

CARPET EXPORT PROMOTION COUNCIL (CEPC)
TERMS OF REFERENCE (TOR)
EXPRESSION OF INTEREST (EOI)
FOR DESIGN, FABRICATION & EXECUTION OF STALLS
50th INDIA CARPET EXPO
11-14 April 2026
NSIC Exhibition Ground, Okhla, New Delhi

Date of publication of advertisement: 07th March 2026
Last date of submission of EOI: 20th March 2026

1. About Carpet Export Promotion Council (CEPC)

The Carpet Export Promotion Council (CEPC), registered under the Companies Act, 1956, in 1982, functions under the aegis of the Ministry of Textiles, Government of India.

The primary objective of the Council is to support, protect, maintain, increase, and promote exports of hand-knotted carpets, woollen durries/druggets, and other textile floor coverings through appropriate promotional and developmental activities..

2. Requirement

CEPC proposes to organize the **50th India Carpet Expo** from **11-14 April 2026** at **NSIC Exhibition Ground, Okhla, New Delhi**. The **50th edition of the India Carpet Expo** represents a landmark milestone, celebrating five decades of the Expo's contribution to promoting India's handmade carpet industry on the global platform. This special edition will showcase the **legacy, heritage, and craftsmanship** built over fifty successful editions, while simultaneously focusing on **future trends**, including contemporary design, sustainability, innovation, and evolving global buyer preferences. The overall **theme and branding of the event should cohesively reflect this balance between legacy and forward vision**, creating a unified visual identity across the exhibition

- Expected participation: **150+ exhibitors**
- Overseas buyer footfall: **Several hundred buyers per day**
- Approx. exhibition area: **6,000 sq. metres**

- Number of stalls: **100–150 stalls**, sizes ranging from **12 sq. m to 120 sq. m**

The Council invites **Expressions of Interest (EOI)** from reputed and experienced agencies for **designing, fabrication, installation, maintenance, and dismantling** of exhibition stalls and common facilities on a **turnkey basis**.

3. Eligibility Criteria

Agencies meeting the following minimum criteria may submit EOIs:

1. The applicant must be a registered company/entity of repute.
2. Minimum **5 years' experience** in conceptualizing, designing, and executing exhibition projects on a turnkey basis in India.
3. Proven experience in handling exhibition areas of **6,000–8,000 sq. metres** during the last five years.
4. Minimum average **annual turnover of ₹3.00 crore** in any **three financial years** out of FY 2021–22, 2022–23, 2023–24 & 2024–25, **pertaining exclusively to exhibition stand construction and allied works** in Trade Fairs for not less than 5000 sq. Mtrs. In India.
5. Minimum **net worth of ₹5.00 crore** as on **31 March 2025**, certified by a Chartered Accountant.
6. The agency must be registered under GST.
7. All materials used must comply with **ISI specifications** and safety norms.

4. Scope of Work

A. Stall Construction

- Construction of standard stalls of **12 sq. m and multiples thereof**, using **Front Maxima and Back Octonorm system**
- Provision of standard furniture per 12 sq. m stall:
 - 3 chairs
 - 1 table (round/rectangular)
 - 1 waste paper basket
 - Carpeting (colour to be approved)
 - Electrical plug point
 - Minimum **12 LED spotlights (25W)** on a pro-rata basis for larger stalls.
 - LED fascia

B. Common Facilities & Infrastructure

- Main entrance and reception with registration counters
 - Buyer Lounge and VIP Lounge with appropriate furniture and décor(Approximately 230 sqm each)
 - Theme Pavilion (design, fabrication, branding) (150-200 sq m)
 - Event-wide thematic branding with approved creative concept
 - Banner hangings at permissible heights as per venue norms
 - Bright and uniform lighting in all common areas
 - Air-conditioning and ventilation for the hall
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C. Design & Branding

Overall branding of the event, including conceptualization, design, and execution of the Buyer Lounge, Thematic Pavilion, stall fascia, and all common branding elements across the exhibition venue. The design and branding shall be aligned with the approved event theme and applied consistently to ensure a cohesive visual identity throughout the Expo.

