

**Tender for Search Engine Optimization and Search Engine Marketing for
Air India Express**

01	Tender no.	AIE/CC/SEO-SM/COK/2017
02	Name and address of proposer	Chief of Corporate Communications, Air India Express, Airlines House, Durbar Hall Road, Kochi, Kerala 682016 Telephone: 0484 2350166
03	Name of service	Search Engine Optimization and Search Engine Marketing for Air India Express
04	Period of service	Two years (Further extendable).
05	Service intended for	Search Engine Optimization and Search Engine marketing.
06	Pre Bid Meeting, Venue, Date & Time	Air India Express Head Quarters, DH Road, Kochi, Kerala 682016 on 27/07/17 at 11 AM. <i>(Bidders who are not attending the Pre Bid Meeting can also submit tenders)</i>
07	Last date and time of submission of sealed bids	21.08.2017 at 5.00 PM
	Revised last date and time of submission of sealed bids	28.08.2017 on or before 5.00PM
08	Place of submission	Office of Chief of Corporate Communications, Air India Express, First Floor, Airlines House, Durbar Hall Road, Kochi, Kerala 682016.
09	Bid System	Sealed Two-Bid System. Cover 1 – Technical Bid and Cover 2 – Commercial Bid as explained in this document.

		Both covers should be submitted in a master envelope super scribed with "Bid for appointment of Agency for Search Engine Optimization and Search Engine Marketing - Tender No: AIE/CC/SEO-SM/COK/2017"
10	Earnest Money Deposit	Rupees Two Lakhs only shall be submitted along with the technical bid in the form of DD/Pay Order/ Bankers Cheque, drawn in favour of Air India Express Limited payable at Kochi. Bids received without EMD will not be accepted.
11	Technical Bid opening date & time	<u>29.08.2017 at 12 noon</u> at Office of Chief of Corporate Communications, Air India Express, First Floor, Airlines House, Durbar Hall Road, Kochi, Kerala 682016.

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1. PREAMBLE:

The country's first international budget carrier, Air India Express (AIE) is a wholly owned subsidiary of Air India Limited. The Airline operates about 550 flights per week, connecting 15 Indian cities and 14 international destinations in the Middle East and South East Asia. The Indian stations include Kozhikode, Kochi, Thiruvananthapuram, Mangalore, Chennai, Tiruchirapally, Mumbai, New Delhi, Pune, Amritsar, Lucknow, Jaipur, Varanasi, Chandigarh & Kolkata and the international destinations in our network are Abu Dhabi, Al Ain, Bahrain, Dammam, Dhaka, Doha, Dubai, Kuwait, Muscat, Ras Al Khaimah, Riyadh, Salalah, Sharjah, and Singapore. The Airline also plans to commence operations from Surat, Madurai and Kannur in India.

The Airline is headquartered in Kochi, Kerala. It has a fleet of 23 Boeing 737-800 NG aircraft, six of which are brand new having joined the fleet only in 2016. Two more aircraft will join the fleet in the short term.

AIE was launched as a low-cost carrier in April 2005, with the objective of providing convenient connectivity, to short haul international routes, in the Gulf and South East Asia at affordable rates. The airline's target segments are the Indian expatriate, budget travellers and leisure travellers. The airline aims at providing non-stop, no frills service to its customers.

Our vision, is to become India's most efficient and preferred LCC on regional international routes; constantly exceeding passenger expectations, in terms of quality, convenience and comfort.

Air India Express flew about 3.5 million passengers in 2016-17 and 2.8 million passengers in 2015-16. In the current financial year (2017-18) it is estimated

that this number will go up to 4 million. With additional aircraft joining our fleet within short/ medium term, the airline has plans to increase the frequency of flights on existing routes and expand to newer markets.

As part of its revenue optimization strategy, AIE plans to roll out several Search Engine Marketing and SEO initiatives to drive more relevant visitors to its website, **www.airindiaexpress.in** and enhance direct business through the company website. This is also required for increased brand visibility and sustained brand loyalty.

2. CURRENT DIGITAL ECOSYSTEM:

1. The Airline's distribution system is entirely web-based. In addition to online reservations and bookings, the Reservation System also supports online booking / payments for ancillary services such as advance seat reservation, excess baggage, travel insurance, special meal, etc.
2. The airline's website, **www.airindiaexpress.in**, had 505087 active users, and 1337558 Sessions, (24.9% New Sessions) in June 2017 as per the Google Analytics of the month. (The number of unique users who had at least one session within a 30-day period is an active user). A complete revamp of the Corporate Website with new features is under progress.
3. Further Air India Express is active on social media platforms such as Facebook, LinkedIn, YouTube, Blogs etc. It also generates HTML News Letters as e-mailers. The verified page, [facebook.com/AirIndiaExpressOfficial](https://www.facebook.com/AirIndiaExpressOfficial) has around 73000 permanent fans, with an impressive engagement rate. The airline has appointed a digital media agency for content generation and management of its social media properties.

3. OBJECTIVES -SEARCH ENGINE OPTIMIZATION & MARKETING

- To enhance and increase the visibility of Air India Express, consistent with its size, stature and performance amongst all air travellers and online bookers, through Search Engine Marketing platforms.
- To drive traffic to the AIE website through Search Engines and paid search remarketing strategies including Facebook/Social Media Ads and to increase B to C revenue and continuously increase bookings and other conversions through the AIE website, and improve the look to book ratio.
- To establish and maintain positive impact amongst the stakeholders in general and the expatriate population in West Asia and South East Asia by ensuring that AIE figures consistently amongst the top in relevant search engine results.
- To reduce AIE's dependence on traditional media and sales channels.
- To maintain the airline's website search engine friendly, with relevant content and right technology in place.

4. SCOPE OF WORK:

4.1. SEARCH ENGINE MARKETING MANAGEMENT

Search Engine Marketing Management: Set up and manage Search Engine Marketing Channels of Air India Express. Tasks include setting up and building Google AdWords, Bing Ads, and applying promotional strategies for Search Engine Marketing, remarketing in channels like Facebook, YouTube, Blogs, online content portals etc. It also includes constant monitoring and updating of the search engine accounts of Air India Express. Agency will also be responsible for driving relevant traffic to the AIE website in the Search Engine Marketing space, as well as, for developing appropriate strategies for increasing conversions of site visitors into buyers in line with Air India Express's key agenda.

