



Request for Proposal (RFP) for Selection of Agency for Social Media Management of NPS Trust

National Pension System Trust
Tower B, B-302, Third Floor,
World Trade Center, Nauroji Nagar,
New Delhi-110029

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Proposal Number – NPST/29/11/4/2023-MEDIA AND MARKETING



NATIONAL PENSION SYSTEM TRUST (NPS TRUST)

Tower B, B-302, Third Floor, World Trade Center, Nauroji Nagar, New Delhi-110029

Reg: Proposal for Selection of Agency for Social Media Management of NPS Trust

The National Pension System Trust (NPS Trust) invites proposals from reputed professional media agencies with a proven track record in social media management. The selected agency will be responsible for managing and enhancing the social media presence of NPS Trust through strategic planning, platform-specific content development, real-time community engagement, analytics, and advisory support.

This RFP will follow the Quality and Cost-Based Selection (QCBS) method with a 80:20 weightage between technical and financial evaluations.

The RFP document, which includes the detailed Scope of Work, Eligibility Criteria, Terms and Conditions etc., may be downloaded from: <https://npstrust.org.in/> or GeM portal or CPP portal or through social media handles of NPS Trust.

NPS Trust intends to select one agency through this RFP. However, if required and found operationally optimal, separate agencies may be selected for managing specific platforms (e.g., Instagram & YouTube vs. LinkedIn, X, and Facebook).

Interested agencies must submit their proposals before the stipulated timeline.

After the completion of the RFP process and approval by the competent authority, the selected agencies will be issued a work order by NPS Trust for managing relevant social media handles of NPS Trust.

Any form of canvassing will result in immediate disqualification or summary rejection of the proposal.

Thanking you,

Yours sincerely,
General Manager

Contents

| | |
|--|-----------|
| 1. Introduction..... | 4 |
| 2. Schemes Administered by NPS Trust..... | 4 |
| 3. Social Media Handles of NPS Trust | 5 |
| 4. Objectives | 5 |
| 5. Important Dates..... | 5 |
| 6. Scope of Work | 6 |
| 7. Eligibility Criteria..... | 12 |
| 8. Evaluation methodology..... | 14 |
| 9. Award of Contract | 15 |
| 10. General Terms and Conditions | 16 |
| Annexure-I - Schemes administered by NPS Trust..... | 24 |
| Annexure II - Application Form..... | 25 |
| Annexure III - Agency Information..... | 29 |
| Annexure IV - Declaration for Relation in NPS Trust | 31 |
| Annexure V – Financial Quote format | 32 |
| Annexure VI - Non-Disclosure Agreement..... | 33 |

1. Introduction

The National Pension System Trust (NPS Trust) was established by the Pension Fund Regulatory and Development Authority (PFRDA) in terms of the provisions of the Indian Trusts Act, 1882, for taking care of the assets and funds under the National Pension System (NPS) and other schemes as authorized by PFRDA in the best interest of the subscribers. The powers, functions and duties of NPS Trust are laid down under the PFRDA (National Pension System Trust) Regulations 2015, besides the provisions of the Trust Deed dated 27.02.2008. NPS Trust is the registered owner of all assets under the NPS architecture which are held for the benefit of subscribers. For more information, please visit the website <https://npstrust.org.in>.

NPS Trust is managed by a Board of Trustees appointed by the PFRDA from time to time. The Board of Trustees has the legal ownership of the Trust and of the funds held by it. The Board functions in accordance with the powers, duties and responsibilities defined under the PFRDA (National Pension System Trust) Regulations 2015 as amended from time to time.

2. Schemes Administered by NPS Trust

A list of all the schemes and sub schemes/products managed by NPS Trust are illustrated in Annexure I.

2.1. Functions of National Pension System Trust

The functions, roles and responsibilities of NPS Trust are defined in PFRDA (National Pension System Trust) Regulations, 2015 and subsequent amendments thereof, which can be accessed from the website of NPS Trust. A brief of the same are indicated below:

- i. To execute the individual pension account in its name for the subscriber;
- ii. To monitor and evaluate all operational and service level activities of Pension Funds, Trustee Bank, Custodian and in respect of Central Recordkeeping Agencies for activities pertaining to grievances and exits and withdrawals under the National Pension System;
- iii. Monitor and audit the operational activities of and call for any information or reports from Pension Funds, Trustee Bank, Custodian and Central Recordkeeping Agencies for activities pertaining to grievance and exits and withdrawals for protecting the interests of the beneficiaries;
- iv. Take the custody of or keep under its control, all the properties of the Trust, held by intermediaries in Trust for the subscribers/beneficiaries;
- v. Protect the properties of the NPS Trust and safeguard the interests of the subscribers;
- vi. Supervise the collection of any income due on assets held in the name of the National Pension System Trust and for claiming any repayment of tax and holding any income received in trust for the beneficiaries in accordance with the Trust Deed and, the regulations, guidelines or directions issued by the Authority;
- vii. Initiate action on the reports submitted by Pension Funds, Trustee Bank,

Custodian, and Central Recordkeeping Agencies for activities pertaining to exits and withdrawals in order to ensure compliance with the regulations applicable to them under the National Pension System;

- viii. Redressal of subscriber grievances, Exits and Withdrawals;
- ix. The National Pension System Trust shall undertake activities for implementation of UPS in accordance with Pension Fund Regulatory and Development Authority (Operationalisation of Unified Pension Scheme under National Pension System) regulations, 2025

3. Social Media Handles of NPS Trust

| Sl. No. | Social Media Platform | NPS Trust Official Handle / URL |
|----------------|------------------------------|---|
| 1 | Facebook | https://www.facebook.com/npstrustofficial |
| 2 | Instagram | https://www.instagram.com/npstrust/ |
| 3 | X (Twitter) | https://x.com/nps_trust |
| 4 | LinkedIn | https://www.linkedin.com/company/npstrust/ |
| 5 | YouTube | https://www.youtube.com/@nationalpensionsystemtrust |

4. Objectives

The objective of this RFP is to select one or more professional and experienced professional media agency/ies to manage the official social media handles of NPS Trust and support the organization in executing digital engagement, subscriber education, and public awareness initiatives through social media platforms. The selected agency will be responsible for developing and implementing strategic, platform-specific content plans, driving consistent and engaging communication, and strengthening NPS Trust's online presence across platforms such as Facebook, Instagram, LinkedIn, X (formerly Twitter), YouTube and any other platforms added in the future.

The engagement aims to ensure structured, data-driven, and impactful communication aligned with the objectives of NPS Trust and the schemes administered by it, including NPS, NPS Vatsalya, Unified Pension Scheme (UPS), and Atal Pension Yojana (APY), in English, Hindi, and other languages as required. The agency will also provide strategic advisory support, performance analytics, community engagement, and reputation management inputs, as needed, to enhance subscriber awareness, digital reach, and pension literacy across target segments.

5. Important Dates

| Details | Important Calendar days |
|---|--------------------------------|
| Date of availability of RFP Document | 16/01/2026 |
| Last date for receiving pre-bid queries | 23/01/2026 (15:00 hrs) |
| Date of pre-bid meeting online / at NPS Trust office | 27/01/2026 (11:00 hrs) |
| Pre-bid query clarification / issue of corrigendum by NPS Trust | 02/02/2026 (15:00 hrs) |

| | |
|--|--------------------------------|
| Last Date and Time for submission of bids | 23/02/2026 (15:00 hrs) |
| Opening of bids | 23/02/2026 (16:00 hrs) |
| Shortlisting of the agencies based on document submission for presentation | 27/02/2026 (16:00 hrs) |
| Presentation by shortlisted agencies | 02/03/2026 (10:00 hrs onwards) |
| Announcement of Results | 05/03/2026 (16:00 hrs) |

The above timelines are tentative and NPS Trust reserves the right to change the timelines as per its requirement. The above stipulated days are working days of NPS Trust, excluding Saturdays, Sundays and the declared holidays of NPS Trust.

