



ALL INDIA FOOTBALL FEDERATION

**REQUEST FOR PROPOSAL (RFP) FOR APPOINTMENT OF A PUBLIC
RELATIONS AGENCY PROVIDING STRATEGIC COMMUNICATION
SERVICES**

Instructions to Bidders

Date of Issue: 19th May 2026

Last date to seek clarifications: 29th May 2026

Last date of submission of Bids: 3rd June 2026

DISCLAIMER

- The information contained in this Request for Proposal ("**RFP**") or any information provided subsequently to the Bidder(s) whether verbally or in documentary form by or on behalf of AIFF (as defined herein), or any of its employees or advisers, is provided under the terms and conditions set out in this RFP and all the other terms and conditions subject to which such information is provided.
- This RFP is not an agreement and is neither an offer nor invitation by AIFF to the prospective Bidders (as defined herein) or any other person. The purpose of this RFP is to provide the Bidders with information that may be useful to them in the formulation of their Bids pursuant to this RFP. This RFP does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own investigation and analysis and should check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice wherever necessary.
- Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. AIFF accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
- AIFF, its employees and advisors make no representation or warranty and shall have no liability to any person, including any 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 RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP.
- AIFF also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP. AIFF may, in its absolute discretion, but without being under any obligation to do so, update/ amend and/or supplement the information in this RFP. Such updates/amendments and/or supplements to this RFP will be communicated by way of email to eligible parties, where such parties have paid the necessary fees payable to access this RFP and any amendments thereto.
- The issue of this RFP does not imply that AIFF is bound to select a Bidder, or to appoint the Selected Bidder (as defined herein), as the case may be, and AIFF reserves the right to reject all or any of the Bidders or Bids (as defined herein) without assigning any reason whatsoever.
- The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by AIFF or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and AIFF shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process (as defined herein).
- No commitment, contractual or otherwise whatsoever, shall arise from the RFP process until the Contract (as defined herein) is executed by the duly authorised signatory of AIFF and the selected Bidder as set out under this RFP.

1. INTRODUCTION, PURPOSE AND INVITATION

1.1 AIFF is the governing body for football in India, which has the sole mandate to govern and conduct all activities for both men's and women's football in India. The following are the competitions owned/ operated/ sanctioned by the AIFF:

- i. Indian Super League (or the seniormost men's professional football league competition, as it may be known);
- ii. Indian Football League (or the second division of men's professional football league competition, as it may be known);
- iii. I-League 2 (or the third division of men's professional football league competition, as it may be known);
- iv. Federation Cup (or the senior most cup competition in men's professional football);
- v. Indian Women's League (or the seniormost women's professional football league competition, as it may be known);
- vi. Indian Women's League 2 (or the second division of women's professional football league competition, as it may be known);
- vii. Men's and Women's National Teams (senior and age group teams);
- viii. Any other team organised and/or assembled for official competitions by the AIFF; and
- ix. Any other competition organized and conducted under the aegis of AIFF.

(hereinafter collectively referred to as "**Competitions**").

1.2 With reference to the above, AIFF is desirous in engaging a public relations agency to provide strategic communications, media relations and related public relation services ("**PR**") in connection with the AIFF during the Term in a manner set out herein ("**Selected Bidder**"). The process of evaluation and selection of the Selected Bidder shall be administered by AIFF through the BEC (as defined herein).

1.3 This RFP sets out the technical, commercial, financial and eligibility criteria that Bidders must satisfy, together with the process for submission, evaluation and award of the Tender.

1.4 Interested parties with impeccable record, meeting the eligibility criteria contained herein may submit their Bids for selection, complete in all respects, **only** by way of email to legal@the-aiff.com. Any bids received in physical form shall be deemed disqualified.

1.5 Bids with all credentials and other documents in support of the eligibility criteria must be submitted before the Bid Due Date specified in Clause 4 below. Incomplete Bids and Bids received by AIFF after the last date and time of submission may not be accepted by AIFF.

1.6 Upon selection of a Bidder by AIFF as the Selected Bidder, AIFF and the Selected Bidder(s) shall enter into a detailed long form agreement incorporating the provisions of this RFP and the successful Bid ("**Contract**").

2. DEFINITIONS

2.1 In this RFP and the associated documentation, the following terms shall, unless repugnant to the context or meaning thereof, have the following meanings:

- (a) "**Affiliate**" shall mean with respect to any Person: (a) any other Person which owns at least 50% (fifty per cent) of the share capital or equity interest or membership interest of such Person; (b) in which such Person owns at least 50% (fifty per cent) of share capital or equity interest or membership interest; (c) at least 50% (fifty per cent) of the shares / membership interest of which are owned by the ultimate parent company of such Person; or (d) any other Person that Controls, is Controlled by or is in common Control with such Person. The term 'Control' shall mean the power to determine the policy and affairs of an entity whether by virtue of voting rights, right to appoint a majority on the board of directors of an entity, by contract or otherwise;
- (b) "**AIFF**" shall mean the All India Football Federation;
- (c) "**AIFF Logos**" shall mean the intellectual property rights of AIFF that are in the form of logos, trademarks and wordmarks registered in accordance with Applicable Law;
- (d) "**Applicable Law**" shall mean the laws and any other instruments having the force of law in India for the time being and any other applicable law/rules/regulations;
- (e) "**BEC**" shall mean the Bid Evaluation Committee constituted by AIFF in accordance with Clause 11.11 of this RFP, for the purpose of evaluation and shortlisting Bids;
- (f) "**Bid**" or "**Proposal**" (including the term "tender", "offer", "quotation" or "proposal" in certain contexts) shall mean an offer submitted to AIFF to secure the award to perform the services enshrined in this RFP in accordance with the terms and conditions set out in this RFP;
- (g) "**Bidder**" shall mean any entity which submits a Bid to AIFF in response to this RFP, in accordance with the eligibility criteria as laid down in this RFP;
- (h) "**Bid Documents**" shall have the meaning prescribed to it in Clause 3.10(a);
- (i) "**Bid Security**" shall mean the security, in the form and manner prescribed in this RFP, furnished by a Bidder to AIFF to secure the obligations of the Bidder in connection with the submission of its Bid;
- (j) "**Bid Due Date**" shall mean the date on which all Bids must be submitted in response to this RFP and shall be as specified in 4 below;
- (k) "**Contract**" shall have the meaning prescribed to it in Clause 1.7;
- (l) "**Consortium Bid**" shall have the meaning prescribed to it in Clause 8.3;
- (m) "**Consortium Member**" shall have the meaning prescribed to it in Clause 8.3;
- (n) "**Constitution**" shall mean the constitution of the AIFF, as adopted by the general body of the AIFF and in force from time to time;
- (o) "**Eligibility Criteria**" shall have the meaning prescribed to in Clause 8;
- (p) "**Financial Year**" or "**F.Y.**" shall mean the financial year consisting of 12 (twelve) months, commencing from the first day of the month of April and ending on the last day of the month of March of the succeeding year;

