

Government of Goa
Department of Tourism
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Date: 26.12.2025

DETAILED TENDER NOTICE
(E-TENDERING MODE ONLY)

**APPOINTMENT OF AN INTEGRATED MARKETING AND PUBLIC
RELATIONS MANAGEMENT AGENCY FOR GOA TOURISM**

Department of Tourism, Government of Goa invites e-tenders from single entities and consortia for “**APPOINTMENT OF AN INTEGRATED MARKETING AND PUBLIC RELATIONS MANAGEMENT AGENCY FOR GOA TOURISM**” with the following minimum eligibility criteria:

- a. The bidder should have a minimum 5 years of relevant work experience as a Communication (PR or Digital) agency in India as on 1st April 2025.
- b. The bidder should have executed or be executing at least 2 large scale Communication/ Publications (PR/Editorial/content creation / editing / designing / formatting) project for Central/State Government departments / PSUs/ Industry Chambers/ Sports Association/ Co- operative society/ Corporate of annual order value of INR 1 crore and above, in the last 3 years before the bid due date.

Project with digital media and/or advertising buy only will not be considered as eligible.

- c. The bidder must have In-house facility for production and editing of content in all forms for PR communication, technology support and analytics tools. Also, the bidding entity must not support/promote any of the following content, either in digital/physical space:
 - Anti-national content
 - Pornographic and trafficking content
 - Political association
 - Malicious content
 - Content hurting religious sentiments
 - Promoting piracy in any form
- d. Minimum average annual turnover (combined in case of Consortium) of INR 10 crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).
- e. Positive net worth (Combined, in case of Consortium) in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).
- f. The bidder should not be involved in any major litigations such as fraud, FEMA violations, active disputes with Department of Tourism (Government of Goa) or Goa Tourism Development Corporation Limited, etc.
- g. All experience certificates must be certified by Chartered Accountant.

Agencies interested in applying for the tender may submit their duly filled bid with complete information as required as per the tender document:

S. No.	Brief Description	E.M.D./ Bid Security	Cost of Tender Document (Non-refundable)	Tender Processing Fee (Non-Refundable)
1.	APPOINTMENT OF AN INTEGRATED MARKETING AND PUBLIC RELATIONS MANAGEMENT AGENCY FOR GOA TOURISM	INR 5,00,000/- (Rupees Five Lakhs only)	INR 8,000/- (Rupees Eight Thousand Only)	INR 3,000/- (Rupees Three Thousand Only)
2.	Submission of Pre – Bid Queries	a) Last date & time for receipt of pre-bid queries: 05.01.2026 up to 5.30 p.m.		
3.	Time / date of receipt / opening of bid	a) Last date and time for submission of bids: 08.01.2026 up to 3.30 p.m. b) Opening of the technical bid: 09.01.2026 at 10.30 a.m. c) Date for bidder presentation shall be communicated subsequently to bidders.		

Note: Bidders can contact e-procure help desk in case of any issues faced while browsing the <https://eprocure.goa.gov.in> website via the following:

Sr. No	Contact	Phone Number
A	Support Helpdesk	91-7972854213, 91-7822039673, 91-7972871944
B	Senior Support	91-9834889836
C	For any technical related queries please call at 24x7 Help Desk Number	0120-4001002, 0120-4001005, 0120-6277787

Interested and eligible bidders who have not registered with Goa Infotech Corporation Ltd., Altinho, Panaji and intending to participate in Online Tendering may register now and apply before the last date of request for bid submission.

The bidder should scan and upload the above required documents. The submission of the tenders is through E-Tendering mode.

Incomplete bids shall be summarily rejected and right to reject any or all the tenders including the lowest without assigning any reasons thereof is reserved by the Department.

Sd/-
Director of Tourism
Department of Tourism
Government of Goa