The following tasks are expected to be carried out on a regular basis with respect to SEM. The list of tasks is only indicative and not exhaustive.

(A). Initial activities before the advertising campaigns begin:

- Understand the marketing objectives of AIE – to liaise with top management, commercial department and opinion leaders in the market and access existing survey/ study / market research reports.
- Competition study
- Keyword research and mining
- Overview of site traffic and conversion patterns
- Developing the paid search strategy
- Recommending website changes, if necessary
- Linking the AdWords account to the Google Analytics account
- Setting up and structuring of the AdWords & Bing Ads Accounts
- Digital Media planning
- Develop keyword lists – both positive and negative
- Writing the ad copy
- Providing and implementing the tracking and conversion & re-marketing codes
- Running tests and making test purchases
- Uploading the ad campaigns and going live

(B). Activities during the campaigns:

- Daily monitoring of bids and budgets
- Regular addition of keywords from Search Term and Opportunities report
- Keyword base enhancement through addition of organic keywords from Analytics and Google Search Console
- Weekly deletion of irrelevant, unproductive, costly keywords
- Implement suggestions provided by AdWords, under Opportunities.
- Add all possible ad extensions, like site links, call extensions, callout extensions, structured snippets, location, price etc.
- A/B testing of ads and urls
- Add negative keywords from Search Term Reports
- Implement placement additions and exclusions, to improve CTRs and conversion rate.
- Keyword performance analysis based on the following major Quality score components- expected click through rate, ad relevance, landing page experience
- Rewriting ad copy for low-quality score keywords and rotating them
- Implementing Responsive ads for display campaigns
- Implementing video ads on YouTube and across the web
- Implementing Call only ads
- Fixing ads disapproved by Google
- Implement Geo-based bidding
- Strategic Bidding based on top of page bid and below first page bid estimates
- Bidding based on other important metrics with respect to clicks, impressions, CTR, average CPC, cost, average position, conversions, cost per conversion, conversion rate, revenue and ROAS
- Analysing and Bidding based on Google Analytics metrics such as bounce rate, pages per session, average session duration, percentage of new sessions
- Implement Dynamic Keyword Insertion feature in ads

- Targeting based on keywords, placements, topics, interest, demographics and remarketing for display ads
- Adding negative placements, topics, interest, demographics and remarketing for display ads
- Creation of dynamic campaigns to achieve pin-pointed targeting in terms of category, page content, page title, URL
- Analysing gender and age data and targeting bids accordingly
- Bidding adjustments based on conversion types
- Study auction insight reports and optimise campaigns for impressions, average position, overlap rate, top of page rate, outranking share
- Weekly monitoring of match-types.
- Regular optimization of the bidding at a granular level, the ad level
- Applying bid management strategies to constantly improve the CTR, Conversion ratio, Quality Scores, Conversions, and Revenue
- Implement Ad Scheduling, and bid higher during peak hours
- Optimizing campaigns based on the device for mobile, tablet and desktop
- Analysing user behaviour based on the pages they visit, site speed, site content, site search, navigation pattern and suggesting corrective measures
- Recommending content and landing page changes for top performing keywords
- Remarketing – both Display and Search follow-up campaigns to users who have visited the website
- Specific targeting of different kinds of T.A, namely, product viewers, cart abandoners, bouncers, non-buyers, past buyers who have not visited site recently, through specific Remarketing campaigns.
- Executing Remarketing campaigns based on lists like website visitors, mobile app users, customer emails, you tube users
- Setting automated rules, where necessary, to control bids, schedule account updates, pause low-performing ads and keywords, budget alerts, billing
- Analysing conversions based on path length, time lag, top conversion path, assisted conversion and optimising campaigns
- Weekly reports

- Monthly reports
- Change display banners frequently, based on seasonality and offers
- Developing remarketing strategies and executing them on a regular basis
- Instant availability of resource for client help
- Monthly Landing Page check for broken links
- Ongoing recommendations for LP optimization and other website changes
- Ongoing bid adjustments
- Analyse and prioritise campaigns based on performance- allocate increased budgets for top performing campaigns.
- Restructure campaigns after a few months, create separate campaigns for converting keywords to improve conversions
- Analyse and bid on competitors' keywords where advisable
- Interacting with Google to solve site tracking and payment issues
- Applying all learning with respect to every important variable at work such as high performing keywords, ads, day of week, time of day, competitors' ads, seasonal patterns, offers, etc., geography, target audience on an ongoing basis

(C) Evaluation of Performance of the SEM Programme

The success factors would be based on the following metrics:

- Click-through-rate
- Conversion rate
- Cost per conversion
- ROAS (Return on Advertisement Spend)

4.2. Search Engine Marketing Strategy

Develop a search engine marketing strategy for Air India Express and effectively implement it. Several tasks including in-depth keyword research and identification, media planning, budgeting, bidding, writing effective text ads, developing remarketing strategies is expected to be planned and carried out on relevant Search Engine Marketing platforms. Create brand visibility for Air India Express amongst online users by topping search results for relevant search terms and drive visitors to the AIE website. Get site visitors to perform the actions that would benefit AIE.

4.3. SEARCH ENGINE MARKETING REPORTING:

The agency must submit analytics about the Search Engine Marketing performance of Air India Express at regular frequency and should be able to provide solutions, based on such analytics and feedback. Weekly and monthly performance reports need to be furnished.

4.4. MEDIA INTELLIGENCE:

Comprehensive monitoring of Search Engine Marketing for Air India Express and submitting customized reports, as well as analytics. Proactively gauge media and target audience behaviours through monitoring as well as through interaction with key resources in respective segments and develop prompt search marketing strategies.

4.5 Search Engine Optimization (SEO)

Search Engine Optimisation (SEO) is aimed at getting increased traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines, involving the following activities on routine/ongoing basis.