- (q) "**Force Majeure Event**" shall mean an event or circumstance which is beyond the reasonable control and foresight of a party and which makes a party's performance of its obligations impossible and includes but is not limited to wars, acts of terrorism, civil riots, hostilities, public disorder, epidemics, pandemic, fires, acts of God, Court orders or governmental restrictions and actions, acts and decisions of regulatory and sports authorities;
- (r) "**GST**" shall mean the goods and services tax as levied under the Applicable Law;
- (s) "**Person**" shall mean and include an individual, an association, a corporation, a firm, a partnership, a joint venture, a venture capital fund, a trust, an unincorporated organization, a joint stock company or other entity or organization, including a government or political subdivision, or an agency or instrumentality thereof and/or any other legal entity;
- (t) "**Pre-Bid Conference**" shall have the meaning prescribed to it in Clause 5;
- (u) "**Qualified Bidder**" shall have the meaning prescribed to it in Clause 11.14;
- (v) "**RFP**" means this Request for Proposal comprising Instructions to Bidders along with its annexures, and any other addendum issued thereon;
- (w) "**Selected Bidder**" shall have the meaning prescribed to it in Clause 1.3;
- (x) "**Selection Process**" shall mean the process set out in this RFP for the submission, evaluation and consideration of Bids, and the identification and selection of the Selected Bidder, including all incidental activities and requirement in connection therewith;
- (y) "**Technical Bid**" shall mean the part of the Bid submitted by the Bidder demonstrating the technical qualifications of the Bidder and evidencing the Bidder's qualification for appointment as the Selected Bidder in accordance with the eligibility criteria, and for the supply of kits as provided under this RFP and/or the Contract;
- (z) "**Term**" shall mean the duration commencing from the date of issue of the LoA and continuing until the end of football season 2026-27 (*as notified by AIFF*), with an option to extend for a period of one (1) football season, on mutually agreed terms;
- (aa) "**Territory**" shall mean India; and
- (bb) "**Website**" shall mean the website of AIFF accessible at the following URL: <https://www.the-aiff.com/>.

2.2 **Interpretation**

In this RFP, unless repugnant to the context:

- (a) any reference to the singular shall include the plural and vice-versa;
- (b) any references to the masculine, the feminine, and the neuter shall include each other;
- (c) references to a "Clause" or "Clauses" refer to the relevant Clause or Clauses of this RFP, unless otherwise stated;
- (d) the Annexures and Schedules form part of this RFP and shall have the same force and effect as if expressly set out in the body of the RFP, and any reference to this RFP shall include reference to any annexures and schedules to it;
- (e) "written" or "in writing" means hand-written, type-written, printed, or electronically made; and

- (f) In the event of any difference or dispute with respect to the interpretation of any term of this RFP, the interpretation of AIFF shall be final and binding.

3. INSTRUCTIONS TO THE BIDDERS

3.1 Scope

- (a) In case an applicant believes that it possesses the requisite experience and capabilities required for completing the obligations under this RFP, it may participate as a Bidder. The manner in which the Bid is required to be submitted, evaluated, and accepted is explained elsewhere in this RFP.
- (b) The Bidders are advised that the identification of the Selected Bidder shall be based on the Selection Process. Bidders shall be deemed to have understood and agreed to the Selection Process. No explanation or justification shall be given in relation to any aspect of the Selection Process, and AIFF's decisions shall be final, with no right of appeal whatsoever.

3.2 Conflict of Interest

- (a) A Bidder shall not have a conflict of interest (the "**Conflict of Interest**") that affects this RFP process. Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, AIFF shall be entitled to forfeit and appropriate the Bid Security submitted by the Bidder, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to AIFF for, *inter alia*, the time, cost, and effort of AIFF in relation to consideration of such Bid, without prejudice to any other right and/or remedy that may be available to AIFF under Applicable Law, the RFP, the Contract and/or otherwise.
- (b) Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting this procurement process, if:
 - (i) the Bidder, its Consortium Member or Affiliate (or any constituent thereof) and any other Bidder, its Consortium Member or any Affiliate thereof (or any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding of a Bidder, its Consortium Member or an Affiliate thereof (or any shareholder thereof having a shareholding of more than 5% (five percent) of the paid up and subscribed share capital of such Bidder, Consortium Member or Affiliate, as the case may be) in the other Bidder, its Consortium Member or Affiliate, is less than 5% (five per cent) of the subscribed and paid up equity share capital thereof; provided further that this disqualification shall not apply to any ownership by a bank, insurance company, pension fund or a public financial institution.

For the purposes of this Clause 3.2, indirect shareholding held through one or more intermediate persons shall be computed as follows: (A) where any intermediary is controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the "**Subject Person**") shall be taken into account for computing the shareholding of such controlling person in the Subject Person; and (B) subject always to sub-clause (A) above, where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on a proportionate basis; provided, however, that no such shareholding shall be reckoned under this sub-clause (B) if the shareholding of such person in the intermediary is less than 26% (twenty-six per cent) of the subscribed and paid up equity shareholding of such intermediary; or

- (ii) a constituent of such Bidder is also a constituent of another Bidder; or

- (iii) such Bidder, its Consortium Member or any Affiliate thereof receives or has received any direct or indirect subsidy, grant, concessional loan or subordinated debt from any other Bidder, its Consortium Member or Affiliate, or has provided any such subsidy, grant, concessional loan or subordinated debt to any other Bidder, its Consortium Member or Affiliate; or
 - (iv) such Bidder has the same legal representative for purposes of this Bid as any other Bidder; or
 - (v) such Bidder, or any Affiliate thereof, has a relationship with another Bidder, or any Affiliate thereof, directly or through common third party/ parties, that puts either or both of them in a position to have access to each other's information about, or to influence the Bid of either or each other; or
 - (vi) such Bidder or any Affiliate thereof has participated as a consultant to AIFF in this procurement process; or
 - (vii) such Bidder, its Consortium Member or any Affiliate thereof has any person associated with it who is a member of AIFF.
- (c) In the event a Bidder has an engagement with an entity which can fall under the provisions of 'Conflict of Interest', then the scope of such engagement must be mentioned in the Bid document that is submitted. AIFF reserves the right to disqualify or impose mitigations at its absolute discretion.

3.3 **Fraud and Corrupt Practices**

- (a) The Bidders and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during this procurement process and subsequent to the issue of the Letter of Award ("**LoA**") and during the Term. Notwithstanding anything to the contrary contained herein, or in the LoA or the Contract, AIFF may reject a Bid, withdraw the LoA, or terminate the Contract, as the case may be, without being liable in any manner whatsoever to the Bidder or Selected Bidder, as the case may be, if it determines, through an independent judicial body constituted under its Constitution, that the Bidder or Selected Bidder, as the case may be, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, false statement, misrepresentation, restrictive practice in the procurement process or has violated the terms of the Bid. In such an event, AIFF shall be entitled to cancel the Bid and forfeit and appropriate the Bid Security or the Performance Security submitted by the Selected Bidder, as the case may be, as damages, without prejudice to any other right or remedy that may be available to AIFF under the RFP and/or the Contract, or otherwise. In such an event, the Bidder will not be entitled to any compensation whatsoever, or refund of any other amount.
- (b) Without prejudice to the rights of AIFF hereinabove and the rights and remedies which AIFF may have under the LoA or the Contract, or otherwise if a Bidder or Selected Bidder, as the case may be, is found by AIFF to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the procurement process, or after the issue of the LoA or the execution of the Contract, such Bidder or Selected Bidder, as the case may be, shall not be eligible to participate in any tender or request for proposal(s) issued by AIFF during a period of five (5) years from the date such Bidder or Selected Bidder, as the case may be, is found by AIFF to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be.
- (c) For the purposes of this Clause 3.3, the following terms shall have the meaning hereinafter respectively assigned to them:

- (i) "**corrupt practice**" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with this procurement process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of AIFF who is or has been associated in any manner, directly or indirectly, with this procurement process or the LoA or has dealt with matters concerning the Contract or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one (1) year from the date such official resigns or retires from or otherwise ceases to be in the service of AIFF, shall be deemed to constitute influencing the actions of a person connected with the procurement process);
- (ii) "**fraudulent practice**" means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the procurement process;
- (iii) "**coercive practice**" means impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person's participation or action in the procurement process;
- (iv) "**undesirable practice**" means (A) establishing contact with any person connected with or employed or engaged by AIFF with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the procurement process; or (B) having a Conflict of Interest; and
- (v) "**restrictive practice**" means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the procurement process.