6. Scope of Work

The selected agency/ies shall be responsible for end-to-end social media management of NPS Trust, covering strategy formulation, content development, community engagement, performance monitoring, and advisory support. The scope of work includes, but is not limited to, the following:

6.1. Profile Activation and Management

- i. Oversee, manage and create engaging social media content for NPS Trust's social media profiles across platforms like LinkedIn, X (Twitter), Facebook, Instagram, YouTube and any other platforms added in the future to promote NPS, NPS Vatsalya, UPS, APY and any other product/scheme launched in future by PFRDA and also to post updates about NPS Trust activities.
- ii. Regularly update and optimize profile bios, headers, and pinned posts to reflect current campaigns, offers, or news related to NPS Trust.
- iii. Ensure all profiles adhere to brand guidelines of NPS Trust, maintaining a cohesive digital presence with consistent use of background colors, brand colors, brand identity, brand slogans/taglines, and other branding elements.
- iv. Monitor and ensure compliance with platform-specific policies and guidelines to avoid account suspension or penalties.
- v. Support Search Engine Optimization (SEO) of the official NPS Trust website by aligning social media content with relevant keywords, backlinks, and traffic-generation strategies to improve visibility and search rankings.

6.2. Content & Engagement Activities

- i. Manage content updates including banners, campaign pages, informational sections, and SEO-driven enhancements.
- ii. Conduct polls, quizzes, FAQs update and other interactive elements on the social channels to improve engagement.
- iii. Develop and disseminate articles, press releases, thought-leadership pieces, and other editorial content to strengthen subscriber education.
- iv. Publish and coordinate articles in magazines and newspapers to enhance

public visibility and trust.

- v. Facilitate engagement through targeted audience segments (e.g., youth, women, professionals, retirees) to drive engagements.
- vi. Plan and execute influencer engagement campaigns with credible voices in finance, lifestyle, and social sectors to amplify reach and relatability.

6.3. Social Media Calendar Planning

- i. Develop a comprehensive monthly social media calendar specifying the schedule for posting for different social media platforms. The core message will remain consistent across platforms, but formats, presentation, and delivery will be adapted to suit the unique characteristics and user behaviors of each platform.
- ii. Submit the calendar to NPS Trust for approval at least 1 month in advance for each month.
- iii. Prepare the content as per the approved monthly calendar and submit it for final approval at least 15 days before the scheduled posting date.
- iv. In case any iterations are required, they should be completed within 3 days of receiving such feedback.
- v. Any changes needed after final approval and before posting must be promptly implemented as per the communication received from NPS Trust.
- vi. Content themes may include but are not limited to:
 - a. Importance of Retirement Planning / Financial Planning.
 - b. Product features and benefits – NPS, NPS Vatsalya, APY, UPS and any other product launched by PFRDA and administered by NPS Trust.
 - c. eNPS Onboarding: How to enroll in NPS, NPS Vatsalya, UPS, APY and any other product/scheme launched in future by PFRDA.
 - d. Subscriber Education: Features of NPS, NPS Vatsalya, APY & UPS (any other scheme/product launched in future), how to contribute, check returns, download annual statements, etc.
 - e. Grievance Redressal: How to lodge a grievance and grievance redressal process.
 - f. Calculators on NPS, UPS, APY etc.
 - g. Exit and Withdrawal Procedures as per scheme/product.
 - h. Tax Benefits: Providing information on applicable tax benefits under NPS, NPS Vatsalya, UPS, APY and any other product/scheme launched in future by PFRDA.
- vii. Approved content means content submitted to the NPS Trust marketing team after understanding requirements and getting approval via email or official communication channels.

6.4. Community Engagement & Management

- i. Engage with followers across all platforms, respond to their comments and

queries in consultation with NPS Trust's Marketing and/or Grievance departments, and track further responses as necessary.

- ii. Follow and track social media handles of relevant government bodies (e.g., Ministry of Finance, PFRDA) to repost content related to NPS, NPS Vatsalya, UPS, APY, and retirement planning, after approval.
- iii. Collect and share published articles relevant to NPS, NPS Vatsalya, UPS, APY on NPS Trust's social media handles after approval.
- iv. Ensure content visibility and high engagement by tagging relevant media handles and influencers in consultation with the marketing team of NPS Trust.
- v. Develop strategies for handling negative comments or criticism on social media to protect the organization's reputation.

6.5. Analytics and Reporting

i. Engagement Analysis

- a. **Engagement Metrics Breakdown:** Report on engagement metrics such as 'likes', 'comments', 'shares', and 'reactions'. Break down engagement by content type and format.
- b. **Time Spent Per Post:** Measure the average time users spend on each post to gauge content consumption and interest. Identify factors influencing these results, such as post length, complexity, and visual appeal.
- c. **Engagement Rate Metrics**
 - i. **Likes and Shares/retweets:** Track the number of likes and shares per post to understand content popularity and reach.
 - ii. **Comments per Post:** Measure audience interaction by tracking the average number of comments per post.
 - iii. **Click-Through Rate (CTR):** Assess how often users click on links within posts to evaluate interest in additional information.

ii. Follower Growth Analysis:

- a. **Report on Growth Trends:** Provide a detailed report showing the monthly increase or decrease in followers across all social media platforms. Include visual charts to depict trends over the past 6 months;
- b. **Content Impact:** Analyse which types of content (educational posts, info graphics, subscriber stories, etc.) contributed to the growth in followers. Identify high-performing posts and the common characteristics (e.g., topic, format, posting time).
- c. **Platform-Specific Growth:** Highlight which platforms (YouTube, LinkedIn, Facebook, Instagram, and Twitter) saw the most growth and why, considering factors like recent campaigns, platform features, or audience preferences.

iii. **Engagement Time Growth**

- a. **Engagement Metrics Breakdown:** Report on engagement metrics such as likes, comments, shares, and reactions. Break down engagement by content type (videos, images, text posts).
- b. **Time Spent Per Post:** Measure the average time users spend on each post, indicating the level of content consumption and interest. Highlight posts with the highest and lowest time spent, and identify factors influencing these results (e.g., post length, complexity, and visual appeal).

iv. **Decline analysis (if applicable):**

- a. **Performance Decline Indicators:** Identify any decline in key metrics such as follower growth rate, engagement rate, or time spent per post. Provide data on when the decline started and its extent compared to previous months.
- b. **Corrective Measures:** Suggest actionable steps like diversifying content formats, adjusting posting times, or experimenting with new topics to regain engagement and follower growth.

v. **Industry Benchmarking:**

- a. **Competitor Comparison:** Compare NPS Trust's social media metrics (follower growth, engagement rate) with similar organizations (e.g., AMFI, LIC, EPFO, BFSI, etc.) and identify gaps or areas of improvement if any as per the requirements / role of NPS Trust.
- b. **Best Practices:** Highlight best practices from high-performing competitors.
- c. **Strategic Insights:** Provide insights on how NPS Trust can improve its social media strategy based on industry trends and as per the requirements / role of NPS Trust. This could include focusing more on interactive content, running time-bound campaigns, or increasing collaborations with influencers.

vi. **Online Reputation Management:** Provide an online reputation management tool to monitor the social media handles of NPS Trust.

a. **Monitoring:**

Tracking online mentions, reviews, and discussions about NPS Trust or name to identify potential issues causing reputation loss.

b. **Influence:**

Utilizing strategies like content creation, social media engagement to shape the online conversation.

c. **Maintenance:**

Regularly addressing negative comments, promoting positive content, and ensuring a consistent positive brand image.

d. **Response to Negative Feedback:**

Politely addressing negative comments and reviews, and offering solutions to resolve issues.

e. **Encouraging Positive Feedback:**

Requesting reviews and testimonials, and highlighting positive experiences.

f. **Managing Search Results:**

Ensuring that positive and relevant information appears at the top of search results for your brand or name.

g. **Crisis Management:**

Developing a strategy and standard operating procedure for NPS Trust to address crisis, negative publicity and mitigate damage to the reputation of NPS Trust and provide reports on the same.

vii. **Strategic Recommendations**

- a. **Content Strategy Refinement:** Based on the analysis, suggest specific content strategies, such as increasing the use of interactive content (polls, Q&A sessions), focusing on underrepresented topics, or increasing frequency of posts during identified peak times.
- b. **Platform-Specific Adjustments:** Recommend platform-specific actions, like leveraging LinkedIn for professional content or Instagram for visual storytelling, depending on where the audience is most engaged.
- c. **Long-Term Strategy:** Provide a plan for the next 3-6 months (on a rolling basis), focusing on achieving steady growth in followers and engagement by experimenting with new content types, optimizing post timings, and incorporating audience feedback.