D. Operations & Compliance

- Deployment of adequate technical and supervisory manpower.
- On-site help desk for exhibitors.
- Coordination for power supply, electrical connections, and utilities.
- Compliance with fire safety, electrical, police, traffic, and local authority norms.
- Handing over of fully finished stalls **one day prior to the event.**
- Maintenance support during the exhibition period.

5. Submission of Expression of Interest

Agencies must submit the following in **separate sealed envelopes**:

A. Earnest Money Deposit (EMD)

- ₹10,00,000 (Rupees Ten Lakh only) via Demand Draft in favour of **Carpet Export Promotion Council**, payable at New Delhi
 - **MSMEs and Start-ups are exempted** as per Rule 170 of GFR
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B. Technical Bid

- Company profile and organizational details.
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- Experience details with documentary proof.
 - CA-certified turnover certificate (Annexure-I)
 - Copies of Income Tax Returns and PAN.
 - Copies of executed job orders (Annexure-II)
 - Details of manpower and technical expertise (Annexure-III)
 - Photographs / pen drive of past projects.
 - GST registration certificate.
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C. Design Presentation

(To be submitted only by technically qualified agencies)

The shortlisted agencies shall submit a **Design Presentation** comprising a **minimum of three distinct design concepts**, each clearly reflecting the theme of **celebrating the legacy of 50 editions of the India Carpet Expo while showcasing future trends, innovation, and contemporary design**.

The Design Presentation shall include:

- A **unified branding plan** to be implemented consistently across all halls and common areas.
- **Theme Pavilion design** illustrating the historical journey, evolution, and future direction of the India Carpet Expo.
- **3D perspective views** of proposed layouts, structures, and key event elements.
- **Façade designs** aligned with the approved theme and overall event branding.
- Design concepts and branding options for Buyer Lounge, common areas, and key focal points of the exhibition.

All designs shall be submitted in both **soft copy (USB)** and **hard copy**, as per the schedule communicated by CEPC.

D. Financial Bid

- Item-wise cost breakup as per the prescribed proforma

- Applicable government taxes

6. Evaluation & Selection Process

S.No	Description	Marks
STAGE - 1 (TECHNICAL)		
1	Should have a minimum turnover of ₹ 3 crore per annum from executing exhibition setup and management for reputed organizations during the 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	The agency should have a net worth of min 05 Crore as on March 31st March 2025. (Agency to provide CA certificate clearly stating net worth). Pertaining exclusively to exhibition stand construction and allied works in Trade Fairs for not less than 5000 sq. mtrs. In India.	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 the last 5 years. (Necessary work orders/ appreciation certificates from the clients for an event of minimum event area of 6000-8000 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
<p>For an agency to qualify for the Concept and Design Presentation stage, it must obtain a minimum of 40 marks out of 60 in the Technical Evaluation. Only agencies meeting this qualifying criterion shall be shortlisted and invited to make the Design Presentation. The marks secured in the Technical Evaluation shall be carried forward and considered for final evaluation along with the marks obtained in the Design Presentation, as per the prescribed evaluation methodology.</p>		

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
Agencies securing a minimum of 60 marks out of 100 in the combined Technical Evaluation and Design Presentation shall be shortlisted for opening of the Financial Bids .		

Final selection shall be based on:

- **50% weightage – Technical & Design**
- **50% weightage – Financial Bid**

7. Terms of Payment

- 25% on the award of work.
- 50% after handing over possession of the stands.
- 25% after completion of the event and submission of the final bill.

8. General Conditions

- CEPC reserves the right to accept or reject any or all EOIs without assigning reasons.
- Incomplete EOIs are liable to be rejected.
- Decisions of the Committee of Administration, CEPC shall be final and binding.

9. Submission Address

The envelopes should be super-scribed with “**Expression of Interest for India Carpet Expo, APRIL 2026, NEW DELHI**” and should have the full name, Postal Address, E-mail, Telephone number of the agency along with Mobile Number of authorized person(s)

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All further communications, clarifications, and updates regarding this tender will be published on the CEPC website www.cepc.co.in/tenders