3.4 **Bid Preparation Cost**

- (a) The Bidders shall bear all costs associated with the preparation and submission of the Bid. AIFF will not be responsible and liable for any costs, regardless of the conduct or outcome of the Bid and/or Bid process.
- (b) All papers submitted with the Bid are neither returnable nor claimable and shall remain the exclusive property of AIFF.

3.5 Right to accept and reject any or all Bids

- (a) Notwithstanding anything contained in this RFP, AIFF reserves the right to accept or reject any Bid and to annul the procurement process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection, or annulment, without assigning any reason.
- (b) AIFF reserves the right to reject any Bid if:
 - (i) at any time, a material misrepresentation is made or discovered, or
 - (ii) the Bidder does not respond to requests for supplemental information required for the evaluation of Bids within the stipulated time period or any time period as may be communicated to the Bidder by AIFF; or
 - (iii) the Bidder does not adhere to the formats provided in the Annexures to the RFP (if any) while furnishing the required information/details.
- (c) Misrepresentation or improper/incorrect response by the Bidder may lead to the disqualification of the Bidder. If such disqualification occurs after the Commercial Bid has been opened and the Selected Bidder gets disqualified/rejected, then AIFF reserves the right to consider the next best Bidder or take any other measure as may be deemed fit in its sole discretion, including annulment of the procurement process and/or appropriation of the disqualified Bidder's Bid Security.

3.6 Amendment of the RFP

- (a) At any time prior to the Bid Due Date, AIFF for any reason, whether at its own initiative or in response to a clarification requested by eligible Bidder/s, may modify this RFP by way of issuance of an addendum. Such amendments shall be communicated to eligible Bidders by way of an email to the registered email address and such amendments shall form an integral part of this RFP. The relevant clauses of this RFP document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Bidder to check for such amendments from time to time. AIFF shall not be responsible for any consequences resulting from the failure of the Bidder to check and consider the amendments made, if any.
- (b) To provide the Bidders with a reasonable time to examine the addendum, or for any other reason, AIFF, at its own discretion, may extend the Bid Due Date by way of communication published on the Website.

3.7 Acknowledgement by Bidders

- (a) It is desirable that the Bidder submit their Bid after verifying the availability of the data, information and/or any other matter that they consider relevant.
- (b) It would be deemed that by submitting the Bid, the Bidder has:
 - (i) made a complete and careful examination and accepted the RFP in totality;
 - (ii) received all relevant information requested from AIFF in relation to the submission of its Bid;
 - (iii) made a complete and careful examination of the various aspects of the scope of work;

- (iv) acknowledged and accepted the risk of inadequacy, error, or mistake in the information provided in the RFP or furnished by or on behalf of AIFF;
 - (v) satisfied with all matters, things, and information that are necessary and required for submitting an informed Bid and performance of all of its obligations as required under this RFP;
 - (vi) acknowledged that it does not have a Conflict of Interest, unless disclosed in the format prescribed in Annexure A hereto;
 - (vii) acknowledged that it is fully cognizant of, and has duly considered, all Applicable Laws, judgments, the Constitution, as may be relevant for submitting an informed Bid and performance of all of its obligations as required under this RFP; and
 - (viii) agreed to be bound by the undertakings provided by it hereunder.
- (c) AIFF shall not be liable for any omission, mistake or inadvertent error, on the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this RFP or the process for the selection of the Selected Bidder, including any error or mistake therein or in any information or data given by AIFF.

3.8 Preparation and submission of Bids

- (a) The Bid and all related correspondence and documents shall be written in the English language. Supporting documents and printed literature furnished by the Bidder with the Bid may be in any other language, provided they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not duly translated into English and certified by a notary or the relevant sub registrar's office, may not be considered for evaluation. For interpretation and evaluation of the Bid, the English language translation shall prevail.
- (b) The currency for the purpose of the Bid shall be Indian Rupees (INR).
- (c) Submission of non-compliant Bids will result in the Bid being disqualified for being non-responsive.

3.9 Format and signing of Bids

- (a) The Bidder shall prepare electronic copies of the Technical Bid and Commercial Bid separately.
- (b) The Bidders shall provide all the information as per this RFP and in the specified formats (if any). AIFF reserves the right to reject any Proposal that is not in the specified formats.
- (c) In case the Bidder intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed PDFs.

3.10 Submission of e-bid/Bid

- (a) Each Bidder satisfying the Conditions of Eligibility shall, if it wishes to Bid, submit password protected pdf versions of the Technical and Commercial Bids, simultaneously (being, together referred to as the “**Bid Documents**”) as set out below by way of email to <legal@the-aiff.com>. The attention of Bidders is drawn to the fact that failure to supply any of the relevant information and/or any material deficiency in the same may as described in this RFP, may lead to the disqualification of such Bids under this RFP.

- (b) The Bidders shall send to AIFF by way of an email to legal@the-aiff.com on or before 17:00 hrs IST on the Bid Due Date, a pdf version of the Bid Documents duly filled in and completed, initialed on each page, signed (where appropriate) by a duly authorized representative of the Bidder and scanned along with attested scanned copies of all supporting documents and papers. The Bidder shall ensure that all documents submitted are in a format that is legible, uncorrupted, and can be readily accessed and opened by AIFF without requiring proprietary or uncommon software.
- (c) All Bid Documents must be delivered to AIFF as part of one (1) email and no further documents will be accepted after the above-mentioned time and date. Such email shall contain two '.zip' files containing the Technical Bid and the Commercial Bid, respectively. In addition, the Bidder shall share a separate email with a list of the documents forming a part of the Bid Documents mapped with the relevant passwords, which email shall be sent on legal@the-aiff.com, on or before 17:00 hrs IST on the Bid Due Date.
- (d) Once submitted, no Bid shall be subsequently amended without the prior written consent of AIFF, which consent AIFF may withhold at its discretion.

3.11 Late submission

The time at which the email is received by AIFF is used to determine the time of submission. Once the Bid Due Date and time is over, the Bidder cannot submit its Bid. Bidder must start the Bid submission well in advance so that the submission process occurs smoothly. The Bidder shall be solely responsible if its Bid is not submitted in time due to any problems/faults not attributable to the AIFF, for whatsoever reason, during the Bid submission process.

3.12 Withdrawal and resubmission of Bid

- (a) At any point in time, a Bidder may withdraw its Bid, before the date on which the Bid Documents will be opened by AIFF, by way of an email sent from the address using which the Bid Documents were submitted to AIFF.
- (b) No Bid can be resubmitted after the deadline for withdrawal from the procurement process, i.e., the Bid Due Date.

3.13 Contacting AIFF

From the time the Bids are opened to the time the Contract is awarded, if any Bidder wishes to contact AIFF, on any matter related to their Bid, it shall do so in writing. Any effort by the Bidder to influence any officer/office bearer of the AIFF in relation to the Bid evaluation or contract award decisions may result in the rejection of the Bidder's Bid.

3.14 Right to Vary Scope of Work

AIFF may, at any time during the RFP process, by a written order given to the Bidder, make changes within the general scope of the work. The Bid shall accordingly be amended by the Bidder.

3.15 Language of Bid

The Bid submitted by the Bidder and all subsequent correspondence and documents relating to the Bid, exchanged between the Bidder and the AIFF, shall be written in English language. However, the language of any printed literature furnished by the Bidder in connection with its Bid may be written in any other language provided the same is accompanied by an English translation and, for purpose of interpretation of the Bid, the English translation shall prevail.