6.6. Compliance and Intellectual Property:

- i. Obtain prior approval for all content, posts, reposts, and likes from the marketing team of NPS Trust;
- ii. Ensure that all content is the property of NPS Trust and can be used for future purposes without additional costs;
- iii. Ensure compliance with copyright, trademark, and other intellectual property laws. The media content shared with NPS Trust should not violate the intellectual property rights of any third party. The agency should consult with its legal team to prevent such violations before sharing the content;
- iv. Adhere to platform-specific guidelines and government regulations, including the “Framework & Guidelines for Use of Social Media for Government Organizations” issued by the Ministry of Electronics & Information Technology, Ministry of Information & Broadcasting and any other applicable laws and regulations in force.

6.7. Content Access and Maintenance

- i. Maintain a record of all approved and unapproved content with accessible links shared with NPS Trust for easy retrieval.
- ii. Provide NPS Trust all content (bifurcated platform-wise) at the end of each month for record purposes.
- iii. Retain backup records at the service provider’s end for future reference and usage till the period of contract, ensuring easy traceability when needed.

6.8. Account Manager: A dedicated account manager shall be placed by the agency at the office premises of NPS Trust throughout the period of contract for coordination. The account manager shall be:

- a. A full-time senior employee of the media agency.
- b. Professional, graduate / post-graduate in Marketing / Media / Mass Media / Visual Communication / Journalism.
- c. Must possess minimum 3-5 years of experience in handling social media platforms of various organizations.
- d. Working as per the office hours and working days of NPS Trust and such other times beyond that, in case of exigencies as per requirement of NPS Trust.

6.9. Other Tasks

- i. Conduct periodic review meetings to assess progress, resolve issues, and update strategies as needed.
- ii. Translate content from English to Hindi/vernacular languages and vice-versa as required, without additional cost.
- iii. Utilize AI tools to enhance content quality, optimize engagement, and support creative ideation across social media platforms.
- iv. Manage and integrate NPS Trust chatbot for prompt resolution of subscriber queries and round-the-clock engagement. The agency should have the requisite technical and operational capabilities to undertake such activities, including integrations as and when required by NPS Trust.
- v. All activities will be carried out within pre-decided payment terms, and no extra costs will be incurred unless specified in the scope of work.
- vi. Failure to meet deliverables will result in a proportionate or full deduction of charges.
- vii. Any other tasks assigned by NPS Trust within the scope of social media management.

6.10. Deliverables Summary Table:

| Platform / Task | Deliverables | Quantity / Frequency |
|--------------------------------------|--|-----------------------------|
| Social Media Calendar | Platform wise, day wise details of posts planned | Monthly |
| Social Media Analytics Report | Detailed analysis report on follower growth, engagement time growth, metric changes & reasons, decline analysis if applicable, industry benchmarking, and strategic recommendations. | Monthly |

| Platform / Task | Deliverables | Quantity / Frequency |
|---|---|---|
| Social Media Query Resolution | Obtaining response from NPS Trust and responding to queries/grievance posted by subscriber/general public | Daily |
| Facebook, Instagram, Twitter (X), LinkedIn | Creatives, GIFs/Reels, Threads, Articles, Blogs, Short updates, Influencer coordination | Minimum 30 posts per month in all platforms |
| YouTube | Management of Youtube channel of NPS Trust, updating the videos monthly | Monthly |

7. Eligibility Criteria

The applicant agencies must meet the following eligibility conditions:

| Sl. No. | Requirement | Documents to be submitted |
|---|--|---|
| 7.1 Empanelment and Accreditations | | |
| i. | Active empanelment with Central Bureau of Communication (CBC) (formerly Bureau of Outreach and Communication / Directorate of Advertising and Visual Publicity - DAVP) as on the date of application under Category – A multi-media agencies | Self-certified copy of active empanelment letter |
| 7.2 Experience and Clientele | | |
| i. | The agency must have a minimum of 3 years of experience in strategic social media management as on 31 st March 2025. | Self-certified copy of the Certificate of incorporation / Certificate of registration |
| ii. | Experience of handling social media management (strategy + execution) for at least 2 Government Organizations / PSUs / Autonomous Bodies in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | Work orders / Completion certificates / Client credentials |
| iii. | Experience of handling social media accounts for at least 1 financial sector (BFSI) organization for at least 1 year in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | Work orders / Completion certificates / Client credentials |
| iv. | Demonstrated experience of producing original, platform-specific content including creatives, reels, infographics, and short videos in Hindi and English | Portfolio with content samples or links to published content |

| | | |
|----|---|---|
| v. | Demonstrated ability to manage real-time responses, community engagement, and follower growth on platforms like LinkedIn, Facebook, Instagram, X (Twitter), and YouTube | Analytics reports or client testimonials supporting community engagement work |
|----|---|---|

7.3 Financial Requirements

| | | |
|------|--|--|
| i. | Minimum annual turnover of ₹2 crore from social media/digital marketing services in the last financial year (FY 2024–25) | CA Certified- Audited / Unaudited financials |
| ii. | Minimum billing of ₹50 lakh from Government/PSU clients specifically for digital or social media campaigns in FY 2024–25 | CA certificate |
| iii. | Positive net worth in each of the last 3 financial years (FY 2024-25, FY 2023-24 and FY 2022-23) | CA certificate |

7.4 Infrastructure and Human Resources

| | | |
|-----|---|--|
| i. | A full-fledged office setup in India with ability to deploy 1 account manager onsite at NPS Trust, Delhi Office on all days during office hours of NPS Trust. | Self-declaration |
| ii. | A dedicated team of at least 10 in-house professionals including content creators, social media managers, designers, video editors, and analytics/reporting professionals | Self-declaration along with the list of such personnel |

7.5 Statutory and Compliance Requirements

| | | |
|------|--|--------------------------------------|
| i. | Valid Goods and Service Tax (GSTIN) and Permanent Account Number (PAN) | Self-Certified Copy of GSTIN and PAN |
| ii. | Must not have been blacklisted / debarred in the past by any Government/PSU/Regulator | Self-declaration |
| iii. | Must not have defaulted in paying dues to the media houses, banks, or tax / statutory authorities in India | Self-declaration |
| iv. | Must not have been barred by any court of law and its partners/directors/proprietors/owners/employees should not have been convicted in the past | Self-declaration |

Exemptions for MSMEs / Startups:

MSMEs and DPIIT-recognized Startups will be granted exemption from prior experience and prior turnover subject to meeting quality and technical specifications.

*The exemption can be claimed subject to the submission of required documents in support of the application. In case any of the documents required are not submitted or not

fulfilling the stipulated criteria, the agency will not be considered for further evaluation and the decision of NPS Trust shall be final and binding.

The agencies meeting the criteria 7.1 above shall only be considered for further evaluations.

8. Evaluation methodology

The selection of the agency shall be carried out through a Quality and Cost-Based Selection (QCBS) process, with a weightage of **80% to Technical Score** and **20% to Financial Score**. The evaluation will be conducted in two stages.

8.1. Stage 1: Technical Evaluation (Total Marks: 100): Only those agencies that meet the eligibility criteria mentioned in Section 7 shall be considered for technical evaluation. The technical score will be assigned based on the following parameters,

| Criteria | Range | Marks |
|--|-------------------|-----------|
| Experience in Social Media Management (as on 31 st March 2025) | 3 to 5 years | 5 |
| | > 5 to 7 years | 7 |
| | > 7 years | 10 |
| Experience with Financial Sector Clients (BFSI) for social media management in the last 3 years - FY 2024-25, FY 2023-24 and FY 2022-23 | 2 to 3 | 3 |
| | >3 to 5 | 5 |
| | > 5 | 8 |
| Experience of handling social media for Government Departments / Ministries / Central and State PSUs / Autonomous Bodies (active or completed in last 3 years - FY 2024-25, FY 2023-24 and FY 2022-23) | 1 to 2 | 3 |
| | 3 to 5 | 5 |
| | > 5 | 8 |
| Annual Turnover from Social Media/Digital Marketing Services (FY 2024-25) | ₹2 Cr to ₹5 Cr | 2 |
| | > ₹5 Cr to ₹10 Cr | 3 |
| | > ₹10 Cr | 5 |
| Billing from Government clients for digital/social media activities (FY 2024-25) | ₹50 lakh to ₹1 Cr | 2 |
| | > ₹1 Cr to ₹2 Cr | 3 |
| | > ₹2 Cr | 5 |

| Criteria | Range | Marks |
|--|----------------------|-----------|
| Billing from BFSI clients for digital/social media activities (FY 2024–25) | ₹25 lakh to ₹50 lakh | 3 |
| | > ₹50 lakh to ₹1 Cr | 5 |
| | > ₹1 Cr | 7 |
| Number of qualified in-house professionals (social media strategists, designers, content writers, video editors, analysts) | 10 to 15 | 3 |
| | 16 to 25 | 5 |
| | > 25 | 7 |
| Presentation by the agency | - | 50 |
| Total marks scored out of 100 | | |

Only agencies scoring a **minimum of 60 marks out of 100** in technical evaluation shall qualify for financial evaluation. The list of shortlisted agencies will be published by NPS Trust.

