



EXPRESSION OF INTEREST (EOI)

Engagement of a Reputed Agency for Designing, Construction of Stands and Other Allied Work

Heimtextil – International Trade Fair for Home and Contract Textiles

Frankfurt, Germany | 12–15 January 2027

CARPET EXPORT PROMOTION COUNCIL

Set up by Ministry of Textiles, Govt. of India

Event	Heimtextil – International Trade Fair for Home and Contract Textiles
Dates	12–15 January 2027
Venue	Hall No. 12.1, Messe Fair Ground, Frankfurt, Germany
Stands	Approx. 60 stalls, ranging from 9 sq. m to 36 sq. m
Total stand area	Approx. 800–900 sq. m
Scope	Turnkey design, construction and allied work
Submission deadline	Last date of submission is 6th November 2026 by 5:00 PM
Submit to	Executive Director, Carpet Export Promotion Council

Contact

Carpet Export Promotion Council

507, Copia Corporate Suites, Jasola, New Delhi – 110001

Phone: +91 11 45089420

Email: info@cepc.co.in

Website: www.cepc.co.in

1. About the Carpet Export Promotion Council

The Carpet Export Promotion Council (CEPC), registered under the Companies Act, 1956, was set up by the Government of India in 1982. The main objective of the Council is to support, protect, maintain, increase and promote the export of hand-knotted carpets, woollen druggets and floor coverings by such methods as may be necessary or expedient.

The major activities carried out by CEPC to attain this objective are:

- Organizing national-level participation in specialized fairs abroad, as the nodal agency for Indian handmade carpets and other floor coverings.
- Organizing the India Carpet Expo twice a year in New Delhi and Bhadohi
- Organizing seminars to educate carpet exporters on various matters.
- Undertaking market studies to explore new markets, and to enhance the share of handmade carpets and other floor coverings in existing markets.
- Organizing exhibition-cum-sale events in domestic markets.

2. Requirement

CEPC is organizing national-level participation in **Heimtextil – International Trade Fair for Home and Contract Textiles**, Frankfurt, Germany, from **12 to 15 January 2027**.

Stand construction will be in **Hall No. 12.1** of the Messe Fair Ground, Frankfurt, Germany, comprising approximately 50 stalls ranging from 9 sq. m to 36 sq. m. The total stand area will be approximately 800–900 sq. m. Detailed requirements are set out in **Annexure-I**.

3. Eligibility

Agencies meeting the following minimum qualifications are invited to submit an Expression of Interest on a turnkey basis:

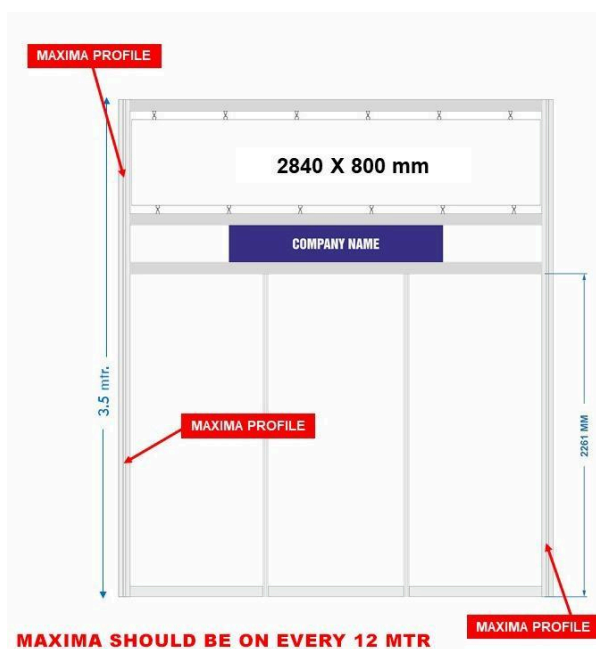
- The applicant should be a registered company/entity of repute.
- Sound experience in conceptualizing, designing and executing exhibition projects on a turnkey basis, for similar jobs at overseas exhibitions/fairs.
- Materials used in fabrication should comply with ISI specifications.
- A minimum turnover of **Rs. 3.00 crore** in each of any three years during the last 03 financial years (2023-24, 2024-25 and 2025-26). The turnover should pertain to trade fairs or similar jobs of not less than 600–800 sq. m.
- Completely finished stands must be handed over **two days before** the start of the exhibition.
- The agency should be registered under Service Tax, GST and other international laws.
- Details of the agency's counterpart in Germany, along with its company profile, should be attached.