4. BID SCHEDULE

S No	Information	Dates
1.	Publishing of RFP online	19 May 2026
2.	Date of Pre-Bid Conference	26 May 2026 (at a time to be notified by AIFF)
3.	Last date for submission of written queries for clarification.	27 May 2026 by 1600 hrs IST
4.	Issuance of response to written queries	29 May 2026
5.	Last date for Bid submission (" Bid Due Date ")	3 June 2026 at 1800 hrs IST
6.	Opening of Technical Bids	4 June 2026
7.	Opening of Commercial Bids	4 June 2026

5. PRE-BID CONFERENCE

- 5.1 AIFF will host a pre-bid conference, scheduled as per the details in Bid Schedule in Clause 4 ("**Pre-Bid Conference**"). AIFF shall conduct the Pre-Bid Conference by virtual means. The purpose of the conference is to provide Bidders with information regarding this RFP and discuss Bidders' queries, together with proposed solutions. AIFF shall provide each Bidder with an opportunity to seek clarifications regarding any aspect of this RFP during the Pre-Bid Conference. Bidders who are interested in participating in Pre-Bid Conference should confirm the same by sending an email confirmation to the email ID provided in this Clause 5. The email confirmation shall be sent on or before the date mentioned in Clause 4. Invitation (link for virtual meeting) to the Pre-Bid Conference will be sent against the receipt of email confirmation only.
- 5.2 Details of proposed/suggested variations/ deviations/ additions from the Bid specification/conditions, if any, should be clearly indicated while sending written queries after the Pre-Bid Conference. Any verbal suggestion/ proposal of variations/ deviations/ additions in the RFP document made during the Pre-Bid Conference should also be given in writing to AIFF.
- 5.3 Any clarifications and all information must be sought via e-mail only to legal@the-aiff.com. No queries shall be entertained by AIFF after scheduled date and time mentioned in Clause 4, unless notified otherwise by AIFF.
- 5.4 All enquiries or requests for clarification should be sent to AIFF through email only. AIFF shall not be responsible for ensuring that Bidders' enquiries have been received by them. AIFF shall provide a timely response to all questions to all the Bidders. However, AIFF makes no representation or warranty as to the completeness or accuracy of any response, nor does AIFF undertake to answer all the queries that have been posed by the Bidders. All responses given by AIFF will be distributed to all the Bidders by way of email, on their registered email addresses.
- 5.5 AIFF shall issue written responses to the queries received as part of Clause 5.4 above, in accordance with the Bid Schedule.
- 5.6 Any clarification issued by AIFF in response to queries raised by prospective Bidders shall form an integral part of this RFP and it may amount to an amendment of the relevant clause(s) of this RFP, as indicated.

5.7 While non-attendance at the Pre-Bid Conference will not be a cause for disqualification of a prospective Bidder, the terms and conditions of the clarifications and any related corrigenda shall be legally binding on all Bidders irrespective of their attendance at the Pre-Bid Conference.

6. SUBMISSION OF BID

6.1 Bidders may submit their Bids for the Scope of Services (as defined in Schedule 1 to this RFP) for evaluation by the BEC.

6.2 All documents are to be submitted by the Bidder as password-protected PDF or scanned copies on or before the Bid Due Date, by way of e-mail only. The Technical Bid and the Commercial Bid shall be attached to the email as separate files, and there shall be no reference to the Commercial Bid or its contents in the Technical Bid.

6.3 The Bidder is required to submit the following documents to AIFF:

- (a) Eligibility Criteria documents as mentioned in this RFP, where such documents shall form a part of the Technical Bid;
- (b) Technical Bid as mentioned in this RFP;
- (c) Commercial Bid as per this RFP; and
- (d) Bidder must complete and sign the undertakings at Annexure A and Annexure B along with required documents and/or information (if any).

6.4 The Bids submitted must be without any overwriting, interlineations, corrections, double typing, etc. and AIFF reserves the right to reject the Bids submitted in contravention of the terms described in this RFP. The Bid should be unconditional. In case of any condition, the Bid shall be treated as non-responsive and disqualified.

6.5 Rejection of Technical Bids

- (a) In addition to any other reasons stipulated in this RFP, Technical Bids may be rejected under any of the following circumstances:
 - (i) incomplete Bids that do not provide for the complete scope of services as indicated in the Bid-related documents, addendum (if any) and any subsequent information given to the Bidder; or
 - (ii) information that is found to be incorrect / misleading at any stage; or
 - (iii) inclusion of Commercial Bid details in a Technical Bid, or Technical Bids that reveal financial quotations or terms, in any form; or
 - (iv) non-fulfilment of the Eligibility Criteria, set out in Clause 8, by the Bidder; or
 - (v) Bids made through hand delivery/telefax/telegraph/fax/by post; or
 - (vi) Bids which do not confirm unconditional validity of the Bid for forty-five (45) days from the date of submission of the Bid; or
 - (vii) Bids which do not conform to any format prescribed in this RFP; or
 - (viii) if the Bid does not conform to any other conditions laid down by AIFF under the Operational Rules or this RFP.

6.6 Rejection of Commercial Bids

In addition to any other reasons stipulated in this RFP, Commercial Bids may be rejected under any of the following circumstances:

- (a) commercial bids made through hand delivery/telex/telegraphic/fax/by post; or
- (b) Bids which do not confirm unconditional validity of the Bid for forty-five (45) days from date of submission of the Bid; or
- (c) if the Bid does not conform to any other conditions laid down by AIFF under the Operational Rules or this RFP.

6.7 Other Reasons for Rejection of Bids

In addition to any other reasons stipulated in this RFP, Bids may be rejected under any of the following circumstances:

- (a) Bids in which the Bidder seeks to influence AIFF's Bid evaluation, Bid comparison, or contract award decisions; or
- (b) Bids that are submitted late, or are found to be incomplete, or whose passwords are submitted by way of email outside of the time period specified under Clause 3.10(c) above, will be rejected; or
- (c) Bidder has directly or indirectly submitted more than one (1) Bid in response to the RFP;

6.8 Correction of Errors

- (a) Bidders are advised to exercise adequate care in quoting the figures. No excuse for corrections in the quoted figures will be entertained after the Commercial Bids are received by AIFF.
- (b) Arithmetic errors in Bids will be corrected as follows:
 - (i) in case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall be considered binding; or
 - (ii) the amount stated in the Commercial Bid, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall Bid to fall, in which case the higher price shall govern.

7. BID SECURITY

7.1 The Bidder shall furnish along with its Bid, a Bid Security for an amount of Indian Rupees Three Lakhs only (INR 3,00,000/-), valid for a period of forty-five (45) days from the Bid Due Date, or any extended time as may be mutually agreed between AIFF and the Bidder(s).

7.2 In the event the Bidder is exempted from furnishing such Bid Security pursuant to any notification of AIFF, and/or the Government of India, then the Bidder shall furnish the relevant notification along with required documents. If no such notification or relevant documents is furnished along with the Bid, the Bid shall be treated as unresponsive and shall be summarily ignored without any further reference.

7.3 The Bid Security shall be furnished in one of the following forms:

- (a) Any online acceptable method (NEFT/RTGS) as per the following details (the Bidder must submit a copy of UTR No. in case the transaction is done by this method):

A/C NAME: All India Football Federation
A/C NUMBER: 10076105671
BANK NAME: IDFC First Bank
BANK BRANCH: Gurgaon Golf Course Road Branch
A/C TYPE: Savings
IFSC CODE: IDFB0021001

- (b) Demand Draft/Bankers Cheque/Fixed Deposit Receipt from a scheduled commercial bank drawn in favor of All India Football Federation on or before the Bid Due Date, and a scanned copy of the same shall be submitted along with the Technical Bid submitted under this RFP.
- 7.4 The Bid Security shall be valid for a period of forty-five (45) days beyond the validity period of the Bid as mentioned in Clause 10.
- 7.5 The Bid Security of unsuccessful Bidders will be returned within one (1) month of signing of the Contract by the Selected Bidder.
- 7.6 The Bid Security of successful Bidder will be returned without any interest after execution of the Contract.
- 7.7 The Bid Security may be forfeited if a Bidder:
- (a) withdraws or amends or impairs or derogates its Bid during the period of Bid validity or any extension thereof without the prior written approval of AIFF; or

- (b) fails to accept orders issued in its favour for execution, and/or violates the terms and conditions of the Contract; or
- (c) successfully qualifies for the Bid but fails to sign the Contract within the stipulated time; or
- (d) if the Bidder tries to influence the Selection Process; or
- (e) if any misrepresentation of facts is discovered in the Bid.