8.2. **Financial Evaluation (20% Weightage):** The Financial Score (F) shall be calculated using the formula,

$$F = (\text{Lowest Financial Quote} / \text{Quoted Amount of the Agency}) \times 100$$

8.3. **Final QCBS Score Calculation:** The Final Score (S) shall be computed as,

$$S = (\text{Technical Score} / 1000) \times 80 + (F / 100) \times 20$$

The agency with the **highest combined score (S)** shall be selected for the award of work, subject to the approval of the Competent Authority.

8.4. **Tie-Breaker Clause:** In case of a tie in the Final QCBS Score among two or more agencies, the following criteria shall be used, in order of priority,

- Agency with the higher Technical Score will be ranked higher.
- If still tied, agency with greater experience in managing social media for BFSI clients will be preferred.
- If the tie persists, the **earlier date of incorporation** of the agency (as per MCA records) shall be considered.

9. Award of Contract

- The selection of agencies will be awarded contract for a period of two years, unless cancelled/terminated earlier.

- ii. NPS Trust reserves the right to select one or more agency /agencies for handling different social media handles of NPS Trust.
- iii. NPS Trust reserves the right to extend the period of contract after the initial period of two years for an additional one year depending on the performance of the agency and the decision of NPS Trust will be final and binding in this regard.
- iv. NPS Trust also reserves the right to modify the terms and conditions for the selected agency / agencies, based on evolving requirements and industry best practices.

10. General Terms and Conditions

The general terms and conditions governing the RFP are as below:

- i. This document is published to enable eligible agencies to express interest and submit bids for managing social media handles of NPS Trust. However, this document does not constitute, nor should it be interpreted as, an offer, promise, or commitment for selection by NPS Trust.
- ii. This document is solely for informational purposes and does not purport to be all-inclusive or contain all the information required by agencies. Recipients must use it only for the intended purpose and conduct their own independent investigations, verify facts, and seek expert advice to assess the accuracy, reliability, and completeness of the information provided.
- iii. Any liability is expressly disclaimed, even if loss or damage results from any act or omission by NPS Trust, its officers, or Trustees, whether negligent or otherwise.
- iv. By accepting this document, the recipient acknowledges that NPS Trust may, at its absolute discretion, update, amend, or supplement the information at any time without prior notice. Any information contained herein can also be superseded by subsequent written communications from NPS Trust.
- v. NPS Trust reserves the right to modify or change the selection process, terminate, negotiate, or discontinue the due diligence process at any stage before signing any binding agreement, without obligation or liability.
- vi. Recipients are responsible for conducting their own assessments of the requirements and expectations outlined in this document. NPS Trust shall not be liable for any claims arising from an agency's failure to fully comprehend the document's content or respond appropriately to the RFP.
- vii. This document has not been filed, registered, or approved in any jurisdiction. Recipients should ensure compliance with applicable legal and regulatory requirements before proceeding.

- viii. Submission of a proposal under this RFP shall be deemed as confirmation by the agency that:
 - a) It has fully ensured its eligibility to manage social media handles of NPS Trust.
 - b) There is no legal, regulatory, or statutory restriction preventing it from acting in such a capacity.
 - c) It meets all necessary qualifications and obligations without any violation in law or otherwise.
- ix. NPS Trust reserves the absolute right to reject any or all agencies at any point of time during the bid period without assigning any reasons thereof.
- x. The Bid submitted/uploaded by the agency, as well as all correspondence and documents relating to the RFP will be in English language.
- xi. Conditional and incomplete bids shall not be considered and shall be summarily rejected at the very first instance, without providing any recourse to the agency, in which event, the decision of NPS Trust shall be final, conclusive and binding.
- xii. In case the bids received are insufficient, NPS Trust reserves the right to award the work to such agency (ies) as it may consider fit.
- xiii. The competent authority of NPS Trust reserves the right to annul all the bids received, modify or cancel the selection process, at any time prior to issuing the letter of award of work or discontinue this RFP process, without assigning any reason, in which event, the decision of NPS Trust shall be final, conclusive and binding.
- xiv. NPS Trust shall be under no obligation to accept all or any of the bids in response to this RFP document and shall be entitled to reject any or all bids without assigning any reason whatsoever, without any obligation to inform and without incurring any liability to any of the agencies/applicant firms.
- xv. This RFP document neither constitutes nor should be interpreted as an offer or invitation for selection;
- xvi. Prospective agencies are advised to go through the complete RFP document and annexure(s) thereto, including the terms and conditions thereof, carefully before applying. The bid once submitted shall not be ordinarily permitted to be modified, substituted or withdrawn.
- xvii. No binding relationship of any nature, whether principal or agent or otherwise shall exist between any of the agency and NPS Trust until issuance of letter of award of work.
- xviii. Submission of bid by the agency shall mean that they have examined the entire RFP document and annexure(s) thereto and is deemed to have full knowledge of the scope of work.

- xxiv. The agency shall, by responding to NPS Trust under the present RFP document, be deemed to have accepted all the terms and conditions of this RFP document. The terms of engagement shall be in accordance with RFP.
- xxv. This RFP document is meant to provide information only and upon the express undertaking that recipients shall use it only for the purposes set above. No representation or warranty, expressed or implied, is or shall be made as to the reliability or accuracy of any of the information contained herein, nor shall it create any liability or responsibility on NPS Trust or any of its officers. While this RFP document has been prepared in good faith, neither NPS Trust, nor any of its officers make any representation or warranty or shall have any responsibility or liability whatsoever, in respect of any statements or omissions made herein. Any liability or responsibility is accordingly and expressly disclaimed by NPS Trust, its officers and Trustees, even if any loss, harm or damage is caused by any act or omission on the part of NPS Trust, its officers and Trustees, whether negligent or otherwise, in respect of the present RFP document.
- xxvi. The selected agency(ies) should hold NPS Trust's interest paramount and should observe the highest standard of ethics, values, code of conduct, honesty and integrity while discharging its duties under this RFP document.
- xxvii. By acceptance of this RFP document, the agencies agree that any information contained herewith, shall be superseded by any subsequent written information on the same subject, made available to the recipient(s), with access to any additional information or update to this RFP document or to correct any inaccuracies herein which may become apparent.
- xxviii. For any queries, the prospective agency(s) may write to NPS Trust at suresh.g@npstrust.org.in / rituja.gupta@npstrust.org.in with subject line "**RFP Document – Selection of agency for Social Media Management of NPS Trust**" in the format as given below within 7 days from the date of this bid document. Any change in the terms of this bid document will be communicated to all the agency(s). Any query received after 7 days will not be considered.

| S. No. | RFP Document Page and Clause number | Query |
|---------------|--|--------------|
| | | |

- xxix. The pre-bid meeting to be held physically at National Pension System Trust, B-302, Tower B, B-302, third floor, World Trade Center, Nauroji Nagar, New Delhi-110029;
- xxxi. Any information with respect to corrigendum/clarification to the bid document will also be made available at the website of NPS Trust. The bid document can also be downloaded from the website of NPS Trust at <https://www.npstrust.org.in>;
- xxx. In case the agency is unable to be present physically in the NPS Trust office, online presentation shall be allowed by NPS Trust at its discretion on the specific request of the agency vide mail to suresh.g@npstrust.org.in / rituja.gupta@npstrust.org.in.

The mail request should be sent at-least 3 days before the date of presentation. Any other request received after that shall not be considered.

