

Request for Proposal

1. Purpose

Technopak Advisors Private Limited (Technopak) is India's leading management consulting firm with more than 25 years of experience in consumer goods and services. Technopak is assisting Cranberry Marketing Committee, USA (CMC) to manage CMC's public relations and market development activities in India.

Technopak is requesting proposals from qualified PR Agencies to manage CMC's PR activities in India from September 25 to December 31, 2017. The chosen agency will enter into a 14 weeks contract with Technopak for September 25 – December 31, 2017.

All proposals are due by September 18, 2017 at 6:00 pm IST.

2. Background Information

Technopak is assisting Cranberry Marketing Committee (CMC) in India to manage CMC's public relations and market development activities in India.

CMC represents U.S. Cranberry industry (100% of the Cranberry handlers within U.S. Marketing Order Districts). These handlers represent approximately 1,200 U.S. growers.

Technopak will focus on creating awareness among Indian consumer and trade about U.S. Cranberries. The focus will be on communicating the health benefits, versatility, unique taste/flavour, use in F&B, availability, and sales potential of Cranberries.

3. Agency Responsibility

The selected agency will be responsible for handling PR and marketing activities for CMC in India.

The major key areas of responsibility would be:

- Developing the PR strategy
- Formal introduction of CMC to the Indian market, their vision and plans for the Indian market. A CMC spokesperson from USA will be available for all such interviews.
- Coverage of all activities / conferences/ contests, which CMC will organize or participate in India in media, both print and online.
- Lifestyle and health stories focusing on awareness building of flavor and health benefits of Cranberry and US Cranberries, including involving companies selling products with US Cranberries
- Participation in conferences related to the target industries

4. Evaluation of Proposal

Proposal should include following:

- Company information including prior experience with comparable projects
- Staff capacity, capability and backgrounds
- Proposed scope of work and methodology
- Estimated budget including breakdown of all fees, associated expenses and taxes.

Technopak will review and evaluate each proposal and selection will be made on the basis of following criteria:

- Credentials and related experience
- Adequacy and availability of professional level staffing
- Commercials

5. Instructions for Submitting Proposals:

Proposals or questions regarding this RFP should be submitted electronically to following:

Suman Dabas

Technopak Advisors Pvt. Ltd.

suman.dabas@technopak.com

Phone: 9871477553

All proposals are due by September 18, 2017 by 6 pm IST. Technopak anticipates making a final decision on a contractor by September 21, 2017; but reserves the right to reach a decision and/or notify applicants of the Technopak's selection at a later/earlier date.