8. ELIGIBILITY CRITERIA

8.1 Bidders must carefully read the conditions of eligibility provided herein and any specific conditions of eligibility prescribed in Schedule - 2 under the relevant sections (collectively the “**Eligibility Criteria**”). Bids of only those Bidders who satisfy the Eligibility Criteria will be considered for evaluation by AIFF.

8.2 Each Bidder must fulfil the following qualification criteria:

- (a) **Valid Incorporation:** The Bidder must be validly incorporated under the laws of India and be an existing and going concern in India. Foreign entities interested in participating in the Bid may submit their Bid, provided that they are validly incorporated and registered under the applicable laws of their jurisdiction. In cases where a foreign entity is participating as part of a Consortium, the Lead Member of such Consortium shall either be incorporated in India or shall undertake to establish a subsidiary in India before the execution of the Contract with AIFF. Foreign entities bidding independently shall submit an undertaking confirming that they shall establish a subsidiary or branch office in India prior to execution of the Contract.
- (b) **GST Compliant:** The Bidder should be validly registered under the laws relating to GST, in India.
- (c) **Financial Capability:** The Bidder must have Networth of at least Indian Rupees Thirty Lakh (INR 30,00,000/-) at the close of Financial Year preceding the Bid Due Date i.e. FY 2024- 2025. In this regard, it is clarified that in the context of any Consortium Bidder, the cumulative Networth of the Consortium Bidder (i.e., the aggregate of Networth of all the Consortium Members), shall be a minimum of Indian Rupees Fifty Lakhs (INR 50,00,000/-) at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In case audited financial statements for FY 2024-25 are not available, then the provisional financial statements attested by a chartered accountant shall be submitted by the Bidder. It is further clarified that:

"Networth" shall mean the sum of subscribed and paid up equity and reserves from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off and reserves not available for distribution to equity shareholders. In the case of Limited Liability Partnerships (LLPs) or other entities that do not have subscribed and paid-up equity, "Networth" shall be construed as the sum of partners' capital contributions and accumulated retained earnings (including undistributed profits), from which shall be deducted the sum of revaluation reserves, miscellaneous expenditure not written off, accumulated losses, and reserves not available for withdrawal or distribution to partners.

- (d) **Relevant Experience:** The Bidder must possess a minimum of 3 (three) years of experience in the sports industry. Preference shall be given to bidders having prior experience of working with a National Sports Federation and/or leagues or competitions organised or conducted under the aegis of a National Sports Federation.
- (e) **Fit and Proper Person:** For determining whether a Bidder is a 'Fit and Proper Person', AIFF may take the indicative criteria mentioned in this clause. The assessment applies

globally, for periods determined by the BEC.

- (i) financial integrity of the Bidder;
- (ii) ability of the Bidder to undertake its obligations and fulfil all technical, commercial and regulatory requirements under this RFP;
- (iii) the Bidder must not have been convicted by any court of a criminal offence involving moral turpitude, fraud, or financial misconduct;
- (iv) the Bidder must not be involved in any pending or ongoing litigation, arbitration, or other claims, whether initiated by the Bidder against AIFF or by AIFF against the Bidder;
- (v) absence of any previous debarment of the Bidder, in accordance with the General Financial Rules, 2017, Ministry of Finance, Government of India (provided such debarment is still existing);
- (vi) absence of any disqualification as specified below:
 - 1. conviction of the Bidder or any of its respective directors, partners, executives, or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or any other law for the time being in force;
 - 2. breach of any contract entered into with the AIFF, which was not remedied for a period of thirty (30) days from the day of notice of such breach;
 - 3. admission of an application for winding up, or liquidation under Applicable Laws against the Bidder or any of its or their respective directors and partners;
 - 4. any action or proceeding being initiated under the insolvency and bankruptcy laws under the Applicable Law, including but not limited to declaration of insolvency or bankruptcy, disqualification or derecognition by any professional body being initiated against the Bidder;
 - 5. current or previous ban by a sports governing body from providing any services to such sports governing body for any financial or ethical irregularity;
 - 6. default by the Bidder or any of its or their respective directors of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) Financial Years preceding the Bid Due Date; or
 - 7. blacklisting of the Bidder by any government authority.

8.3 Consortium, joint ventures or joint bidders (each a "**Consortium**" and each entity in the Consortium referred to as a "**Consortium Member**") may submit a Bid ("**Consortium Bid**") provided that:

- (a) each Consortium Member which has submitted a Consortium Bid must be a Fit and Proper Person;
- (b) each Consortium Member is jointly and severally liable for the acts of the other Consortium Member(s) forming a part of the Consortium in relation to its Bid;

- (c) in the event the Consortium is declared the Selected Bidder, unless agreed otherwise with AIFF, it shall incorporate a special purpose vehicle (the "**SPV**") under the laws of India, for entering into the Contract with AIFF and for performing all its obligations in terms of the Contract. However, it is clarified that in such case, the Selected Bidder's obligation will commence from the date on which the LOA is signed by AIFF and the Selected Bidder;
- (d) For each Consortium:
 - (i) there must be no more than three (3) Persons who are members in the Consortium;
 - (ii) the Consortium must fully describe in its Bid the relevant Consortium agreement and all relevant arrangements in relation to the Consortium, and produce the same upon request;
 - (iii) the Consortium must nominate one (1) Consortium Member as the lead member ("**Lead Member**"), who shall have an equity share holding of at least fifty-one per cent (51%) of the paid up and subscribed equity of the SPV. The nomination(s) shall be supported by a power of attorney, signed by all the other Consortium Member(s). The Lead Member shall be the contact person for AIFF in relation to this RFP and any Bid submitted by it, and AIFF shall only deal with such Lead Member for and on behalf of the remaining Consortium Member(s) in relation to this RFP and any Bid submitted by such Consortium. Any communication shared by AIFF with such Lead Member shall be deemed to have been communicated to all the Consortium Members;
 - (iv) any Person who is part of a Consortium will not be eligible to submit any other Bid, whether individually or as part of any other Consortium.