- xxvii. In case of any ambiguity, in the interpretation of any of the clauses in bid document, NPS Trust's interpretation of the clauses shall be final, conclusive and binding.
- xxviii. NPS Trust reserves the right, at any time and without advance notice, to change the procedure for selection of the agency, at its sole discretion. Accordingly, the interested recipients shall carry out an independent assessment and analysis of the requirements of the information, facts and observations contained herein.
- xxix. This RFP document has not been filed, registered or approved in any jurisdiction. Recipients of this RFP document shall be responsible to inform themselves of and, this RFP document neither confers the right nor any expectation on any party whatsoever, to participate in the RFP process. The agency/ agencies shall be responsible for all acts incurred or omissions made in connection with participation in this process. This RFP document does not bind NPS Trust to award the work or to engage in negotiations.
- xxx. The selected agency/ agencies accept to comply with and abide by such instructions and directions that NPS Trust may issue from time to time.
- xxxi. All proposals and accompanying documents received within the stipulated times shall not be allowed to be withdrawn or modified, will become the property of NPS Trust and shall not be returned in any event whatsoever.
- xxxii. The proposal/ bid shall be valid for a period of **180 days** from the date of declaration of results. A proposal/ bid valid for a shorter period may be rejected by NPS Trust as non-responsive. In exceptional circumstances or justified reasons, NPS Trust may at its discretion, grant consent for an extension of the validity period. The request and responses shall be in writing.
- xxxiii. The selected agency/ agencies shall be liable to maintain secrecy and confidentiality of all the information / data / operations, etc. of the NPS Trust in relation to the work undertaken by it. The selected agency/ agencies shall not disclose or part with any information relating to NPS Trust and its data to any person or persons or authorities without prior written consent of NPS Trust. Breach of the same will result in termination of the award of work apart from other remedies available to NPS Trust. In this regard, the agency will enter into a Non-Disclosure Agreement with NPS Trust which is enclosed as Annexure VI.
- xxxiv. The agency warrants that:
 - a. All information contained in the agency's response is true, accurate and complete and not misleading in any way.
 - b. No litigation, arbitration or administrative proceeding is presently taking place, pending or to the knowledge of the agency or otherwise involving the agency which could have an adverse effect on its business, assets or financial condition or upon NPS Trust's reputation if the response is successful.

- c. The agency will immediately notify NPS Trust of the occurrence of any event, fact or circumstance which may cause a material adverse effect on the agency's business, assets or financial condition, NPS Trust's reputation or render the agency unable to perform its obligations under the policy or have a material adverse effect on the evaluation of the responses by NPS Trust;
- d. The account manager shall be a full time employee of the agency and shall not claim any employment / allowance / emoluments / reimbursements from NPS Trust for any matter pertaining to the contract.

- xxxv. Any form of canvassing / lobbying / influence / query regarding short listing, status, etc. under the present RFP, shall be a direct disqualification from the selection process;
- xxxvi. The person(s) signing the bid documents should be authorised and shall affix their initials on all pages of the bid;
- xxxvii. The name, logo, design and other proprietary rights of the NPS Trust is solely the property of NPS Trust and in no case the agency shall use the same;
- xxxviii. Agencies must disclose in their bid details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest. Where agencies identify any potential conflicts they should state how they intend to avoid such conflicts. NPS Trust reserves the right to reject any bid which, in NPS Trust's opinion, gives rise, or could potentially give rise to, a conflict of interest;
- xxxix. The successful agency(ies) shall exercise reasonable skill, care and diligence in the performance of the work and indemnify and keep NPS Trust, its trustees, officers, employees etc., indemnified at all times in respect of any loss, damage, harm or claim whatsoever, arising out of or related to any breach of terms and conditions, violation of any law/rule, breach of statutory duty or negligence by the agency/firm or by its staff, employees, agents or sub-contractors, including indirect, consequential, or incidental losses in relation to the performance or otherwise of the services to be provided under the present RFP and award of work thereto;
- xl. The successful agency(ies) shall not, without the prior written consent of NPS Trust, assign or transfer or cause to be assigned or transferred, whether actually or as the result of takeover, merger or other change of identity or character of the successful agencies, any of its rights or obligations under present RFP document and award of work thereto or any part, share or interest therein;
- xli. The agency(ies) may be called to make presentation at the meeting of Board of NPS Trust or a committee constituted, in the event of which the agency will be paid for boarding, lodging and economy class air travel of not more than two representatives, if the meeting is held at a place other than New Delhi.
- xlii. The agency undertakes that they will observe the highest standard of ethics and will not indulge in any of the following prohibited practice either directly or indirectly

at any stage during the procurement process or during execution of the resultant contract.

- i. **Corrupt Practices** – Making offers, solicitation or acceptance of bribe, rewards or gifts or any material benefit, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process or contract execution.
- ii. **Fraudulent Practices** – Any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained or an obligation avoided. This includes making false declarations or providing false information for participation in this bid process or to secure the bid or to execute the bid.
- iii. **Anti-Competitive Practices** – Any collusion, bid rigging or anti-competitive arrangement, or any other practice coming under the purview of “The Competition Act 2002” between two or more agencies, with or without the knowledge of the procuring entity, that may impair the transparency, fairness and the progress of the procurement process or to establish bid prices at artificial / non-competitive levels.
- iv. **Coercive practices** – Harming or threatening to harm persons or their properties to influence their participation in the procurement process or affect the execution of this contract.
- v. **Conflict of Interest** – Conflict of interest with one or more parties in this bidding process in case of:
 - a. Controlling partners in common; or
 - b. Receiving or have received any direct or indirect subsidy / financial stake from any of the other agencies; or
 - c. Have the same legal representative / agent for the purpose of this bid or
 - d. Have business relationship with each other directly or through common third parties that puts them in a position to have access to information about or influence the bid of the other agency; or
 - e. Agency or any of its affiliates participated as a consultant in the preparation of the design or technical specification of the contract that is the subject of the bid; or
 - f. In case of a holding company having more than one subsidiary / sister concern having common business ownership / management, only one of them can bid. Agencies to declare such sister / common business / management in same / similar line of business.
- vi. **Obstructive Practices** – Materially impede the NPS Trust’s investigation into allegations of one or more of the above mentioned prohibited practices either by deliberately destroying, falsifying, altering or by concealing of evidence material to the investigation, or by making false statements to investigators and/or by threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of the matters relevant to the investigation or from pursuing the investigation, or by impeding NPS Trust’s rights of audit or access to information.

- xliii. The agency hereby declares the abiding to the code of integrity during submission of the bid. In case of any transgression of this code, the agencies agree to be liable of punitive actions such as cancellation of contract any stage of the bid or during execution, recovery of payments already made including advance payments, banning from future participation and blacklisting by NPS Trust.
- xliv. All the obligations under the agreement will be performed by the successful agency and is not permitted to be assigned.
- xlv. The agency in the process of submitting the work and providing the services must comply with all the statutory/regulatory requirements and strict observation of the relevant laws as may be applicable and shall keep NPS Trust and its officers, trustees safe and harmless of any legal consequences or claims arising from any third party or otherwise on account of any violation/potential violation on the part of the agency or any of its employees, agents, servants etc.
- xlvi. NPS Trust may, at its sole discretion and at any time, terminate the award of work with the successful agency(s) by giving a month's notice, and inform the agency(s) of NPS Trust's decision by written instructions to that effect. In the event of termination, the selected agency(s) shall take such steps as are necessary to bring the services to an end, in a cost effective, timely and orderly manner, without making any claim of whatsoever nature, against NPS Trust or any of its officers, employees, directors etc. In the event of termination, the license/ subscription cost on pro-rata basis will be paid by NPS Trust.
- xlvii. NPS Trust reserves the right to terminate the present agreement if the agency fails to deliver the services whether fully or in part as per the scope of RFP by giving 30 days prior notice in writing to the agency. In the event of such termination, an amount proportionate to the services rendered by the agency will be paid to the agency. Further, NPS Trust may get the balance work executed from any other entity. The expenses incurred by NPS Trust in getting the balance work completed from any other entity will be borne by the agency.
- xlviii. **Warranties on Termination of agreement:** In the event of termination of this Agreement, the agency warrants that:
 - i. The agency will deliver to NPS Trust all work in progress, documents, data, and materials related to the services performed under this Agreement in an organized and usable form within 15 days of termination.
 - ii. It will cooperate with NPS Trust to ensure a smooth transition of work or services to NPS Trust or any other agency as directed by the NPS Trust.
 - iii. It will provide reasonable assistance and respond to any queries related to the completed work for a period of 12 months after termination or completion, without additional cost to NPS Trust.
- xlix. Any failure or delay by selected Agency(s) in the performance of its obligations, to the extent due to any failure or delay caused by fire, flood, earthquake, pandemic or similar elements of nature, or acts of God, war, terrorism, riots, civil disorders,

rebellions or revolutions, acts of governmental authorities or other events beyond the reasonable control of non-performing party, which effects the performance of the selected agency, will not amount to non-performance of the assignment. However, the selected agency will notify within a reasonable time period of the occurrence of a Force Majeure Event. If the Force Majeure prevents or delays performance for over 90 days, NPS Trust will reserve the right to terminate the contract.