- Thorough website audit manually and using SEO tools
- Making sure that Google Analytics has been installed in AIE site
- Making sure that Google Search Console installed in AIE site
- Making sure that Bing Webmaster tools are installed.
- Making sure that the right SEO tools installed in AIE site
- Checking the site for 404 & 500 errors
- Checking the site for duplicate content
- Checking the site for missing titles
- Checking the site for technical errors manually and using the right SEO tools
- Fixing all the errors in an SEO perspective.
- Checking Google messages and carrying out the corrections regularly
- Using Screaming Frog (tool) and other relevant tools to find errors, broken links and crawl hitches
- Finding and fixing redirecting errors using the right tool

- Making sure the Google Keyword Planner tool has been used keeping in mind searcher intent and difficulty with respect to the keywords on the AIE site
- Studying competitor link profiles- with respect to anchor text, how and where they get their links from- using the right tools for this
- Incorporating the primary keywords into urls
- Checking and fixing all title tags
- Checking and fixing meta description tags
- Making sure all tags are of the right length- within the allowed character limits
- Checking and incorporating H1, H2, H3 and H4 tags
- Making sure there is enough search engine accessible text on the website- at least 100 words of correlated matter
- Making sure important keywords are used in AIE website copy and use of natural language that is influenced by keyword research rather than merely keywords
- Ensuring all Alt tags and images have descriptions and file names
- Ensuring proper description of each internal page we are linking to in the anchor text, so that both users and search engines understand what it's about
- Establish that AIE site isn't creating any duplicate content. Making use of 301 redirects, canonical tags or use Google Console to fix any duplicate content that might be indexing and penalizing AIE site
- Making certain the site uses absolute urls in AIE code and not relative ones
- Checking site speeds using various tools including Google page speed tools and identifying pages and images that load slowly
- Creating an XML sitemap and submitting it to Google and Bing Webmaster tools
- Creating a Robots.txt file and submitting it in Google and Bing Webmaster Tools

- Claiming AIE business / website username on other major networks for reputation management reasons. Make sure no one else gets AIE account name, that we “own” all the results on the first page of a search for AIE brand
- Making certain AIE site is mobile friendly
- Making sure AIE site is suited to all browsers
- Making sure our site is linked to AIE social media accounts on Facebook, Twitter, LinkedIn
- Adding authorship mark-up to AIE site
- Using powerful SEO audit tools to double-check everything
- Any other activities/ tasks that might be adopted /required to achieve the SEO goals.

4.6. Other Search Engine Optimization (SEO) tasks

Some other strategies and tactics that AIE requires for on page SEO & off page SEO

- Keyword targeting
- Ensuring correct URL structuring
- Latent Semantic Indexing in both on page and off page SEO
- Link building- adding quality, relevant, inbound and outbound links
- Leveraging social networking sites like Facebook, Twitter, LinkedIn to boost AIE ranking and position in SERPs.
- Leveraging social bookmarking sites like Instagram, digg, delicious, reddit etc. for sharing AIE content
- Sharing posts in relevant fora
- Making use of Questions/Answers sites and sharing AIE Blog link as well as AIE website URL as reference links.
- Submitting AIE blog links to some blog directory sites.
- Submitting the RSS feed of AIE blog.
- Utilizing Slide Share for writing and sharing blog.
- Leveraging Pinterest for sharing images
- Sharing AIE PDFs on PDF submission sites
- Leveraging YouTube for sharing AIE videos

5. DELIVERABLES

The following are the minimum deliverables to be ensured to cover the scope of work.

5.1 Professional Executive Support

- (i) AIE project should be exclusively handled by a dedicated exclusive team consisting of at least one Google certified SEM Professional capable of report generation and analysis, one Copy Writer, one designer with SEM experience and one SEO Specialist. The credentials and details of such personnel must be communicated to the concerned officials of AIE at the start of the contract period.
- (ii) Apart from above, one dedicated SEO/ SEM expert should be identified by the agency for AIE project. He / She shall be in continuous touch with the airline's commercial/ corp. communication departments for achieving the most effective flow of information and spends in Search Engine Marketing platforms. The credentials and details of such personnel must be communicated to the concerned officials of AIE.
- (iii) Apart from the above personnel, a senior level professional of the agency, who is experienced in handling such accounts, is to be identified as the project leader for this work, and he/ she should remain as the exclusive single point contact for all the activities related to the execution of this work. The credentials and details of such personnel must be communicated to the concerned officials of AIE.

5.2. Search Engine Marketing (SEM)

Adequately optimised paid search campaigns as per the various SEM tasks mentioned in point 4.1 above.

Campaigns:

- (i) Develop and execute paid search remarketing campaigns
- (ii) Write copies and develop display designs for the digital advertisements.
- (iii) Formulate targeting strategies and serve attention-grabbing ads
- (iv) Increase conversions through the Facebook page & other social media platforms.

5.3. Search Engine Optimization (SEO)

An adequately optimised website as per the various SEO tasks mentioned in point 4.5 above.

5.4. Apart from the above, the agency may be required to introduce any new Search Engine Optimization and Search Engine Marketing platform/technique/tool and the agency must take up such work without any additional cost involvement.

6. SELECTION PROCESS

A two-stage selection process will be involved in finalising the Agency. Only one agency will be finalized for doing both the activities under SEO and SEM as the activities/results are inter dependent and related.

Stage 1

A Committee will evaluate the Technical bids received from the bidders for conformity to pre-qualification criteria and select eligible agencies. The bids that are adjudged by the committee to have met the technical requirements will be short-listed as technically qualified for consideration in the Stage 2 evaluation – Financial evaluation.

Stage 2

The prime goal of the SEO activities is to enhance the number of passengers booking their tickets directly on the website and thereby increase the percentage composition of B-C passengers on the Airline's network.

During the 12 months ending with March 2017, Air India Express flew 3.5 million passengers. 24.1 % of them were B-C customers. (B-C count in April 17 was 23%, May 17 was 24% and June was 25%).

In the Commercial Bid, the bidders shall quote the level up to which they undertake to increase the B to C composition expressed as percentage of total flown passengers during each 12-month period (of 2 year contract) covered in the tenure of the contract under this RFP, for example, 27%, 32% etc. **The bidder assuring the highest percentage composition of B-C flown count in above terms shall be identified as H1 bidder.**

In the event two or more bidders tie for the position of H1, in other words if two or more bidders quote for the same percentage increase in B – C composition, the concerned bidders would be called on to further quotes until a single bidder emerges as H1.

As specified in this RFP, all bidders shall have to quote for SEO as well as SEM services. Bidders who quote either or only one field (SEO/ SEM) in the financial bid will be liable for rejection.

For the SEM services, the compensation would be in the form of commission on the total SEM spend. Therefore, the Agencies should spell out the percentage of commission in the commercial bid for SEM services.