9. DOCUMENTS TO BE SUBMITTED ALONG WITH THE BID

- 9.1 Documents supporting the Eligibility Criteria as laid down in this RFP forming a part of the Technical Bid, in a password protected pdf format, including but not limited to:
- (a) a true copy of an appropriately notarized power of attorney or a certified true copy of a duly executed board resolution, in each case authorizing the relevant representative(s) to sign all relevant documents asked in this RFP on behalf of the Bidder (of each Member in case of a Consortium);
 - (b) in the case of a Consortium, the Consortium Members (authorized representative of each Consortium Member) should submit a Power of Attorney authorizing the Lead Member to sign all relevant documents asked in this RFP on behalf of the Bidder;
 - (c) certificate of incorporation or any other document evidencing registration under the laws under which such entity is incorporated. In case of a foreign entity, an undertaking to comply with the Eligibility Criteria described in Clause 8.2(a) of this RFP;

- (d) certificate of registration under the laws relating to GST;
- (e) audited financial statements for FY 2024-25 identifying Networth of the Bidder, with specific reference to the page and paragraph number of such audited financial statements where the Networth of the Bidder is recorded. In the absence of audited financial statements for FY 2024-25, a certificate issued by a licensed chartered accountant certifying the Networth at the close of Financial Year preceding the Bid Due Date i.e. FY 2024-2025. In the case of a Consortium, such certificate shall be submitted for each Consortium Member. Any certificate issued by a licensed chartered accountant must include the UDIN applicable to such attestation;
- (f) in case of a Consortium, an undertaking of compliance by the Lead Member with the provisions of Clause 8.2(d)(iii);
- (g) demonstrate experience relevant to the description under Schedule 1 to this RFP and Clause 8.2(d) by providing a list of arrangements with the necessary details along with specific reference to the paragraph of Schedule 1 relating to which such document is being submitted;
- (h) where the number of deals, agreement and/or arrangements cannot be quantified, provide references (*with necessary consent having been obtained by the Bidder*), process notes, or descriptive notes along with specific reference to the paragraph of Schedule 1 relating to which such document is being submitted;
- (i) where demonstrating ability relating to Schedule 1 to this RFP, provide public relations plans, analytics reports (as applicable, and permitted) along with specific reference to the paragraph of Schedule 1 relating to which such document is being submitted; and
- (j) undertakings in format annexed at Annexure A, Annexure B and Annexure C to this RFP.

It is clarified that unless specifically mentioned, all documents forming a part of the Technical Bid under this Clause, shall be self-attested by the authorised signatory identified under the document submitted under sub-clause (a) above, and be issued on the letterhead of the Bidder.

9.2 The following information shall form a part of the Commercial Bid of the Bidder:

- (a) the Bidder shall quote an annual amount exclusive of all taxes for its engagement of this RFP. Such amount shall be in Indian Rupees only;
- (b) the Bidder's quote under sub clause (a) above, shall include a fee exclusive of all taxes that shall be payable by the AIFF to Bidder towards the performance of the services enshrined under Schedule 1.
- (c) the Bidder shall structure and present a detailed breakdown of the monthly fee for general AIFF PR, and PR related to each of the Competitions, over the Term;
- (d) The Commercial Bid shall be sent by way of an independent password protected pdf file; and
- (e) each component described under sub-clauses (a), (b) and (c) above shall be issued on separate pages, on the letterhead of the Bidder, signed by the authorized signatory of the Bidder identified under Clause 9.1(a) of this RFP.

9.3 As part of its Commercial Bid, the Bidder may have the opportunity to propose any other structure to breakdown the fee for the term. It is clarified that AIFF is not bound to adopt such structure proposed by the Bidder. However, AIFF may incorporate the same into the Contract subject to the compliance of such structure with the Constitution, and approval of the AIFF Executive Committee and/or AIFF General Body (as applicable).

- 9.4 The authorized signatory of the Bidder must sign the Bid, duly stamped on all pages, including any addendum if issued.
- 9.5 No condition shall be attached to the Bid. Conditional Bids shall be summarily rejected.
- 9.6 The prices quoted by the Bidder shall remain firm and fixed during the currency of the Contract and not subject to variation on any account except statutory variation, if any.

10. BID VALIDITY

- 10.1 The Bids shall be valid for a period of forty-five (45) days from the date of submission of the Bids. A Bid valid for a shorter period may be rejected as non-compliant. On completion of the validity period, unless the Bidder withdraws the Bid in writing, it will be deemed to be valid until such time that the Bidder formally (in writing) withdraws the same.
- 10.2 AIFF shall make its best effort to complete discussions/clarifications within this period. However, in exceptional cases, the Bidders may be requested by AIFF to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, shall extend the same without any change or modification of their original Bid. All communication relating to such extension of the Bid validity period shall be made in writing.
- 10.3 In case the day up to which the Bids are to remain valid falls on, or is subsequently declared a holiday or closed day for AIFF, the Bid validity shall automatically be extended up to the next working day.

11. RFP PROCESS

- 11.1 This RFP is only illustrative in nature and all narrations are intended to be used by the Bidder as preliminary background information. This RFP is not exhaustive and does not necessarily contain all the relevant information in relation to the Bid process.
- 11.2 AIFF reserves the right to withdraw the RFP and/or amend the requirements or information contained in this RFP at any time prior to the Bid Due Date, save in relation to the Eligibility Criteria.
- 11.3 AIFF reserves the right to:
 - (a) rank the Bidders in order of the attractiveness of the respective Bids submitted.
 - (b) accept or reject any or all Bids (including the most competitive Commercial Bid) in its absolute discretion, without assigning any reasons for the same;
 - (c) extend the time for submission of Bids at its sole discretion at any time before the Bid Due Date, in case of any amendments in the RFP, with the amended RFP to be duly notified to the eligible parties by way of an email addressed to their registered email address and the same to be binding on all the Bidders; and
 - (d) seek additional technical materials, from Bidders, in the event the BEC feels that the information submitted by the Bidder as part of its Bid is incomplete.
- 11.4 In the event of any misstatement or misrepresentation including any falsification or inflation of data, being discovered or detected in the information furnished/documents submitted by the Bidder in response to this RFP or at any later stage or in the event of any contravention by the Bidder of any condition or criterion stipulated by AIFF under this RFP, AIFF shall have the right to terminate or cancel the appointment/engagement of the Bidder, and nothing shall be payable or be paid by AIFF to the Bidder as damages or penalty.
- 11.5 AIFF will not be liable for any costs, damages or losses including costs incurred for preparation of materials arising out of, or in relation to the Bid process, that has been incurred by any Bidder

participating in this RFP, if AIFF decides to cancel or withdraw the RFP, for any reason whatsoever. The Bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including but not limited to costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of proposal or costs incurred for providing any additional information required by AIFF to facilitate the evaluation process.

- 11.6 The submission of a response to this RFP by any Bidder confirms the Bidder's acceptance of all terms and conditions of this RFP including the amended terms and conditions (if any). Further, by doing so, the Bidder acknowledges that it has:
- (a) examined and understood the scope of services set out in this RFP and other information made available in writing by AIFF, for the purpose of this RFP;
 - (b) examined all information relevant to the risks, contingencies and other circumstances that could affect the RFP; and
 - (c) satisfied itself as to the correctness and sufficiency of the information contained in this RFP.

- 11.7 Bidders to this RFP or their agents may not make any contact with any party employed by or directly associated with AIFF or any of its partners in relation to this RFP. In case a Bidder attempts to influence AIFF in AIFF's decision on scrutiny, comparison & evaluation of Bids and awarding the Contract, the Bid of the relevant Bidder shall be liable for rejection in addition to appropriate administrative actions being taken against that Bidder, as deemed fit by AIFF.
- 11.8 AIFF will open the bids at the specified date, time and place as indicated in the Bid Schedule at Clause 4 above. If due to administrative reasons the venue / date/ time of bid opening are changed, the same will be notified on the AIFF's website.
- 11.9 In case the specified date of bid opening falls on a holiday or is subsequently declared a holiday or closed day for AIFF, the Bids will be opened at the appointed time and place on the next working day.
- 11.10 From the time the Bids are opened to the time that the Contract is awarded, the Bidders should not contact AIFF/BEC on any matter related to its Bid. Any effort by the Bidder(s) to influence AIFF/BEC in the examination, evaluation, ranking of Bids, and recommendation for award of Contract may result in the rejection of the relevant Bidder's Bid forthwith.
- 11.11 AIFF shall constitute a Bid Evaluation Committee of minimum three (3) members ("**BEC**") for the evaluation of Bids, selection or shortlisting of Bidders.
- 11.12 Prior to the evaluation of the Bids, AIFF will determine the substantial responsiveness of each Bid to the RFP. For purposes of these clauses, a substantially responsive Bid is one, which conforms to all the terms and conditions of the RFP including Eligibility Criteria without material deviations. However, AIFF may waive minor deviation and /or minor irregularity and/or minor nonconformity in the Bid.
- 11.13 Technical Bids will be opened in the first instance and evaluated strictly on the manner set out below at the prescribed date and time as indicated in the Bid Schedule. These Bids shall be scrutinized and evaluated by the BEC with reference to the criteria described in this RFP. Thereafter, in the second stage, the Commercial Bids of only the technically acceptable bids/offers (as decided in the first stage) shall be opened for further scrutiny and evaluation on a date notified after the evaluation of the Technical Bid.
- 11.14 A Bid shall be considered to be technically acceptable, if it scores at least fifty per cent of the total points on evaluation by the BEC ("**Qualified Bidder**").
- 11.15 Only Commercial Bids of the Qualified Bidders shall be considered for such ranking.
- 11.16 In determining the final selection of the Bidders, the Commercial Bids of the Qualified Bidders shall be ranked in ascending order based on the cumulative fee proposed by the respective Bidder to be paid by AIFF. For the avoidance of doubt, the Bidder quoting the lowest cumulative fee shall receive the highest ranking/score under the Commercial Bid evaluation.

