



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 – India**

**1. RFP Details**

RFP No.: PHARMEXCIL/PR-01/2026-27

Date of Issue: May 04,2026

Last Date of Submission: May 18,2026

**2.Introduction**

- PHARMEXCIL invites proposals for appointment of PR Agency for India.
- Objective is to enhance global visibility of Indian pharmaceutical exports.

**3. Scope of Work**

- Media relations and press coverage
- Content development
- Event publicity including iPHEX
- Digital and social media outreach

**4. Deliverables**

- Minimum 8–10 media coverages per month
- Monthly PR reports
- Event coverage
- Quarterly performance reports

**5. Eligibility Criteria**

- Minimum 5 years PR experience
- Minimum INR 5 Crore turnover (last 3 years)
- **Multi-Disciplinary Communication Capabilities:** The firm must demonstrate end-to-end capabilities across Public Relations, Corporate Reports (Annual Reports), Investor Relations, Branding & Design.
- **Research & Intelligence Capabilities:**
  - Must have a dedicated in-house research and intelligence unit with proven experience in developing secondary research reports, industry insights, and analytical publications (e.g., thematic reports, investor-focused insights).

- Must have delivered a minimum of 5 annual reports / sectoral reports in the pharmaceutical or healthcare sector over the last three years.
- **Past Experience with Industry Bodies:** The firm should have prior experience in managing communications and/or public relations for at least one industry association, council, or trade body on a retainer basis
- **Industry Association Event Communication Experience:** The firm should have proven experience in handling end-to-end PR and communications for large-scale industry association events, including media outreach, stakeholder engagement, and on-ground visibility.
- Strong national media network
- GST, PAN, and registration documents mandatory

## 6. Evaluation Criteria

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

## 7. Bid Submission Process

- Bidders shall submit Technical and Financial bids separately
- Bids must be submitted before deadline
- Late submissions will not be accepted

## 8. Payment Terms

- Monthly retainer basis
- Milestone-based payments for campaigns/events

## 9. Penalty Clause

- Failure to meet KPIs may result in penalty
- Repeated failure may lead to termination

## 10. Contract Duration

- Initial 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)**

The selection will be based on Quality and Cost Based Selection (QCBS) with Technical Score (70%) and Financial Score (30%). Only bidders scoring minimum 50 marks in technical evaluation will qualify.

### **11.1 Experience & Past Performance – 15 Marks**

- Experience > 10 years – 10 marks
- Experience 5–10 years – 5 marks
- Trade Association /Government/PSU/EPC experience – 5 marks
- International PR experience – 5 marks

### **11.2 Financial Strength – 10 Marks**

- Turnover > INR 25 Cr – 10 marks
- INR 15–25 Cr – 7 marks
- INR 10–15 Cr – 5 marks

### **11.3 Strategy & Understanding – 15 Marks**

- Understanding of assignment
- PR strategy
- Innovation

#### **11.4 Research & Intelligence Capabilities – 15 Marks**

- In-house research and intelligence unit
- Relevant past experience

#### **11.5 Team Strength – 10 Marks**

- Senior team deployment
- Past experience in managing industry association/ body events
- Relevant experience

#### **11.6 Media Network – 5 Marks**

- Strength of media relations
- Coverage capability

#### **11.7 Presentation – 5 Marks**

- Clarity and creativity
- Execution approach

#### **12. Financial Evaluation – 30 Marks**

L1 bidder will get 30 marks. Others will be scored proportionately as per QCBS method.

#### **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 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**