The levels of commissions quoted by the technically qualified bidders for SEM services shall be used for the purpose of price discovery. **The lowest quote received would be identified as the “applicable rate” of commission to be paid for SEM services. The H1 bidder identified for SEO services shall undertake to provide the SEM services as detailed in the scope of work at the “applicable rate” as explained above.**

If the H1 bidder fails to agree to the terms and conditions set out above with regard to capping of commissions for SEM services, their bid shall be rejected. AIE would move on to the H2 bidder and the contract shall be awarded to that bidder, subject to their agreeing to match the “Applicable Rate” for SEM services.

This Selection Process is to ensure that the same agency undertakes both SEO & SEM activities, as these services are complementary and inter related.

Only those bidders who are willing to agree to the Selection Process as described above may respond to this tender.

7. TERMS OF ENGAGEMENT

7.1. Validity:

The contract shall be valid for a period of two (2) years from the date of signing the contract. Annual review would be undertaken for the achievement of the Agency vis-à-vis the commitment. This could be further extendable on the same terms and conditions on agreement.

7.2. Payment Terms:

SEO

The payment under this head will be determined with the help of monthly reports taken from the Radixx system, the Reservation system of the Airline. The assessment would be based on incremental B to C passengers flown and not based on count of booked passengers. As the data with reference to total passengers flown as well as the B-C composition of the same are captured from the Airline's Reservation system there shall be no room for disputes in this regard.

The monthly ratios of B-C flown customers to the total number of passengers flown during each month in the immediately preceding twelve months would be shared with the successful bidder. These would be deemed as the Base Ratio (B). The base month for assessing the SEO performance in a given month would be corresponding month in the previous year - Aug 16 would be the base month for Aug 17, Aug 17 would be the base month for Aug 18, and so on.

In order to arrive at the Target Ratios (T) for the months covered in the contract period, the Base Month Ratios shall be raised proportionately to align them to the assured annual ratio of B-C passengers as quoted by the H1 bidder. For example if the base Month Ratio (B) in Aug 16 was 22% against the annual average ratio of 24% achieved during the 12-month of which Aug 16 formed a part, the Target Ratio (T) for Aug 17 shall be determined by dividing 22% by 24%, the product shall be multiplied by the annual average assured by H1. To continue with the example, if the assured annual ratio of H1 is 30% then the target ratio (T) for Aug 17 would be $22/24*30$ which is equal to 27.5%. To ensure transparency, the H1 bidder would be associated in determining the monthly "Target Ratios" as above. The Target Ratios

for the first 12 months shall be incorporated in the Service Level Agreement (SLA) to be annexed to the contract.

For the purpose of determining the eligibility for payments to be made for the SEO services, the actual B-C flown passengers would be converted into a ratio against the total passengers flown during the month. This ratio will be termed as the Actual Ratio (A). The Actual ratio would be mapped against the Base Ratio and the Target Ratio to determine the percentage "Incremental" generated through the SEO exercise. Accordingly, the "Incremental" shall be assessed as any figure between 0% and 100% or even going beyond 100%.

Accordingly, the formula for arriving at Incremental % would be as below:

$$(A-B) / (T-B) * 100$$

The monthly remuneration for the SEO services shall be determined based on the "Incremental" for that month as per the details provided in the Table below:

Incremental	Compensation per flown B – C passenger- During the first 12 months(during 1st year of contract)
0-50%	NIL
>50%	Rs. 70 per flown passenger in excess of 50%
Incremental	Compensation per flown B – C passenger- During the second year of contract
0-50%	NIL
>50%	Rs. 80 per flown passenger in excess of 50%

On assessment of performance as detailed above, 80 % of the payment will be released within 30 days of submission of invoice. The balance 20% will be withheld by AIE, and the same will be released at the end of every 12 months, if the agency achieves the annual target ratio of B-C flown passengers against the total number of passengers flown annually.

SEM

The SEM spending as part of this contract will begin only after one month of the initial SEO activities. AIE will pay the cost related to SEM advertisements directly to search engines (google, bing etc.).

For SEM, the agency will be paid commission at the "applicable rate" determined as per the selection process of this bidding. The applicable rate of % will be applied on AIE's digital advertisement outgo. The SEM spending will be purely based on the discretion of AIE and the agency would be paid the commission as and when such services are utilized through the agency.

AIE will assess the fulfilment of the deliverables in SEM. On satisfactory completion of deliverables, AIE will make the payment within 30 days of submission of bills after deducting applicable TDS and any other statutory/mandatory payments. No advance payments would be made under any circumstances to the agency for SEM services.

The SEM commission fee includes:

- All executive time spent in providing Search Engine Marketing/ media intelligence
- Cost of all software/ technologies/text/activities/display designing etc. that are to be undertaken, to meet the scope of work and achieve the deliverables
- All office administration costs
- All travel expenses of agency staff and any cost incurred for the successful completion of the deliverables.

In case on any specific assignments /situations, wherein the agency may have to travel outstation / incur additional expenditure, such Out-of-Pocket expenses on actual, against production of documentary proof of expenses incurred could be considered for reimbursement, only if prior approval has been obtained from competent authority of AIE, for such works and expenses.

No advance payments would be made under any circumstances.

7.3. Security Deposit:

The bidder who qualifies for award of contract must deposit 5% of the total contract value as interest free security deposit with AIE within two weeks of receipt of the Contract. The Security Deposit is to be paid by a Bank Draft or Banker's Cheque in favour of Air India Express Limited, payable at Kochi or by way of execution of a Bank Guarantee(BG) for an equivalent amount. In case of submission of Security Deposit by Bank Guarantee, it may please be noted that the original Bank Guarantee must be forwarded by the Bank directly to AIE through registered AD. The expenses incurred towards submission of Security Deposit / Bank Guarantee must be borne by the agency. The Security Deposit / Bank Guarantee will be refunded / returned after three months of successful completion of the Contract mentioned in the contract and after adjusting deductions/ penalties if any. Air India Express reserves the right to forfeit the security deposit partly or fully in case of violation/ non-fulfilment of agreement and service conditions. In the event of invocation of Penal Clause the Security Deposit will be forfeited. A format of the BG is attached with the tender (Annexure D)

7.4. Password / Admin/ Data / Security Management:

As the successful bidder, would get access to commercially important data and contacts of the Airline, the agency should ensure utmost confidentiality and fair play. A Non-Disclosure Agreement (NDA) to be signed and made part of the SLA. They must ensure no information is being misused or misrepresented on any of the platforms. The agency should always ensure that the data made available for this work is not being used for any purpose that would be detrimental to the interest of AIE.

All contacts, such as e-mail ids, phone numbers and other contact information which are being gathered as part of this assignment should be shared exclusively with AIE and confidentiality of the same should be ensured.

All the Search Engine advertising accounts created for AIE project on search engines (Google Adwords, Bing etc) will be owned by AIE and retained by AIE even after the expiry of the contract. AIE will have a direct commercial relationship with search

engines. All log in passwords and admin rights are to be shared with AIE as and when created and changed.

All security aspects, including maintaining robust hacker free/ spam free Search Engine Marketing platform is the sole responsibility of the agency. Agency must ensure passwords are not being misused by any of its employees/ ex-employees/ or any person.

7.5. This SEO/ SEM contract is independent of other marketing initiatives of AIE. AIE reserves all the rights to continue/begin any other online/offline marketing, sales promotion initiatives during this contract period.

7.6. Liability

The agency shall be solely responsible and liable for the consequences arising out of violation of law, unauthorised access, and infringement of rights, loss or damage arising out of any act or deeds in connection with this assignment. Further AIE shall in no way be responsible and liable for consequences arising out of any type of factual/human/ technical errors and the consequences arising out of violation of law, unauthorised access, and infringement of rights, loss or damage arising out of any act or deeds in connection with this assignment. The agency shall indemnify AIE from judicial /financial / moral responsibilities on the above matter.

7.7. Penal Clause:

If the agency does not achieve the assured average B-C conversion of the passengers flown for the total contract period of two years, Penal Clause would be imposed by forfeiting the Security Deposit. AIE holds the sole discretion of assessment and imposition of penalty.

7.8. Termination / Exit Clause:

In case of unsatisfactory performance or breach of any of the clauses of this contract, AIE would issue a notice of 30 days to the agency to rectify the breach and improve the performance failing which AIE shall be at liberty to terminate this agreement by providing a 30 days written notice to the agency. The agency shall not have any right to dispute or question the judgement of AIE of unsatisfactory performance of the agency.

Notwithstanding the above, AIE shall also be at liberty to terminate this agreement for any reason including change in situation/ circumstances etc. by providing to the

agency a 30-day written notice. The agency shall also be at liberty to terminate this contract by providing to AIE a 90-day written notice. In such an event, the terminated agency shall have no right to claim compensation/ damages etc. from the terminating party on account of early termination. However, the agency shall duly comply with their respective obligations during the notice period and thereafter shall discharge the obligations arising out of the agreement till the termination.

AIE reserves the right to award the contract to any other agency on termination of the awarded contract.

7.9. Arbitration:

Any dispute arising between the parties in respect of the construction, interpretation, application, meaning, scope, operation or effect of this document or the validity or breach thereof, shall first be settled by mutual consultation. If the dispute remains unresolved after a period of 90 days from the date when the mutual consultation has started, the matter shall be referred for settlement to 'SCOPE FORUM OF CONCILIATION AND ARBITRATION', Govt. of India, and the award made in pursuance thereof shall be binding on the parties.

7.10. Jurisdiction

Any dispute whatsoever shall be subject to the jurisdiction of the courts of Kochi Kerala, India, only.

7.11 Force majeure:

Neither party shall be liable for delay in performing obligations or for failure to perform obligations if the delay results from any of the following (whether happening in India or elsewhere) force majeure, Act of God or any Governmental act, fire, earthquake, explosion, accident, industrial dispute, civil commotion, or anything beyond the control of either party. The party shall use all reasonable endeavours to minimize any such delay. Upon cessation of the event giving rise to the delay the parties shall in so far as may be practicable under the circumstance, complete performance of their respective obligations hereunder.

7.12 Fraudulent practices:

AIE requires that bidders observe the highest standard of ethics during the bid and execution of contracts. In pursuance of this AIE defines, for the purposes of this provision, the terms set forth below as follows:

- i. "corrupt practice" means
 - a. offering, giving, receiving or soliciting directly or indirectly of anything of value to influence the actions of any person connected with the Bidding Process or
 - b. save and except as permitted engaging in any manner whatsoever, whether during the Bidding Process or after the issue of the LOI or after the execution of the Agreement / Work Order as the case may be any person in respect of any matter relating to the contract or the LOI or the Agreement /Work Order who at any time has been or is a legal, financial or technical advisor of the Company in relation to any matter concerning the Contract of anything of value to influence the action of a public official in the procurement process or in contract execution;
- ii. "Fraudulent practice" means a misrepresentation/ omission/ suppression/ disclosure of incomplete facts in order to influence the tendering process. Forging in order to influence a procurement process or the execution of a contract to the detriment of the AIE and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the AIE of the benefits of free, fair and open competition.
- iii. "Coercive Practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any person or property to influence to any person's participation or action in the tendering process.
- iv. "Undesirable Practice" means
 - a. establishing contact with any person connected with or employed or engaged by the Company with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the tendering process or
 - b. Having a conflict of interest.
- v. "Restrictive practice" means forming a cartel or arriving at any understanding or arrangement among bidders/prospective Suppliers with the objective of restricting or manipulating a full and fair competition in the Tendering Process.
 - a. shall reject a proposal for award if it determines that the bidder recommended for award has engaged in corrupt or fraudulent and other practices mentioned above in competing for the contract in question
 - b. shall declare a firm ineligible and put on holiday, either indefinitely or a for a stated period of time if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing a contract.
 - c. shall rescind the contract in case of successful bidder with immediate effect adopting fraudulent/ forgery/ corrupt practices during the currency of the contract.
 - d. EMD or Security deposit as the case be, shall be forfeited in addition to putting such firms on holiday as mentioned above in sub clause c.