12. AWARD OF CONTRACT

- 12.1 The Selected Bidder will be notified of the award by AIFF prior to the expiry of the Bid's validity period. The Selected Bidder shall be responsible to fulfil its obligations under this RFP, upon issue of a valid LoA. It is clarified that any award under this RFP shall be strictly limited to the services encapsulated in Schedule 1 under which the Selected Bidder has submitted its Bid.
- 12.2 Before the expiry of the Bid's validity period, AIFF will notify the Selected Bidder in writing, by way of an e-mail that its Bid, has been accepted by AIFF. AIFF shall simultaneously issue the LoA to the Selected Bidder. The Selected Bidder must furnish to AIFF, a performance security (in the form of an irrevocable bank guarantee in a format issued by a scheduled commercial bank) equivalent to the annual fixed fee payable to AIFF under the Contract, valid for a period of up to sixty (60) days after the expiry and/or earlier termination of the Contract ("**Performance Security**"), within fifteen (15) days from the date of signing of the Contract, failing which the Bid Security will be forfeited and the LoA will be cancelled. Further terms and conditions relating to the Performance Security shall be mutually agreed by the Parties, as part of the Contract. AIFF reserves the right to increase the value of the Performance Security in line with the scale of the operations during the Term.
- 12.3 The Bid Security will be released in favour of the Selected Bidder, upon receipt of the Performance Security.
- 12.4 Upon signature of the LoA by both Parties, AIFF will share a draft of the Contract reflecting mutually agreed terms (including the terms of the Bid) with the Selected Bidder. AIFF and the Selected Bidder shall complete negotiations relating to the Contract, in good faith, within thirty (30) days from the date of issue of the draft of the Contract and execute the same. Failure to comply with this provision, shall entitle AIFF to forfeit the Bid Security without any further notice to the Selected Bidder.
- 12.5 Failure of the Selected Bidder to deliver the Performance Security and sign the Contract in accordance with this Clause 12 shall constitute sufficient grounds for AIFF to annul the award under this RFP and forfeit the Selected Bidder's Bid Security.
- 12.6 Failure of the Selected Bidder in providing Performance Security and/or signing the Contract shall make the Selected Bidder liable for forfeiture of its Bid Security and, also, for further actions by AIFF, as may be further detailed under the Contract, including but not limited to be suspended from entering into any further contracts with AIFF for a limited period of time.

13. COMMERCIAL CONSIDERATION

- 13.1 Payment under the Contract shall be made in Indian Rupees, as per timelines agreed in the Contract.
- 13.2 Where there is a statutory requirement of tax-deduction-at source or withholding tax, such deduction towards income tax and other taxes, shall be made by the party making such payments, at rates as notified by the relevant governmental authority from time to time.

14. CONFIDENTIALITY

- 14.1 AIFF and the Bidders acknowledge and agree that the contents of this RFP and any other information shared with the Bidders by AIFF under this RFP is hereby considered confidential information and neither shall (i) use confidential information for any purpose other than in respect of this RFP, and/or (ii) disclose confidential information to any third party without the prior approval of the other party, except to its and its Affiliates' employees, directors, contractors and agents who are bound by equivalent confidentiality obligations as those contained herein. Nothing in this clause shall prevent either AIFF or the Bidders from disclosing confidential information where

required by Applicable Law, court or the requirements of any listing authority or security exchange. These confidentiality obligations will continue until superseded by the confidentiality provisions of the Contract or until one (1) year following the Bid Due Date.

- 14.2 Information relating to the evaluation of Bids, as part of the Selection Process and recommendation concerning awards made by the BEC, shall not be disclosed to the Bidders who submitted Bids or to other persons that are not officially concerned with the Selection Process.

15. MISCELLANEOUS

- 15.1 Save as expressly authorized by AIFF in writing, the Selected Bidder shall not, without the prior express approval of AIFF, incur any liabilities on behalf of AIFF, pledge the credit of AIFF or make any representations or give any warranty on behalf of AIFF.
- 15.2 AIFF shall retain the right to audit any contracts entered into by the Selected Bidder, in relation to exercising its Rights, as detailed in the Contract.
- 15.3 AIFF will prescribe minimum insurance limits required, as part of the Contract. AIFF shall be added as an additional insured in such insurances. Such insurance shall be maintained through the Term.
- 15.4 The mere submission of Bids in response to this RFP by a Bidder, or the rejection thereof by AIFF in its absolute discretion, shall not itself constitute any relationship, legal or otherwise, between AIFF and the Bidder or give rise to or be deemed to give rise to any cause or grievance to the Bidder against AIFF and further shall not for any reason or in any manner confer on the Bidder any right or entitlement to raise any claim regarding any term or condition contained herein nor in respect of any act or omission or decision taken by AIFF.
- 15.5 The Bidder must strictly comply with all terms and conditions prescribed herein.
- 15.6 AIFF reserves the right to call upon any or all the Bidders to satisfy AIFF regarding the correctness and genuineness of any document submitted or information furnished by the Bidder or may call for any additional documents/information from the Bidders to verify the information provided by the Bidder or may further seek any clarification or elaboration from the Bidder at any time before the award of the Contract. However, this shall not be construed to confer any kind of right or entitlement on the Bidder to submit any additional document/information after the submission of its Bid. Further, AIFF may call upon any or all the Bidders to make a presentation to the BEC in respect of the capabilities represented by the Bidder at any time before the award of the Contract. Any Bidder who refuses to or otherwise neglects to make such presentation to the BEC shall not be considered for any further evaluation and shall stand immediately disqualified from the Selection Process.
- 15.7 The mere instance of AIFF seeking any clarifications on any aspect of a Bid from the relevant Bidder would not entitle the Bidder to change or cause any change in the substantive part of the documents submitted. Any non-substantive change in the documents submitted shall be made with the leave of AIFF.
- 15.8 AIFF is under no obligation to declare the Bidder awarded the highest scores as the Selected Bidder.
- 15.9 The Selected Bidder shall receive a performance certificate issued by AIFF to the Selected Bidder upon satisfactory discharge of its services described in this RFP.
- 15.10 No financial adjustments to the Bids shall be made after the submission of the Bid on account of the failure of the Bidder to appraise itself of any legal or local operational conditions/factors.

16. FORCE MAJEURE

Neither party shall be responsible for any failure to perform due to the occurrence of Force Majeure Events.

