



PHARMACEUTICALS EXPORT
PROMOTION COUNCIL OF INDIA
(SET UP BY MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA)

**PHARMACEUTICALS EXPORT PROMOTION COUNCIL OF INDIA
(PHARMEXCIL)**

REQUEST FOR PROPOSAL (RFP)

Appointment of Public Relations (PR) Agency – Africa Region

1. RFP Details

- RFP No.: PHARMEXCIL/PR-02/2026-27
- Date of Issue: May 04,2026
- Last Date of Submission: May 18,2026

2. Introduction

PHARMEXCIL invites proposals for appointment of PR Agency for Africa Region.

Objective is to enhance global visibility of Indian pharmaceutical exports.

3. Scope of Work

- Pan-African media outreach
- Country-specific PR campaigns
- Promotion of Pharma Forums & BSMs
- Coordination with Indian Missions
- Stakeholder engagement with ministries & procurement agencies

4. Deliverables

- Minimum 6–8 media coverages per month
- Monthly PR reports
- Event coverage
- Quarterly performance reports

5. Eligibility Criteria

- Minimum 5 years PR experience
- Minimum INR 7 Crore (or equivalent) turnover (last 3 years)
- Strong regional/international media network
- GST, PAN, and registration documents mandatory
- International PR experience mandatory

6. Evaluation Criteria

- Technical – 70%
- Financial – 30%
- Presentation (if required)

7. Bid Submission Process

- Technical and Financial bids to be submitted separately
- Submission before deadline mandatory
- Late bids will not be accepted

8. Payment Terms

- Monthly retainer basis
- Milestone-based payments

9. Penalty Clause

- Penalty for non-achievement of KPIs
- Termination for repeated failure

10. Contract Duration

- 1 year, extendable based on performance

Annexure I: Technical Bid Format

- Company profile
- Experience
- Team details
- Strategy

Annexure II: Financial Bid Format

- Monthly retainer
- Campaign cost
- Event cost

Annexure III: Declaration

We declare all information is true.

Authorized Signatory

Name:

Date:

11. Technical Evaluation Criteria (QCBS Method)

Technical 70% + Financial 30%. Minimum 50 marks required in technical.

12. Financial Evaluation – 30 Marks

L1 bidder gets 30 marks; others scored proportionately.

13. SUBMISSION OF TECHNICAL & FINANCIAL BIDS

The bidder will be required to submit the technical bid and the financial bid in two separate and sealed envelopes; technical proposal shall be marked “Technical Proposal”. Financial Proposal shall be marked “Financial Proposal”.

Both proposals should be put up in a bigger envelope and marked as “Request for Proposal for providing PR Services – Africa Region and submitted before the last date and time at the following address:

Shri Raja Bhanu
Director General PHARMEXCIL
201, Aditya Trade Centre, Ameerpet,
Hyderabad – 500038