8. PRE-QUALIFICATION CRITERIA:

The prospective Search Engine Marketing/Search Engine Optimization organization must conform to all the pre-qualification criteria given below and shall attach documentary proof for each of the qualifying requirements. **Bids without adequate supporting documents shall be treated as incomplete and will be rejected.**

- 8.1.** The agency should have been in the business of providing Search Engine Marketing services in India for a period of at least three financial years as on 31.03.2017. The agency should be a private/public limited company or registered firm in India engaged in Search Engine Marketing management with track record and domain knowledge.
- 8.2.** The agency should have achieved a minimum of Rs. 50 Lakh turnover per annum in any of the immediate three financial years as commission/incentive/service charge etc. from the business of Search Engine Marketing Management/SEO.
- 8.3.** The agencies with multiple service verticals, should have achieved at least 75% of the total turnover from Search Engine Marketing /SEO activities alone. This is to emphasize that the agency's major resource deployment and engagement is in the required domain of Search Engine Marketing management.
- 8.4.** The agency should have international paid search marketing experience.
- 8.5.** The agency should have prior experience in managing Search Engine Marketing/SEO in the Travel/Hospitality Sector.
- 8.6.** The agency, by itself or as part of a group, should have managed SEM budgets of at least Rs 3 Crores or its equivalent in foreign currency.
- 8.7.** The core team of the agency should have relevant academic qualifications and practical expertise in the areas of web, Search Engine Marketing, with Google certified personnel and Google Partnership status with a proven track record.
- 8.8.** The bidder as applicant should not have been blacklisted by any Central / State Government / PSU/ Public Authority or Organisation.

8.9. The applicant agency should not be involved in any major litigation that may have an impact of adversely affecting or compromising the delivery of services as required under this Tender and in the execution of the contract.

8.10. Earnest Money Deposit:

EMD of Rs. 200000/- (Rupees Two Lakh only) needs to be submitted by way of Demand Draft / Pay Order / Banker's Cheque in favour of "Air India Express Limited", payable at Kochi should be submitted along with the Technical Bid. No other mode of payment is acceptable.

EMD will not carry any interest. EMD in case of unsuccessful bidders will be refunded within 45 days of award of contract. EMD of the successful bidder will be returned without any interest, after receipt of Security Deposit or Bank Guarantee in lieu thereof.

EMD will be forfeited in the event of a bidder withdrawing or modifying his bid after opening of the tenders and till completion of the tender process, and / or in the event of the successful tenderer declining to accept the Contract, or to pay the Security Deposit.

The Technical Bid would be rejected if it has been received without EMD or proof of submission or the EMD has been submitted in a mode other than as specified above, or a valid proof of exemption from submission of EMD has not been provided

8.11. Following documents/proof to be provided (Self attested copies) along with the technical bid by the bidder at their own cost:

- a) Certificate of incorporation/ registration of firm
- b) Memorandum of Association, Article of Association or other related document to establish the nature of business.
- c) PAN, GST Registration details
- d) EMD of Rs 200000/- drawn in favour of Air India Express Limited, payable at Kochi.

- e) Audited Balance Sheet & Profit and Loss Account of the bidder for the financial years 2014-15, 2015-16 & 2016-17 (if not audited for 2016-17 – provisional may be produced duly attested by CA).
- f) The segment reporting of the audited financial statement to establish minimum turnover of Rs. 50 Lakh from Search Engine Marketing and SEO activities in the above financial years. In the absence of segment reporting in the financial statement, the agency may submit a document duly certified by a Chartered Accountant to prove the turnover from Search Engine Marketing business.
- g) Relevant documents to prove that :
 - (i) The agency has international paid search marketing experience.
 - (ii) The agency has prior experience in managing Search Engine Marketing/SEO in the Travel/Hospitality Sector.
 - (iii) The agency, by itself or as part of a group, has managed SEM budgets of at least Rs 3 Crores or its equivalent in foreign currency.
 - (iv) The agency with Google certified personnel and Google Partnership status.
- h) Agency Profile with details to prove that core team members of the agency have relevant academic qualifications and practical expertise in the areas of web, Search Engine Marketing etc.
- i) A power point presentation covering the topic "Scope and Strategy of Search Engine Marketing in Air India Express" should be submitted in electronic form (soft copy) in a CD/ USB drive.
- j) Document from Google proving Partner Agency Status, and at least one employee of the agency should submit certification from Google confirming Google Certified Professional Status.

Air India Express may carry out a facility audit during the due diligence stage. The agency shall be prepared to produce any other document as and when demanded by concerned officials of AIE to assess the technical competency of the bidder.

9. GUIDELINES TO BIDDERS

- 9.1. Before submitting bid, bidders are requested to carefully examine the scope of work, pre-qualification criteria. For any clarification/ additional information please be in touch with Corporate Communications Department, Air India Express Head Quarters, DH Road, Kochi, Kerala during working hours. You may also communicate through e mail: Rema.Raja@airindia.in, pg.prageesh@airindiaexpress.in or call on Telephone: 0484 2350166.
- 9.2. The bid application shall be typed or written in indelible ink. The bid and all correspondence incidental to and concerning to the bid shall be in English language only.
- 9.3 AIE reserves the right to modify the tender document by amendment for any reason whatsoever at any time prior to the last date of submission of bid and such amendments if any shall be published on the website (<http://www.airindiaexpress.in/>) only.
- 9.4 The bidder who meets all the Pre-Qualification criteria may submit the bids in sealed cover in the following manner.
- 9.6. All bidders have to quote for SEO as well as SEM services. Any bid for only one of the two services would be rejected.
- 9.7. Duly filled Technical Bid form (i.e., Annexure A of this document) along with all documents/ proof mentioned under Point 8.11 shall be submitted in a separate sealed envelope super scribed with "**Technical Bid for Search Engine Optimization and Search Engine Marketing for Air India Express - (AIE/CC/SEO-SM/COK/2017)**". All pages of this tender document shall be signed by the applicant/authorized person in token of acceptance of all the terms and conditions. The duly signed tender document shall also be a part of the agreement to be signed in future with the successful bidder. The technical bid should not contain any information about the commercial bid. If the duly filled commercial bid or any information related to commercial bid is found enclosed in the Technical Bid envelope such bid is subject to rejection.
- 9.8. Duly filled Commercial bid form (ie. Annexure B of this document should be enclosed in a separate sealed envelope super scribed with "**Commercial Bid**

for Search Engine Optimization and Search Engine Marketing for Air India Express - (AIE/CC/SEO-SM/COK/2017)".

- 9.9. Both the envelopes as mentioned in 9.7 & 9.8 should be submitted in a sealed master envelope super scribed with "**Bid for appointment of Agency for Search Engine Optimization and Search Engine Marketing for Air India Express - (AIE/CC/SEO-SM/COK/2017)".**" addressed to Chief of Corporate Communications, Air India Express, Airline House, Durbar Hall Road, Kochi, Kerala 682016 . This Master envelope should also mention the contact /address details of the bidder with e-mail and telephone numbers.
- 9.10. The EMD draft /receipt to be submitted in the technical bid envelope.
- 9.11. The bid must be submitted on or before **21-08-2017 ,1700hours** at the Office of Chef of Corporate Communications, Air India Express, Airlines House, DH Road, Kochi 682016. Bids received beyond the timeline are subject to rejection.
- 9.12. The rate quoted will be valid for a period of 120 days from the closing date of submission of bid. The price offered shall remain firm till the completion of the contract. Any request for increase in price shall not be entertained during the period of this contract.
- 9.13. Incomplete bids are liable to be rejected at any stage. However, Air India Express at its discretion may call for any clarification regarding bids submitted. Air India Express at its discretion may also ask for the submission of any additional/missing/incomplete document(s) within a stipulated time. In such case(s), the party shall have to comply with Air India Express's requirement within the specified time. In case of noncompliance to such queries, the offer will be rejected without entertaining further correspondence in that regard.
- 9.14. AIE reserves the right to accept or reject any or all bids without assigning any reason whatsoever it may be and shall not be liable for any compensation to expenses / loss incurred by the bidder in the process in whatever manner it may be.
- 9.15. The technical bid will be opened at the Corporate HQ of AIE at Kochi. The date will be intimated to all bidders. The bidders may like to be present for

the opening of the technical bid with proper authorization letter. (Annexure – C). If the date fixed for opening of technical bid is subsequently declared as holiday by Govt. of India/State Govt., the bid will be opened on next working day, time and venue remain unaltered.

9.16. On verification and evaluation of the technical bids, AIE will communicate only to technically qualified bidders about the opening of the commercial bid. The bidders may like to be present for the opening of the commercial bid with proper authorization letter. (Annexure –C).

10 BENEFIT TO MICRO AND SMALL ENTERPRISES (MSEs):

As per Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 issued vide Gazette Notification No. 503 dated 23.03.2012 by Ministry of Micro, Small and Medium Enterprise of Govt. of India, MSEs must be registered with any of the following to avail of the benefits/preference available vide Public Procurement Policy MSEs Order, 2012.

- i) District Industries Centres (DIC)
- ii) Khadi and Village Industries Commission (KVIC)
- iii) Khadi and Village Industries Board
- iv) Coir Board
- v) National Small Industries Corporation (NSIC)
- vi) Directorate of Handicraft and Handloom
- vii) Any other body specified by Ministry of MSME

MSEs participating in the tender must submit the certificate of registration with any one of the above agencies.

The MSEs registered with District Industries Centres must submit the 'Acknowledgement of Entrepreneur Memorandum (EM) Part-II' along with their bid. The MSEs registered with National Small Industries Corporation (NSIC) must submit the valid NSIC registration certificate along with their bid. The Micro and Small Enterprises not registered for the trade/item for which the tender is relevant, would not be eligible for exemption/preference. The registration certificate issued from any one of the above agencies must be valid as on close date of the tender. The successful bidder should ensure that the same is valid till the end of the contract

period. The MSEs, who have applied for registration or renewal of registration with any of the above agencies/bodies, but have not obtained the valid certificate as on close date of the tender, are not eligible for exemption/preference.

10.1. Exemption from submission of Earnest Money Deposit (EMD)

The MSEs registered with above-mentioned agencies/bodies are exempted from payment of Earnest Money Deposit (EMD).

Disclaimer

The information contained in this Tender or subsequently provided to applicant(s)/bidder(s) whether verbally or in documentary or any other form by or on behalf of Air India Express Limited, is provided to the applicant(s)/bidder(s) on the terms and conditions set out in this Tender and such other terms and conditions subject to which such information is provided.

This Tender is not an agreement and is neither an offer nor invitation by Air India Express Limited to the prospective applicant(s)/bidder(s) or any other person. The purpose of this Tender is to provide interested parties with information that may be useful to them in making their commercial offers pursuant to this Tender. However, this tender document shall be construed to be the part of the agreement to be executed with the successful bidder.

Air India Express Limited makes no representation or warranty and shall have no liability to any person, including any applicant or bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Tender or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the Tender and any assessment, assumption, statement or information contained therein or deemed to form part of this Tender or arising in any way in the tender process.

Air India Express Limited also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any applicant or bidder upon the statements contained in this Tender. Any information/documents including information/documents pertaining to this Tender or subsequently provided to applicant(s) or bidder(s) and/or successful bidder AND

information/ documents relating to the bidding process; the disclosure of which is prejudicial and/or detrimental to, or endangers, the implementation of subject program is not subject to disclosure as public information/ documents.

ANNEXURE – A
TECHNICAL BID FORMAT

(ON BIDDER'S LETTER HEAD)

Ref. No.

Date:

To
Chief of Corporate Communications
Air India Express,
Airline House, Durbar Hall Road,
Kochi, Kerala 682016

REF: TENDER NO.: AIE/CC/SEO-SM/COK/2017

Dear Sir/Madam,

I/We, the undersigned applicant, have read, examined and understood in detail the bid document for Search Engine Marketing and Search Engine Optimization for Air India Express. As a token of our acceptance of all the terms and conditions, I/We have signed all the pages of the document.

I/We confirm having submitted the details in support of qualifying criteria as required by you along with this application and necessary documents. In case you require any further information in this regard, I/we agree to furnish the same.

I/We understand that only those agencies confirming "YES" to all the columns in Technical Bid format are considered technically eligible.

I/We hereby declare that I/We was/were never blacklisted by any Central / State Government /PSU/Public Authority or Organization and not involved in any major litigations that may have an impact of affecting/compromising the delivery of services as required under this tender.

I/We understand that we are bound to accept all terms and conditions of this tender.

I/ We understand that the H1 agency identified through the Selection Process detailed in Clause 6 for SEO Services should agree to match the 'applicable rate'

discovered through the Selection Process for SEM services and carry out the works of SEO & SEM for AIE.