17. INTELLECTUAL PROPERTY RIGHTS

- 17.1 The Selected Bidder will ensure that there is no violation of Intellectual Property Rights ("IPR") (including any third-party owned intellectual property right) or any other law in force while rendering the services/exercising the Rights and shall comply with the terms stipulated in the Contract in this regard.
- 17.2 The Selected Bidder expressly acknowledges and agrees that all rights, title, and interest, including all present and future copyright and all other IPR, that is created as a result of the Selected Bidder exercising its Rights (collectively, the "Works"), whether completed or in progress, shall vest exclusively and absolutely in AIFF from the moment of creation, on a work-made-for-hire basis. To the extent any of the Works are not considered works-made-for-hire under applicable law, the Selected Bidder hereby assigns, with full title guarantee, by way of a present assignment of future rights, all such rights in the Works to AIFF, worldwide, in perpetuity and on a royalty-free basis.
- 17.3 The Selected Bidder shall execute all documents, confirmations, assignments, and instruments reasonably required by AIFF to perfect, record or give effect to the assignment contemplated herein, and shall provide such cooperation as may be necessary to enable AIFF to exercise its rights in the Works without restriction.
- 17.4 AIFF grants the Selected Bidder a limited, non-exclusive, non-transferable, royalty-free licence, during the Term, and solely for the purpose of delivering its obligations herein, the right to use the AIFF Marks strictly in accordance with AIFF's brand guidelines and written instructions. Any use beyond the scope expressly authorised herein is prohibited.
- 17.5 The Selected Bidder shall comply with all brand usage requirements, technical standards, content specifications, and instructions issued by AIFF regarding use of AIFF's IPR and shall not use or permit any use that would dilute, tarnish, or impair such rights.
- 17.6 Bidder's demonstrably pre-existing IPR shall remain owned by the Bidder. Any IPR of the Bidder which is embedded in deliverables provided to AIFF under the Contract shall be licensed to AIFF perpetually, royalty-free and irrevocably.

18. INDEMNITY

- 18.1 The Bidder shall, at its own cost and expenses, defend and indemnify AIFF against all third-party claims arising out of or relating to the performance obligations in terms of the Contract, breach of Contract, including those of infringement of IPR, including patent, trademark, copyright, trade secret or industrial design rights, arising from the actions of the Bidder, in India or internationally. The Bidder shall expeditiously meet and defend any such claims, upon being notified of the same by AIFF.
- 18.2 If AIFF is required to pay compensation to a third party attributable to the actions of the Bidder, or otherwise on account of any wrongful actions attributable to the Bidder, the Bidder shall fully reimburse AIFF thereof, including all expenses and court and legal fees in relation to such claims.

19. SUBCONTRACTING

The Selected Bidder may sub-contract some part of the services in this RFP, with the prior written approval of AIFF. However, the Bidder will be entirely and solely responsible for execution and performance of the services and will be wholly responsible and liable for the actions of its subcontractors.

SCHEDULE – 1

Scope of Work and Submission Requirements

1. Scope of Work

The Successful Bidder shall provide comprehensive PR, strategic communication and reputation management services. The scope includes, but is not limited to:

1.1 General PR and Strategy Advisory

- a) Development of an overall PR and communication strategy aligned with AIFF's objectives, in consultation with AIFF's media team.
- b) Preparation and dissemination of press releases, official statements, and announcements for the Indian National Men's and Women's Teams, subject to AIFF's approval.
- c) Crisis communication advisory, rapid response drafting, and managing reputational risks, as required by AIFF from time to time.
- d) Weekly media monitoring and sentiment analysis across print, digital and television in a report format.
- e) Advisory support and coordination for interviews of AIFF officials and stakeholders, as required by the AIFF media team.

1.2 Competition-Specific Services

- a) Indian Super League (ISL): Season-long strategy, matchweek coordination, and coordination or pre/post-match press conferences;
- b) Indian Football League (IFL): Season-long PR strategies, matchweek coordination, and highlighting grassroots/developmental narratives;
- c) Indian Women's League (IWL): Season-long PR strategies, matchweek coordination, and highlighting growth of Indian Women's football;
- d) Other Competitions: Promotional narratives, matchday coordination, tailored PR strategies.

1.3 Multilingual Content and Translation

- a) All match reports, previews and press releases must be drafted in English.
- b) The Selected Bidder is responsible for the professional translation and adaptation of all press releases into Hindi, Bengali and Malayalam, or any other language requested by AIFF.
- c) The Agency must ensure the dissemination of these translated materials to the respective regional media markets.

1.4 Deliverables and Guidelines

- a) Editorial Standards: All deliverables must adhere to AIFF's editorial guidelines and be delivered within timelines stipulated by the AIFF.
- b) Reporting: Monthly PR performance summaries and impact reports for specific competitions.

2. Additional Bid Submission Requirements

- 2.1 Background: Background of the Bidder, including available infrastructure and detailed experience of team composition.
- 2.2 Multilingual Capability: Evidence of internal or robust PR and editorial capabilities for English to Hindi, Bengali and Malayalam translation.
- 2.3 Relevant experience: Details of similar engagements undertaken in the preceding three (3) years including:

- a) Sports Federations;
- b) Football Leagues;
- c) Football Clubs;
- d) International Sporting Events.

Bidders must provide credible documentation of the specified engagements.

- 2.4 Bidders must provide a proposed PR strategy, crisis communication framework, regional outreach strategy and other stratagem which is relevant for the above mentioned scope of work.

ANNEXURE A

Information regarding any Conflict of Interest

[To be forwarded on the letterhead of the Bidder (to be submitted by each member in case of Consortium)]

1. Are there any activities carried out by the Bidder or its Affiliates, which are of a conflicting nature as mentioned in Clause 3.2 of this RFP? If yes, please furnish details of such activities along with your Technical Bid.
2. If no, the Bidder (each member in case of Consortium) shall certify the absence of any Conflict of Interest in the following format:

To,

President,
All India Football Federation,
Football House,
Sector -- 19, Phase 1,
Dwarka, New Delhi -- 110 075

Subject: Absence of Conflict of Interest

I/We hereby declare that I/our firm, our associate/group firm, am/is not indulging in any activities that can be termed as conflicting activities under Clause 3.2 of this RFP. I/We also acknowledge that in case of misrepresentation of the information, our Bid shall be rejected, or the Contract shall be terminated by AIFF with immediate effect.

Signature:

Name (in full):

Name of Organization:

Title:

Date:

ANNEXURE B

Form of Undertaking

[To be forwarded on the letterhead of the Bidder / Lead Member of Consortium]

To,

President,
All India Football Federation,
Football House,
Sector -- 19, Phase 1,
Dwarka, New Delhi -- 110 075

I/We hereby submit our Bid in response to RFP for Public Relations And Strategic Communication Services of the RFP and undertake to perform the obligations in a manner described in this RFP and the Contract to be signed by us.

I/We understand that AIFF reserves the right to accept / reject any Bid, to annul or amend the bidding process, and that all decisions of AIFF in relation to evaluation, selection, award or rejection shall be final and binding, and the selection is at the sole discretion of AIFF.

Signature:

Name (in full):

Name of Organization:

Title:

Date:

ANNEXURE C

Declaration of Fit and Proper Person

[To be forwarded on the letterhead of the Bidder / each Consortium Member]

To,

President,
All India Football Federation,
Football House,
Sector -- 19, Phase 1,
Dwarka, New Delhi -- 110 075

I hereby submit our Bid in response to the Request for Proposal (RFP) Public Relations And Strategic Communication Services and the Contract to be signed by us.

I have understood the requirements that constitute a *Fit and Proper Person* under this RFP, and declare that we are not in violation of any of the conditions prescribed under Clause 8.2 of this RFP and can be construed to be a *Fit and Proper Person* for the purposes of this RFP. I understand that in case of any adverse finding by AIFF, it reserves the right to accept / reject the Bid, and that all decisions of AIFF in this regard shall be final and binding.

Signature:

Name (in full):

Name of Organization:

Title:

Date: