

# EXPRESSION OF INTEREST

## EOI NO-MMTC/PMD (RETAIL)737/2013

### Sub: Empanelment of Market Research Agencies for MMTC Precious Metal Division's Retail Products

MMTC was established in 1963, and is today India's leading international trading company, with a turnover of over 284 billion. It is the first international trading company of India to be given the coveted status "SUPER STAR TRADING HOUSE" and it is the first Public Sector Enterprise to be accorded the status of "GOLDEN SUPER STAR TRADING HOUSE" for long standing contribution to exports. MMTC is the largest non-oil importer in India. MMTC's diverse trade activities encompass Third Country Trade, Joint Ventures, Link Deals - all modern day tools of international trading. Its vast international trade network, which includes a wholly owned international subsidiary in Singapore, spans more than 85 countries in Asia, Europe, Africa, Oceania and Americas, giving MMTC global market coverage.

#### **1) SCOPE of Work**

MMTC Limited, a Govt. of India Enterprise under Ministry Of Commerce is seeking to empanel Market Research agencies, required to conduct both quantitative and qualitative **consumer research as well as Retail audits** and brand tracks for its ,Gold Jewellery brand, Sanchi silverware brand, medallions and other Bullion products that are critical to a MMTC's business decisions. The purpose is to offer consumers more or better products, greater choice and new buying experiences.

MMTC's current retail range can be viewed at its website [www.mmtclimited.gov.in](http://www.mmtclimited.gov.in) .

#### **2) The eligibility criteria shall be as follows:**

- 2.1 The companies should have national presence with full-fledged offices in each region of India(South, North, West, East) besides strong presence in Metro cities.
- 2.2 The company should have been in business of consumer research/retail audits in India for at least 5 years.
- 2.3 The minimum turnover of the company should be Rs 5 crores in India or US \$ 1 million abroad.
- 2.4 The company should have proven quantitative and qualitative research capabilities, with major national companies, international retail companies and would have conducted **consumer research and**

**Retail audits** of clients having turnover of Rs. 50 Crores or more. The documents to this effect should be submitted.

### **3) Documents To be Submitted**

3.1 The interested companies while applying should enclose a copy of their credentials documents, highlighting major consumer research assignments undertaken. Documents should be serially numbered.

3.2 The documents for eligibility criteria as per para 2

### **4) Evaluation Criteria**

4.1 Only those Market Research Companies who have fulfilled all the eligibility criteria as per para 2 will be called for presentation on the capability to MMTC officials. MMTC will shortlist a maximum of 5 companies after the presentation.

4.2 The Market Research Companies who are selected in the panel will be asked to submit proposals on various projects along with the commercial offers in sealed envelopes as per MMTC's requirements and the company whose proposals are found lowest will be selected.

4.3 The decision of MMTC with respect to short listing will be final and binding and MMTC will not accept or respond to any requests for information on short listing at any stage of evaluation or thereafter.

4.4 MMTC reserves the right to change or scrap evaluation criteria which will be final and binding

### **5. Last Date for Submission of Expression of Interest**

Last date for submission of the Expression of Interest is 1500 hours on 27.11.2013. The Expression of Interest bids shall be opened by MMTC at 15.15 hours on 27.11.2013. The validity of the EOI is 45 days. In case of enquiry, MMTC will provide reason for rejection.

### **6. Place for Submission of Expression of Interest & Method of Delivery**

The Expression of Interest addressed to General Manager (PMD), MMTC be dropped in Tender Box kept in Precious Metals Division, 7<sup>th</sup> floor, Core 1, Scope Complex, Lodhi Road, New Delhi-110 003, or may be sent by Registered Post to reach the addressee **within the date and time specified above**. MMTC will not accept facsimile, internet

or email responses. The empanelment will be valid for three years and can be extended at the discretion of MMTC.

#### **7. Late received Expression of Interest**

Any EOI (including an EOI received at any point in the MMTC's Precious Metals Department other than the location of lodgment, regardless of when it was received) will be deemed to be late if it is received in the EOI box or at the postal address provided after the last date.

#### **8. Contact for further information**

All requests for further information regarding this EOI must be in writing and directed to : General Manager (PMD), Core 1, Scope Complex, Lodhi Road, New Delhi-110 003, Phone No.91-11-24381447 , e-mail : [akapoor@mmtclimited.com](mailto:akapoor@mmtclimited.com)

#### **9. Request for status update on evaluation criteria**

MMTC will not accept or respond to Proponents' requests for information on the status and progress of the EOI evaluation process. If, the bidder receives no response within 45 days, they may deem their bid not having been considered by MMTC Limited.

#### **10. Ownership of EOI documents and Information therein**

All Expressions of Interest documents and the photographs thereafter taken will become the property of MMTC upon submission. In submitting the EOI, the proponent is agreeing to allow MMTC to use the ideas contained therein and that no consideration is payable.

Where the Proponent believes that information provided in response to this EOI is, or should be kept confidential; or disclosure of this information would unreasonably affect the Proponent's business affairs, notice is to be given at the time of delivery of the information or documents by clearly marking such information 'confidential'. In so far as is practicable, MMTC will give effect to the Proponent's stated wishes, and requests for access to such information will be determined under the RTI Act.

#### **11. No contractual obligation**

MMTC is not bound contractually or in any other way to any Proponent to this Expression of Interest. MMTC is not liable for any costs of compensation in relation to the consideration of this

Expression of Interest or any Expression of Interest by the Proponents to this Expression of Interest whether or not MMTC terminates, varies, or suspends the Expression of Interest process or takes any other action permitted under this Expression of Interest, including consideration of concepts proposed in future developments.

## **12. No formal agreement execution**

Nothing in the request for Expression of Interest or your Expression of Interest constitutes a contract with MMTC. MMTC reiterates that no agreement will be formed.

## **13. Overview of MMTC**

Please visit our website : [www.mmtclimited.gov.in](http://www.mmtclimited.gov.in)

## **14. Disclaimer**

The issue of this document does not in any way commit or otherwise obliges MMTC to proceed with all or any part of a tender process.

The EOI request is not the subject of any process contract or any contractual obligations between MMTC and Proponents or potential Proponents.

MMTC may at its absolute discretion, elect to abandon any part or whole of the process without giving prior notice to the Proponents or potential Proponents.