I/We hereby declare that all the information and statements submitted in this bid are true to the best of my/our knowledge and accept that any misinterpretation contained in it may lead to our disqualification.

Yours sincerely,

Signature, Name & Designation

Sl. No.	Description	
01	Name of Agency	
02	Date of Establishment	
03	Name of Directors / Partners	
04	. Address of Regd. Office . Corporate Web Site /url .Shop Establishment Certificate	
05	Address of offices in other places.	
06	Authorised Person to be contacted	Name: Designation: Tel: Fax: Mobile: Email:

07	PAN & GST Registration Number			
08	Have your company/firm been in the business of providing Search Engine Marketing management services in India for a period of at least three financial years as on 31 st March 2017.	YES	NO	
09	Specify the number of completed years in the above business.			
10	Whether your company/firm has achieved a minimum of Rs. 50 Lakh. turnover per annum in any of the immediate three financial years from the business of Search Engine Marketing management	YES	NO	
11	Please specify Total turnover of the organization (Amount in INR – in words and figures)	2014-15	2015-16	2016-17 (provisional - if not audited duly attested)
12	Whether 75 % of the total turnover is from Search Engine Marketing business	YES	NO	

13	Please specify turn over from Search Engine Marketing management. (Amount in INR – in words and figures)	2014-15	2015-16	2016-17
14	Please specify whether your agency has international paid search marketing experience.	YES		NO
15	Please specify whether your agency has prior experience in managing Search Engine Marketing/SEO in the Travel/Hospitality Sector.	YES		NO
16	Please specify whether the agency, by itself or as part of a group, has managed SEM budgets of at least Rs 3 crore or its equivalent in foreign currency.	YES		NO
17	Do you have Google Partner Agency Status?	YES		NO
18	Do you have at least one employee having Google Certified Professional Status?	YES		NO
19	Can you provide customised Search	YES		NO

	Engine Marketing analytics to AIE at a regular frequency and strategic solutions based on such analytics?		
20	Are you agreeing to meet the minimum deliverables as enlisted in this tender document?	YES	NO
21	Have you quoted for SEO as well as SEM services? (Any bid for only one of the two services would be rejected)	YES	NO
22	Have you read, understood and agreed to Selection Process detailed in this RFP.	YES	NO
23	Manpower/Key Persons of your agency, including their academic qualifications and experience.		
24	Name, Qualification and Credentials of the professional identified by the agency as the project leader for the AIE work.		
25	Details of major clients and SEM Campaigns handled by the agency:		

26	List of Enclosures as per pre-qualification criteria.		
27	Are you eligible for exemptions under Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 issued vide Gazette Notification No. 503 dated 23.03.2012 by Ministry of Micro, Small and Medium Enterprise of Govt. of India	YES	NO (not a disqualification)
	If yes, please give details and submit the proof for the same.		
28	Details of EMD. If eligible for exemption, please attach the relevant document.		

Authorised Signatory

Company Seal:

Date:

Place: ...

ANNEXURE – B
COMMERCIAL BID FORMAT
(ON BIDDER'S LETTER HEAD)

Ref. No.

Date:

To
Chief of Corporate Communications
Air India Express,
Airline House,
Durbar Hall Road,
Kochi
Kerala 682016

REF: TENDER NO.: AIE/CC/SEO-SM/COK/2017

Dear Sir/Madam,

I/We, the undersigned applicant, have read, examined and understood in detail the bid document for Search Engine Optimization and Search Engine Marketing for Air India Express.

I/We hereby confirm that the rate quoted against this tender is comprehensive of all the services covered in the scope of work and deliverables.

I /We also confirm that the rate quoted will be valid for a period of 120 days from the closing date of submission of bid.

The rate offered shall remain firm till the completion of the contract. I/We understand that request for increase in rate shall not be entertained during the period of this contract.

I/ We understand that the H1 agency identified through the Selection Process detailed in Clause 6 for SEO Services should agree to match the 'applicable rate' discovered through the Selection Process for SEM services and carry out the works of SEO & SEM for AIE.

I/We hereby declare that all the information and statements submitted in this bid are true to the best of my/our knowledge and accept that any misinterpretation contained in it may lead to our disqualification.

Yours sincerely,

Signature, Name & Designation

Sl.no.	Particulars	Percentage (%) in figures	Percentage (%) in words
1	<u>SEO</u> Assured % of monthly B to C Conversion of passengers flown. (The quote should be over and above the present average monthly B-C conversion value of 24 %)		
2	<u>SEM</u> Percentage (%) of AIE's digital advertisement spent as Commission.		

Sd/-

Authorized Signatory

Company Seal and address

ANNEXURE –C

**AUTHORIZATION LETTER FOR ATTENDING BID OPENING
(ON BIDDER'S LETTER HEAD)**

Ref. No.

Date:

To
Chief of Corporate Communications
Air India Express,
Airline House, Durbar Hall Road,
Kochi ,Kerala 682016

REF: TENDER NO.: AIE/CC/SEO-SM/COK/2017

Dear Sir/Madam,

The following person(s) is/are hereby authorized to attend Technical/ Commercial Bid opening of subject tender.

Sl. No	Name	E-Mail	Contact Number	Signature

Yours sincerely,

Signature, Name & Designation

NOTE:

1. Permission for entry to the Hall where bids are opened may be refused in case authorization as prescribed above is not received.
2. The authorized representatives, in their own, interest, must reach venue of bid opening well in time.
3. The authorized representatives must carry a valid photo identity.
4. Separate authorization letters would be required for Technical and Commercial Bid opening.

Annexure - D

BANK GUARANTEE FORMAT FOR PERFORMANCE SECURITY

To

The Chief Executive Officer
Air India Express Limited,
Kochi

WHEREAS (Name and address of the service provider) (hereinafter called "the service provider") has undertaken, in pursuance of contract no..... dated to supply (description of services) (herein after called "the contract").

AND WHEREAS it has been stipulated by you in the said contract that the service provider shall furnish you with a bank guarantee by a scheduled commercial recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the service provider such a bank guarantee;

NOW THEREFORE, we Bank, hereby affirm that we are guarantors and responsible to you, on behalf of the service provider, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the service provider to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the service provider before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the service provider shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until the day of 20__
.....

(Signature of the authorized officer of the Bank)

.....

Name and designation of the officer.

Seal, Name & Address of the Bank and Address of the Branch.