4. Scope of Work

The scope of work for the event includes the following:

4.1 Exhibitor stalls and hall

- The pavilion will be designed on a **Maxima system**.
- Conditions of construction, including stall heights, shall be as per the estimated requirement shown in Picture 1.
- The fascia on every stand, and the branding running through the entire hall, will be in Maxima. Exhibitors should get the full advantage of height for product display.
- The hall and passages shall be brightly lit with white light, leaving no dark pockets in the common areas.
- Lockable night sheets or curtains shall be provided to each exhibitor, if required by them.
- Stands to be constructed in sizes of 9, 12, 18, 24 and 36 sq. m, and as otherwise required, for the display of exhibitors' products.
- Each participant's stand will be provided with standard furniture – chairs, table, wastepaper basket, floor carpeting (colour to be approved in advance), electrical plug point, spotlights, etc. – as listed in Annexure-I.



Picture 1: Maxima system – stand elevation and specifications

4.2 Pantry

- A pantry with refrigerator, tea/coffee-making machine and materials, water, refreshments, etc., and a concealed storage area depending on the layout and space available, as per Annexure-I.
- Provision of **two female (English-speaking) stand attendants-cum-interpreters** for all days of the show.

4.3 CEPC office

- An office of approximately 12–18 sq. m with sofa, chairs, table, LED TV and flower bouquets, as per Annexure-I.

4.4 Design and approvals

- The agency shall submit a minimum of three distinct design concepts, each incorporating the overall architectural vision, façade design, 3D perspective views, and comprehensive visualisations of the proposed structure. The presentations shall clearly depict the overall appearance, elevation, layout, spatial planning, and key design features from multiple angles to facilitate a comprehensive assessment and comparison of the proposed concepts.
- The agency will make a presentation before the Committee on a pre-decided date.
- The agency must obtain clearances from the organizers, Messe Frankfurt, for electricity, water connection, approval for space for ceiling suspension, timely handover of halls, etc.

4.5 General

- The agency shall ensure adequate manpower at the site for construction and maintenance of the pavilion, and for coordination of the event until its conclusion.
- The agency shall settle all applicable bills of the organizers at the end of the event.
- Necessary electricity charges would be at actual as charged by show organiser but online booking to be made in advance after assessing pavilion consumption requirement by the agency.
- The agency shall ensure that fire prevention and extinguishing measures are in place as per the rules.

5. Guidelines for Submission of EOI

5.1 Technical bid

The applying agency should submit the following details:

- Details of the organization/agency.
- Profile of the company/agency (**Annexure-2**).
- Profile of the company's counterpart in Germany (**Annexure-2A**).
- **Track record** – previous experience in similar work, including designing and constructing stands at overseas fairs/exhibitions covering a minimum of 600–800 sq. m.
- A CA certificate verifying the turnover of the applicant organization/agency for the last three financial years (**Annexure-A**).
- Copies of Income Tax Returns for 2023-24, 2024-25 and 2025-26, along with copies of the PAN card and GST Registration Certificate.
- Details of manpower and technical expertise (**Annexure-B**).
- Copies of job orders executed during the last 03 years (**Annexure-C**).
- Photographs/pen drive of past jobs along with the job order, clearly indicating the size of the pavilion and the cost of setting it up.
- Copies of Service Tax and VAT/GST Registration Certificates.

5.2 Earnest money

A separate bid for earnest money of **Rs. 7.50 lakh** (Rupees seven lakh fifty thousand) shall be submitted by Demand Draft in favour of Carpet Export Promotion Council, payable at New Delhi.

Note: Micro & Small Enterprises and Start-ups are eligible for exemption from bid security as per Rule 170 of the GFR.

5.3 Performance security

Performance security of **10% of the total work order value** must be furnished before issuance of the work order, in the form of an Account Payee Demand Draft in favour of the Carpet Export Promotion Council, payable at New Delhi. The performance security must remain valid for sixty days beyond the date of completion.