- l. **Governing Laws/Jurisdiction/Arbitration:** Any dispute/ difference in relation to the process for selection of the agency under this RFP document shall be subject to the exclusive jurisdiction of courts at New Delhi only. Any dispute arising post the award of work shall be settled through negotiation, in good faith and using best endeavours. Disputes unresolved, if any, shall be settled by way of arbitration, to be conducted under the provisions of the Arbitration and Conciliation Act, 1996, as amended, by a sole arbitrator appointed mutually by the parties. The proceedings of arbitration will be conducted at New Delhi and the cost will be borne equally by the parties.
- li. **Allowances / Conveyance:**
NPS Trust shall not be providing for or reimbursing any expenditure incurred by the personnel/officers of the empanelled agency/ies towards accommodation, local conveyance, air fare or train fare, halting expense, lodging, boarding, food etc., in connection with travelling to the premises of NPS Trust for the purpose of carrying out the assignment.
- lii. **Content Development Requirement:**
NPS Trust may, at its discretion, require the empanelled agency/ies to develop content for its website through a process of limited tendering.
- liii. **Future Capability – Impact Assessment:**
Empanelled agency/ies may be required, in future, to undertake impact assessment activities, which are not covered under the scope of the present RFP. The agency should have capabilities to execute the same for NPS Trust.

Annexure-I - Schemes administered by NPS Trust

1. NPS

The National Pension System (NPS) is a market-linked defined contribution scheme that helps you save for your retirement. The scheme is simple, voluntary, portable and flexible. It is one of the most efficient ways of boosting ones retirement income and saving tax. It allows an individual to plan for a financially secure retirement with systematic savings in a planned way.

1. APY

The Government of India introduced the Atal Pension Yojana (APY), a pension scheme focusing on the unorganised sector of the country. Individuals who are having a bank account, and who are non- tax payers may opt for APY, thereby enabling all citizens in the unorganized sector the benefit of minimum pension guaranteed by the Government of India.

2. NPS Vatsalya

NPS Vatsalya is a Contributory Pension Scheme designed specifically for all Indian minor citizens till the age of 18 years.

3. Unified Pension System (UPS)

The Unified Pension Scheme is a new scheme under NPS, effective from 1 April 2025, offering assured payout benefits for Central Government employees opting for it.

Annexure II - Application Form

(On Agency's Letter Head)

Date: dd/mm/yyyy

To

The General Manager,
Media Marketing and Subscriber Education Department,
National Pension System Trust, Tower B, B-302,
Third Floor, World Trade Center, Nauroji Nagar,
New Delhi-110029

Dear Sir,

Selection of agency for Social Media Management of NPS Trust

1. With reference to your RFP for selection of agency for social media management of NPS Trust and the details posted on NPS Trust's website. We hereby submit our application towards the RFP, and we agree to offer social media management related services to you as per the terms and conditions specified in the notice and to abide by the terms and condition specified therein;
2. We are already registered with _____ (name of registering Authority) as _____ (name of agency). All the other desired information, documents and certificates as required by you, are enclosed herewith for your perusal;
3. I/We have read and understood the RFP and instructions appearing in the RFP and I/We understand that if any false information is detected at a later stage, any contract / engagement made between NPS Trust and us based on the information given by us, can be treated as invalid by NPS Trust;
4. All the information furnished in this application is correct to the best of our knowledge;
5. If our application is accepted, we undertake, to start the work as per the job assigned by NPS Trust;
6. We understand that NPS Trust reserves the right to accept or reject any or all applications at any time without assigning any reasons thereof;
7. We have a full-fledged office in India with office in Delhi with relevant expertise and creative personnel;
8. We have permanent in-house employees including media planners, strategists, creative professionals, copywriter, graphic designers and Chatbot integration specialists.
9. We have not been blacklisted / debarred in the past by any Government / PSU / Regulator / NPS Trust in India. Further, if any of the partners/directors of the

organization/firm is blacklisted or having any criminal case against them, our application shall not be considered. At any point of time, our company/firm/and/or any of its partner/director is blacklisted by any organization, NPS Trust shall have the right to terminate the contract with us;

10. We have not defaulted in paying dues to the media houses, banks, or tax / statutory authorities in India;
11. We have not been barred by any court of law and its partners / directors / proprietors / owners / employees should not have been convicted in the past
12. This declaration by is made in terms of Clause 6 - 'Eligibility Criteria'
13. I/We, therefore, request you to kindly consider our application towards the RFP for Selection of agency for Social Media Management of NPS Trust.

Checklist for documentation

| Sl. No. | Requirement | Documents to be submitted | Submitted (Yes / No) |
|---|---|---|-----------------------------|
| 6.1 Empanelment and Accreditations | | | |
| i. | Active empanelment with Central Bureau of Communication (CBC) (formerly Bureau of Outreach and Communication / Directorate of Advertising and Visual Publicity - DAVP) as on the date of application under Category – A | Self-certified copy of active empanelment letter under Category A | |
| 6.2 Experience and Clientele | | | |
| ii. | The agency must have a minimum of 3 years of experience in strategic social media management as on the date of application | Self-certified copy of the Certificate of incorporation | |
| iii. | Experience of handling social media management (strategy + execution) for at least 2 Government Organizations / PSUs / Autonomous Bodies in the last 3 years | Work orders / Completion certificates / Client credentials | |
| iv. | Experience of handling social media accounts or digital engagement for at least 1 financial sector (BFSI) organization in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | Work orders / Completion certificates / Client credentials | |
| v. | Demonstrated experience of producing original, | Portfolio with content samples | |

| | | | |
|-----|---|---|--|
| | platform-specific content including creatives, reels, infographics, and short videos in Hindi and English | or links to published content | |
| vi. | Demonstrated ability to manage real-time responses, community engagement, and follower growth on platforms like LinkedIn, Facebook, Instagram, X (Twitter), and YouTube | Analytics reports or client testimonials supporting community engagement work | |

6.3 Financial Requirements

| | | | |
|-------|--|---|--|
| vii. | Minimum annual turnover of ₹2 crore from social media/digital marketing services in the last financial year (FY 2024–25) | CA Certified-Audited / Unaudited financials | |
| viii. | Minimum billing of ₹50 lakh from Government/PSU clients specifically for digital or social media campaigns in FY 2024–25 | CA certificate | |
| ix. | Positive net worth in each of the last 3 financial years (FY 2024-25, FY 2023-24 and FY 2022-23) | CA certificate | |

6.4 Infrastructure and Human Resources

| | | | |
|-----|---|--|--|
| x. | A full-fledged office setup in India with ability to deploy an account manager onsite at NPS Trust Delhi office | Self-declaration | |
| xi. | A dedicated team of at least 10 in-house professionals including content creators, social media managers, designers, video editors, and analytics/reporting professionals | Self-declaration along with the list of such personnel | |

6.5 Statutory and Compliance Requirements

| | | | |
|-------|--|--------------------------------------|--|
| xii. | Valid Goods and Service Tax (GSTIN) and Permanent Account Number (PAN) | Self-Certified Copy of GSTIN and PAN | |
| xiii. | Must not have been blacklisted / debarred in the past by any Government/PSU/Regulator | Self-declaration | |
| xiv. | Must not have defaulted in paying dues to the media houses, banks, or tax / statutory authorities in India | Self-declaration | |

| | | | |
|-----|--|------------------|--|
| xv. | Must not have been barred by any court of law and its partners/directors/proprietors/owners/employees should not have been convicted in the past | Self-declaration | |
|-----|--|------------------|--|

