **Performance Security:** In accordance with Rule 171 of GFR 2017, the selected bidder shall furnish a Performance Security for an amount of 3% of the total contract value, in the form of Bank Guarantee/Demand Draft, valid up to 60 days beyond the completion of all contractual obligations.
- H. **Rs.1000** to be paid while submission of the Bid if TOR downloaded from the website.

Details to be included in Design Presentation

- I. The Agency clearing the Technical Bid will give a presentation before the Committee on pre-decided date
- II. The agency will have to submit the detailed Layout along with minimum three options of Design Concept, Perspective view and Façade in 3D View
- III. Agency to share various branding options for the venue along with Theme Pavilion Options

Details to be included in Financial Bid:

Kindly submit the costing as per details below:

- i. Detailed rates of items in the prescribed proforma (enclosed) (Annex- 1)
- ii. Government Taxes as applicable

Please send separate envelopes for Earnest Money, **Performance Security**, Technical and Financial Bids and Presentation Details for India Carpet Expo, 11-14 OCTOBER 2025 by superscribing the names of the event **“India Carpet Expo, OCTOBER 2025 at CARPET EXPO MART, BHADOHI, UTTAR PRADESH**

S.No	Description	Marks
STAGE - 1 (TECHNICAL)		
1	Should have min turnover of 3 crore per annum from executing Exhibition set up & management for reputed organization during last five financial years. Non – exhibition related turnover will not be considered. Agency needs to attach turnover proofs for exhibition considered as follows: documentary evidence like letter of appreciation from the client specifying value & nature of work.	Turnover: Max 20 marks 3-5 Cr :10 marks 5-8 Cr: 15 marks > 10 Cr: 20 marks
2	Agency should have net worth of min 05 Crore as on March 31st March 2025. (Agency to provide CA certificate clearly stating net worth).	Net worth: Max 10 marks 5 Cr: 5 marks 5 – 8 Cr: 8 marks > 10 Cr: 10 marks
3	Should have experience of organizing at least Two exhibitions in last 5 years. (Necessary work orders/ appreciation certificates from the clients for an event of minimum area event of 8000-10,000 sqm to be submitted. The event execution should include complete execution right from construction of stands to interior & exterior elements.	Maximum 20 marks 2 events :5 marks 3 - 6 events: 10 marks More than 6 events: 20 marks
4	Proof of in-house inventory such as Panels, Lights, Maxima, Air Conditioning (documents to be submitted as proof).	Max Marks :10

For an agency to qualify for concept & design presentation, minimum 40 points out of 60 Points of the technical presentation & documents will be calculated for short listing the eligible bidders & shall be carried forward for final scoring. Applicant scoring minimum of 40 marks in the technical bid shall be called for making their design presentation.

STAGE - 2 (DESIGN PRESENTATION)

5	Layout Map, Concept & plans of all elements of the event infra & management to be provided in both soft copy in USB & hard copy). There should be a detailed presentation depicting the design & concept of the event, event set up Methodology & plan etc.)	Max Marks: 40
	TOTAL MARKS	MAX MARKS: 100

Minimum 60 points out of 100 Points of the technical bid and design presentation will be calculated for short listing the eligible bidders for opening the financial bids.

The envelopes should be super-scribed with “**Expression of Interest for India Carpet Expo, OCTOBER 2025 BHADOHI**” and should have the full name, Postal Address, E-mail, Telephone number of the agency along with Mobile Number of authorized person(s).

Other special conditions:

- (i) Incomplete expression of interest or without required documents are liable to be rejected and shall not be considered.
- (ii) CEPC reserves the right to reject or accept any or all the proposals in part or full without assigning any reason whatsoever.
- (iii) The decision of the Committee of Administration, CEPC in this regard shall be final and binding upon the agency.

Evaluation Process:

- Technical Bids will be evaluated and eligible and qualifying agencies will be called for Design Presentation in front of the committee members. The date and time which will be uploaded

on the website and all applying agencies will be intimated vide email.

- Financial Bids of the Agencies qualifying as per their Technical and Design Presentation Round will be opened by the committee.
- The weightage of Technical and Design Presentation will be 50% and weightage of Financial Bids will be 50%

Penalty Clause:

- Penalty Clause will apply as per Contract Act.

Terms of Payment:

The following will be proposed terms & conditions for assignment of job. Payments to the successful organization/agency will be made as per following schedule:

- 25% of the estimated total cost along with the work order.
- 50% of the estimated cost on or after the date of handing over the procession of stands.
- 25% after the event and submission of final bill along with physical verification report.

Interested agencies may submit their **Expression of Interest with separate Earnest Money, Technical Bid, Design Presentation and Financial Bid within 10 (Ten) days from the date of publication of the advertisement.** The complete applications should be addressed to:

The Officiating Executive Director-cum-Secretary,
Carpet Export Promotion Council,
 (Setup by Ministry of Textiles, Govt. of India)
 507, Copia Corporate Suites
 Jasola Vihar, New Delhi-110025
 E-mail: info@cepc.co.in
 Tel.: 011 – 45089420
 Website: www.cepc.co.in