5.4 Financial bid

Please enclose the costing as follows:

- Consolidated rates in **Euro per sq. m** for the items listed in the detailed requirements in **Annexure-I**.
- Costs must be inclusive of all government taxes, duties, etc.

5.5 Packaging and superscription

Please send **separate envelopes** for Earnest Money, Technical Bid and Financial Bid for Heimtextil – International Trade Fair, 12–15 January 2027, Frankfurt, Germany.

Each envelope should be superscribed “**Expression of Interest for Heimtextil – International Trade Fair, Frankfurt, Germany**” and should carry the full name, postal address, e-mail and telephone number of the agency, along with the mobile number of the authorized person(s).

6. Evaluation Process

- Technical bids will be evaluated; eligible and qualifying agencies will be called for a **design presentation** before the Committee. The date and time will be uploaded on the CEPC website, and all applying agencies will be informed by e-mail.
- Financial bids of agencies qualifying in the technical and design presentation rounds will be opened by the Committee.
- Weightage: **50%** for Technical and Design Presentation, and **50%** for Financial Bid.
- The agency with highest marks in total after adding the scores from the Technical, design and financial evaluation will be awarded to the agency which gets the highest aggregate marks.

Marking scheme

S. No.	Description	Marks
STAGE 1 – TECHNICAL		

S. No.	Description	Marks
1	Minimum turnover of Rs. 3 crore per annum from executing exhibition set-up and management for reputed organizations during the last three financial years. Non-exhibition turnover will not be considered. The agency must attach turnover proofs for the exhibitions considered, e.g. a letter of appreciation from the client specifying the value and nature of work.	Turnover: max 20 marks 3–5 Cr: 10 marks 5–8 Cr: 15 marks 8–10 Cr: 20 marks
2	Experience of organizing at least two exhibitions in the last 03 years. Work orders/appreciation certificates from clients must be submitted for an event of a minimum area of 600–800 sq. m. Event execution should include complete execution, from construction of stands to interior and exterior elements.	Maximum 20 marks 2 events: 10 marks 3–6 events: 15 marks More than 6 events: 20 marks
3	Manpower and technical expertise.	Maximum 10 marks
To qualify for the concept and design presentation, an agency must score a minimum of 30 out of 50 points on the technical documents. Applicants scoring at least 30 marks in the technical bid will be called to make their design presentation.		
STAGE 2 – DESIGN PRESENTATION		
4	Layout map, concept and plans of all elements of the event infrastructure and management, in both soft copy (USB) and hard copy. A detailed presentation depicting the design and concept of the event, set-up methodology, plan, etc.	Maximum 50 marks
TOTAL		Maximum 100 marks
A minimum of 60 out of 100 points across the technical bid and design presentation is required for the financial bid to be opened.		

7. Other Special Conditions

- Incomplete Expressions of Interest, or those submitted without the required documents, are liable to be rejected and will not be considered.
- CEPC reserves the right to accept or reject any or all proposals, in part or in full, without assigning any reason whatsoever.

8. Arbitration Clause

Any and all claims, disputes, controversies or differences arising between the parties out of, or in relation to or in connection with, this agreement or a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties, shall be determined by arbitration in accordance with the then prevailing rules of arbitration under the Arbitration and Conciliation Act, 1996.

The venue of arbitration shall be New Delhi and the language of arbitration shall be English. Each party shall bear its own costs of arbitration. For any further disputes or claims regarding the contract, the jurisdiction shall be the Hon'ble Delhi High Court.

9. Terms of Payment

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

- **No advance payment** shall be considered.
- **50%** of the total cost on the first day of the exhibition, after due inspection.
- The balance **50%** will be released on successful completion of the event, on receipt of a satisfactory report from the officer deputed for the event and a No-Dues NoC from the show organizer.

10. How to Apply

Interested agencies may submit their Expression of Interest, with **separate Technical Bid and Financial Bid**, within **10 (ten) days from the date of publication**. Complete applications should be addressed to:

Executive Director

Carpet Export Promotion Council
507, Copia Corporate Suites, Jasola
New Delhi – 110025
Tel: 011-45089420