Yours sincerely,

Signature of Authorized person

Name and Designation of Authorized Person: [In full and initials]:

Name of Company/Firm:

Address:

(Please affix rubber stamp of your company)

Annexure III - Agency Information

| S. No. | Particulars | Details |
|--|--|---------|
| 1. Agency details | | |
| 1.1 | Name of the Agency | |
| 1.2 | Corporate Office Address | |
| 1.3 | Contact Person in New Delhi | |
| 1.4 | Phone No.(landline/Mobile) | |
| 1.5 | Email address | |
| 1.6 | Date of incorporation | |
| 1.7 | Status of the Agency (public Ltd./Private Ltd. Co. etc.) | |
| 2. Financial and personnel | | |
| 2.1 | Average Turnover of the company in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | |
| 2.2 | Average Turnover in advertising and PR business of the company in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | |
| 2.3 | Average Operating Profit of the company in the last 3 years (FY 2024-25, FY 2023-24 and FY 2022-23) | |
| 2.4 | Number of personnel employed in Delhi / NCR office as on the date of application | |
| 2.5 | Office locations other than Delhi / NCR | |
| 3. Details of top three completed / executed media project work in the last two years (FY 2024-25, FY 2023-24). Project / work in the current year FY 2025-26 can also be mentioned | | |
| 3.1 | Project Name (i) | |
| 3.1.i | Name of the project | |
| 3.1.ii | Client Name and address: | |
| 3.1.iii | Approximate cost of contract in rupees | |

| | | |
|------------|--|--|
| 3.1.iv | Client contact/reference person(s): | |
| 3.1.v | Telephone/Mobile Phone | |
| 3.1.vi | Email address | |
| 3.2 | Project Name (ii) | |
| 3.2.i | Name of the project | |
| 3.2.ii | Client Name and address: | |
| 3.2.iii | Approximate cost of contract in rupees | |
| 3.2.iv | Client contact/reference person(s): | |
| 3.2.v | Telephone/Mobile Phone | |
| 3.2.vi | Email address | |
| 3.3 | Project Name (iii) | |
| 3.3.i | Name of the project | |
| 3.3.ii | Client Name and address: | |
| 3.3.iii | Approximate cost of contract in rupees | |
| 3.3.iv | Client contact/reference person(s): | |
| 3.3.v | Telephone/Mobile Phone | |
| 3.3.vi | Email address | |

Date:

Signature of Authorized Person:

Place:

Name:

Designation:

(Please affix seal of the Company)

Annexure IV - Declaration for Relation in NPS Trust

(To be typed and submitted in the Letterhead)

Date: dd/mm/yyyy

To

The General Manager,
Media Marketing and Subscriber Education Department,
National Pension System Trust, Tower B, B-302,
Third Floor, World Trade Center, Nauroji Nagar,
New Delhi-110029

Dear Sir,

Sub: Declaration for relation in NPS Trust

Ref: RFP No._____

I/We hereby submit the following information pertaining to relation/relatives of Proprietor/Partner (s)/Director(s) employed in NPS Trust.

Tick(✓) any one as applicable:

1. The Proprietor, Partner(s), Director(s) of our Company/Firm DO NOT are not related to any employees of NPS TRUST

OR

2. The Proprietor, Partner(s), or Director(s) of our Company/Firm have relation/relatives employed in NPS TRUST and their particulars are as below:

(i)

(ii)

We undertake that above information is true. In the future, if it comes to the knowledge of NPS Trust that the information furnished by the Agency is false / misleading, NPS Trust reserves the right to take suitable action against the agency and the decision of NPS Trust shall be final and binding.

Signature of the Authorized Signatory Note:

1. Attach separate sheet, if necessary.

Annexure V – Financial Quote format

| S.No | Particulars for management of social media handle of NPS Trust | Financial Quote in ₹. |
|-------------|---|------------------------------|
| 1 | End-to-End Social Media Management across all platforms (Facebook, Instagram, X, LinkedIn, YouTube) | |
| 2 | Cost of one full-time Onsite Account Manager at NPS Trust (Delhi) including associated management overheads | |
| 3 | Online Reputation Management | |
| 4 | Total Monthly Cost (1+2+3) | |
| 5 | Total Cost per year | |
| 6 | Total Cost for 2 years | |
| 7 | GST @% | |
| 8 | Total Quote of the agency inclusive of GST for 2 years in Rs. | |
| 9 | Total Quote of the agency in words | |

- i. The final cost at “8” will be taken for financial score evaluation.
- ii. In case of differences between total cost (C) in amount and words, the total cost (C) in words shall be taken for evaluation.
- iii. In case of any corrections in commercial proposal, the bid shall be disqualified;
- iv. The total quote for 2 years and any extension thereafter will be fixed and applicable for the entire period of the contract without any change.
- v. No out-of-pocket expenses, incidental cost shall be admissible.
- vi. The total cost quoted must cover all recurring expenses including but not limited to: salaries, software, licenses, design tools, subscriptions, content production, revisions, platform usage, and project management. The agency shall obtain necessary valid licenses for the online reputation management tool.
- vii. The selected agency must ensure uninterrupted service with sufficient backup staff to maintain continuity.
- viii. The quoted amount must not be in violation to the minimum wage norms or statutory compliance requirements in India.
- ix. At any stage of implementation, NPS Trust reserves the right to de-scope the requirements and the number of executives and the corresponding cost quoted in commercial bid towards the same shall be deducted.
- x. NPS Trust reserves the right to avail all or any of the services in full or in part as submitted by the service provider towards this bid.
- xi. No allowance or conveyance shall be admissible to human resource deputed at NPS Trust office.

Authorized Signatory of the agency

Annexure VI - Non-Disclosure Agreement

(Between the Agency and NPS Trust)

THIS NON-DISCLOSURE AGREEMENT is made on thisday (date) of (Year)

By and between

NPS Trust, B-302, Tower B, World Trade Centre, Nauroji Nagar, Delhi 110029 hereinafter referred to as “NPS Trust” which expression shall unless repugnant to the context or meaning thereof, include its successors and assigns) of the first part.

And

.....<Name of the Firm/entity > incorporated/ registered under the <Name of the Act> having its registered/corporate office at <Address of the Firm> (herein referred to as “Agency” which expression shall unless repugnant to the context or meaning thereof, includes its successors) of the second part

In this Agreement, “NPS Trust” and “Agency” shall severally be referred to as “**Disclosing Party**” and collectively as “**Disclosing parties**”.

In this Agreement, the “NPS Trust” and “Receiving Party” shall be severally referred to as “**the Party**” and collectively as “**the Parties**”.

WHEREAS

- A. NPS Trust has vide letter bearing reference no. _____ dated _____ appointed the Agency for acting as _____ for _____ at NPS Trust period of _____ years (“**Authorised Purpose**”).
- B. The Authorised Purpose requires disclosure by the Parties to the Receiving Party of information that is deemed Proprietary / Confidential by the “Disclosing Parties”. The information shall be disclosed for the Authorised Purpose in accordance with the Trust Deed dated 27.02.2008 read with PFRDA (NPS Trust) Regulations, 2015 and its amendments from time to time along with circulars, guidelines etc.

NOW, THEREFORE, in consideration of the foregoing and the covenants and agreements contained herein, the parties agree as follows:

1. Confidential Information (Information):

The term “Confidential Information” shall include, without limitation, all information and materials, furnished by either Party to the other in connection with the Authorised Purpose including information transmitted in writing, orally, visually, (e.g. video terminal display) or on magnetic media, and including all proprietary information, customer and prospect lists, trade secrets, trade names or proposed trade names, methods and procedures of operation, business or marketing plans, licensed document know-how, ideas, concepts, designs, drawings, flow charts, diagrams, quality manuals, checklists, guidelines, processes, formulae, source code materials, specifications, programs, software packages, codes and other intellectual property. Results of any audits, tests, analysis, extracts or usages carried out by the Agency in connection with the Authorised Purpose also be considered Confidential Information.

2. Protection of Confidential Information: With respect to any Confidential Information disclosed to it or to which it has access, Agency affirms that it shall:

- (a) Use the Confidential Information as necessary only in connection with the Authorised Purpose and in accordance with the terms and conditions contained herein;
- (b) Maintain the Confidential Information in strict confidence and take all reasonable steps to enforce the confidentiality obligations imposed hereunder, but in no event take less care with the Confidential Information that the parties take to protect the confidentiality of its own proprietary and confidential information and that of its other clients;
- (c) Not to make or retain copy of any details of the information, business or marketing plans, subscriber lists, proposals developed by or originating from NPS Trust or any of the intermediaries under the NPS architecture.
- (d) Not to make or retain copy of any details of results of any audits, tests, analysis, extracts or usages carried out by the Agency in connection with the Authorised Purpose without the express written consent of NPS Trust.
- (e) Not disclose or in any way assist or permit the disclosure of any Confidential Information to any other person or entity without the express written consent of the NPS Trust ; and
- (f) Return to NPS Trust or destroy at NPS Trust’s discretion, any and all Confidential Information disclosed in a printed form or other permanent record, or in any other tangible form (including without limitation, all copies, notes, extracts, analyses, studies, summaries, records and reproductions thereof) immediately on (i) expiration or termination of this agreement, or (ii) the request of NPS Trust therefor.

- (g) Not to send NPS Trust's information or data and/or any such Confidential Information at any time outside India for the purpose of storage, processing, analysis or handling without the express written consent of the NPS Trust.
- (h) The Agency shall use only the best possible secure methodology to avoid confidentiality breach, while handling board related data for the purpose of storage, processing, transit or analysis including sharing of information with NPS Trust.
- (i) Not to engage or appoint any non-resident/foreigner to undertake any activity related to the Authorised Purpose.
- (j) Not to discuss with any member of public, media, press, any or any other person about the nature of arrangement entered between the Agency and NPS Trust or the nature of services to be provided by Agency to NPS Trust.
- (k) Make sure that all the employees and/or consultants engaged to undertake any exercise on its behalf have signed the mandatory non-disclosure agreement.

3. **Onus:** Agency shall have the burden of proving that any disclosure or use, inconsistent with the terms and conditions hereof falls within any of the foregoing exceptions. The obligation to prove that the information is not confidential will also be on the Agency.
4. **Permitted disclosure of information:** The Agency shall not disclose at any time to any third party any information pertaining to NPS Trust that he has come across while undertaking this assignment without the prior approval of NPS Trust. The Agency may share information with Government entities, if mandated, under the law as and when called upon to do so by such agencies with prior written information to NPS Trust.
5. **Exceptions:** The Confidentiality obligations as enumerated in para 2 of this Agreement shall not apply in the following cases:
 - i. Which is independently developed by Agency or lawfully received from another source free of restriction and without breach of this Agreement; or
 - ii. After it has become generally available to the public without breach of this Agreement by Agency; or
 - iii. Which at the time of disclosure to Agency was known to such party free of restriction and evidenced by documents in the possession of such party; or
 - iv. Which NPS Trust agrees in writing is free of such restrictions.
 - v. Which is received from a third party not subject to the obligation of confidentiality with respect to such Information;

6. **Remedies:** Agency acknowledges that any actual or threatened disclosure or use of the Confidential Information by Agency would be a breach of this agreement and may cause immediate and irreparable harm to NPS Trust or to its subscribers; Agency affirms that damages from such disclosure or use by it may be impossible to measure accurately; and injury sustained by NPS Trust / its subscribers may be impossible to calculate and compensate fully. Therefore, Agency acknowledges that in the event of such a breach, NPS Trust shall be entitled to specific performance by Agency of its obligations contained in this Agreement. In addition Agency shall compensate NPS Trust for the loss or damages caused to NPS Trust actual and liquidated damages which may be demanded by NPS Trust. Liquidated damages not to exceed the Contract value. Moreover, NPS Trust shall be entitled to recover all costs of litigation including reasonable attorneys' fees which it or they may incur in connection with defending its interests and enforcement of contractual rights arising due to a breach of this agreement by Agency. All rights and remedies hereunder are cumulative and in addition to any other rights or remedies under any applicable law, at equity, or under this Agreement, subject only to any limitations stated herein.
7. **Need to Know:** Agency shall restrict disclosure of such Confidential Information to its employees and/or consultants with a need to know (and advise such employees and/or consultants of the obligations assumed herein), shall use the Confidential Information only for the purposes set forth in the Agreement, and shall not disclose such Confidential Information to any affiliates, subsidiaries, associates and/or third party without prior written approval of NPS Trust. No information relating to NPS Trust shall be hosted or taken outside the country in any circumstances.
8. **Intellectual Property Rights Protection:** No license to a party, under any trademark, patent, copyright, design right, mask work protection right, or any other intellectual property right is either granted or implied by NPS Trust to the Agency.
9. **No Conflict:** The parties represent and warrant that the performance of its obligations hereunder do not and shall not conflict with any other agreement or obligation of the respective parties to which they are a party or by which the respective parties are bound.
10. **Authority:** The parties represent and warrant that they have all necessary authority and power to enter into this Agreement and perform their obligations hereunder.
11. **Governing Law and Jurisdiction:** The Agreement shall be governed by and construed in accordance with the laws of India and the courts at Delhi shall have

exclusive jurisdiction over all disputes arising under or in connection with this Agreement.

12. **Entire Agreement:** This Agreement constitutes the entire understanding and agreement between the parties, and supersedes all previous or contemporaneous agreement or communications, both oral and written, representations and understandings among the parties with respect to the subject matter hereof.
13. **Amendments:** No amendment, modification and/or discharge of this Agreement shall be valid or binding on the parties unless made in writing and signed on behalf of each of the parties by their respective duly authorized officers or representatives.
14. **Binding Agreement:** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.
15. **Severability:** It is the intent of the parties that in case any one or more of the provisions contained in this Agreement shall be held to be invalid or unenforceable in any respect, such provision shall be modified to the extent necessary to render it, as modified, valid and enforceable under applicable laws, and such invalidity or unenforceability shall not affect the other provisions of this Agreement.
16. **Waiver:** Waiver by either party of a breach of any provision of this Agreement, shall not be deemed to be waiver of any preceding or succeeding breach of the same or any other provision hereof.
17. **Survival:** Both parties agree that all of their obligations undertaken herein with respect to Confidential Information received pursuant to this Agreement shall survive till perpetuity even after expiration or termination of this Agreement.
18. **Non-solicitation.** During the term of this Agreement, the Agency shall not solicit or attempt to solicit NPS Trust's employees and/or consultants, for the purpose of hiring/contract or to proceed to conduct business similar to NPS Trust with any employee and/or consultant of NPS Trust who has knowledge of the Confidential Information, without the prior written consent of NPS Trust.
19. **Termination:** NPS Trust reserves the right to terminate the present agreement if the Agency is found in breach of the agreement, without incurring any penalties to NPS Trust.
20. **Dispute Resolution:**
 - i. The parties agree to resolve all disputes, if any, arising under the present

agreement, through negotiation, in good faith and using their best endeavours. To this end, the parties agree to provide frank, candid and timely disclosure of all relevant facts, information and documents to facilitate discussions between them/their representatives or senior officers.

ii. Disputes unresolved, if any, arising between two parties shall be settled by way of arbitration, to be conducted under the provisions of the Arbitration and Conciliation Act, 1996, as amended, by a sole arbitrator to be appointed with the consent of both the parties. The arbitration proceedings shall be conducted at New Delhi only. The cost of arbitration shall be borne equally between the parties. Any further proceedings arising out of or in relation to such arbitration proceedings or any other legal proceedings which either party to this contract may wish to initiate against the other, shall be instituted subject to exclusive jurisdiction of courts at New Delhi only.

21. **Term:** This Agreement shall come into force on the date of its signing by both the parties and shall be valid up to _____

22. **Notices:** Any notice given under this agreement shall be in writing and may be served through e-mail and by speed post at the addresses of the respective parties as listed below:

National Pension System Trust
B-302, Tower B, 3rd Floor, World Trade Centre
Nauroji Nagar,
New Delhi - 110029

Agency

23. **Miscellaneous:** The parties herein shall be additionally bound and shall strictly abide by such directions/notifications/circulars etc. as are issued by PFRDA from time to time, governing or having relevance to the present agreement.

IN WITNESS HEREOF, and intending to be legally bound, the parties have executed this Agreement to make it effective from the date and year first written above.

For and on behalf of Agency
(Name and designation of authorized signatory)

For and on behalf of NPS Trust
(Name and designation of authorized signatory)

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WITNESSES:

1.

2.
