

M/s. BCS Consulting Pvt. Ltd.
Lucknow.

M/s. Deepali Designs & Exhibits Pvt. Ltd.
New Delhi.

M/s. Idence BDs Pvt. Ltd.
Noida.



UP/1210 /UPITS/2025-26/RD

SEPTEMBER 15, 2025

Dear Sir/Madam,

As you might be aware that Deptt. of MSME-GoUP in collaboration with IEML, is organizing 03rd Edition of UPITS at India Expo Mart-Greater Noida from 25th to 29th September 2025.

In this regard, to showcase UP's Industrial landscape & various Investors Friendly Policies, a bare space of 1,200 sq mtr at Hall-1 and additionally 50 sq mtr bare space at Hall-4 have been allotted to Invest UP.

Keeping in mind the paucity of execution time in hand, it has been decided by the management of Invest UP to issue RFQ to its Empaneled-EMAs, and invite their lowest rates, along with 02 proposed designs (in 2D & 3D) in a duly sealed envelope.

We are hereby enclosing the said RFQ, with the request to submit physical copy of your proposed designs (in a pen-drive as well) and lowest financial quotes in a sealed envelope, on 19.09.25, which shall be opened on 19.09.25 at 1500 hrs., in front of your representative only.

Encl.: As above.

Yours faithfully,

(Rajeev Dixit)
General Manager

cc :

1. CEO - Invest UP.
2. ACEO - Invest UP.

(Rajeev Dixit)
General Manager

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INVEST UP

(Investment Promotion & Facilitation
Agency of Govt. of Uttar Pradesh)

Request for Quotation (RFQ)
From Empanelled Event Management Agencies of Invest UP

Request for Quotation (RFQ) for Conceptualizing, Designing, Fabrication, Installation & Management of Invest UP Pavilion during the “U.P. International Trade Show (UPITS)” scheduled from 25th to 29th September 2025 at India Expo Mart, Greater Noida.

1. Introduction

Invest UP, is participating in the upcoming ‘U.P. International Trade Show’ (UPITS) to be held from 25th to 29th September 2025 at India Expo Mart, Greater Noida.

To showcase the investment opportunities, sectoral strengths, and key initiatives of the Government of Uttar Pradesh, Invest UP intends to set up a state-of-the-art Pavilion at UPITS, and through this RFQ, Invest UP invites quotations from its Empanelled Event Management Agencies (EMAs) to conceptualize, design, fabricate, install, and manage the Invest UP’s Pavilion.

2. Scope of Work

The scope includes but is not limited to :

- 2.1. Concept & Design
- 2.2. Creative concept and 3D design for the Invest UP Pavilion
- 2.3. Branding aligned with the Government of Uttar Pradesh’s industrial identity
- 2.4. Interactive and modern exhibit design with digital components (LED walls, touch screens, etc.)

3. Fabrication & Setup

- 3.1. Fabrication of pavilion structure with high-quality eco-friendly materials.
- 3.2. Installation of furniture, fixtures, lighting & technical infrastructure.
- 3.3. Provision of branding elements, panels, posters, cut-outs, AV setup, etc.

4. Pavilion Management

- 4.1. Deployment of well-trained professional staff for visitor handling, technical support, and housekeeping etc.
- 4.2. Onsite coordination with the event organizers and Invest UP team.
- 4.3. Daily maintenance, cleaning, and support throughout the event.

5. Dismantling & Restoration

- 5.1. Dismantling of the Invest UP Pavilion, after the event.
- 5.2. Restoration of the space to original condition as per IEML’s guidelines.

Detailed Requirement is mentioned here below :

Approximate Pavilion space is approx. 1,200 sq. mtr. Proposals are invited based on the design proposed by EMA and the general requirements provided below but are not limited to listed as below.

All proposals must either meet or exceed the requirements contained herein.

Design, fabrication, setup, installation and dismantling of custom-made pavilion in an area of approx. 1,200 sqm, as per design proposed by bidder and approved by Invest-UP.

The overall exhibition (Pavilion) is divided into the following :

- Invest UP's showcasing through its own Stall on an area of approx. 230 sqm in Hall No.-1
- Major Companies, exhibiting under Invest UP Pavilion – approx. 970 sqm.
- Invest UP's another Stall on an area of approx. 50 sqm in Hall No.-4

For Invest UP's own Stall - 230 sqm (approx.) in Hall No.-1

1. The stall to have customized design as per Invest UP theme, as approved by Invest UP.
2. Digital displays to be incorporated in the overall design.
3. Enough movement space to be given for movement of Dignitaries/Visitors.
4. Distribution material (literature & pen-drives etc.) will be provided by Invest UP. Design should be proposed keeping in view such materials.
5. AI Centre will have digital displays and space to demo AI solutions.
6. Back lit and front lit should be suggested as per aesthetic requirements.
7. Suggest & Organizing Event Planning activities.
8. Setting up of a CEO Office and a VVIP lounge.
9. A dedicated pantry equipped with Tea/Coffee vending-machine, snack/cookies, water bottles, etc. and high-quality snack packets for 25-30 Pax approx.
10. LED Video-Displays 55 Inch. – 8 Nos.
11. LED Display panels on the exterior part exhibiting different sectoral offerings.
12. Needle Punch carpet.
13. 10 extra Chairs (other than provided at different places)
14. Dustbins
15. Card Bowls
16. Sweets bowl at Reception
17. Photography and videography
18. Manpower/Ushers/Security deployment.
19. High speed internet connectivity for complete exhibition area.
20. Invest UP's round-stickers (9") to be placed at various places in the entire venue of UPITS, as per directions of Invest UP.

The EMA shall have to submit at least 2 design options for the Invest UP's entire Pavilion (Stall & other Stalls) as per the layout.

For Companies which will be exhibiting under Invest UP Pavilion – 970 sqm (approx.) in Hall No.-1

1. The number of stalls (10-15 stalls) will be of different sizes as per layout in approx. 970 sqm
2. All the stalls to have customized design as per Invest UP theme.
3. The fascia of each stall should clearly state the company name and tagline, besides displaying Invest UP's logo at both the ends of fascia.
4. Enough movement space to be given for Dignitary movement
5. Standard furniture for each stall.
6. LED lights & Power Sockets for each stall.
7. Needle Punch carpet.
8. 10 Spare Chairs (for exigency).
9. Dustbins for each stall.

For Invest UP Stall - 50 sqm (approx.) in Hall No.-4

1. The stall to have customized design as per Invest UP theme, as approved by Invest UP.
2. Digital displays to be incorporated in the overall design.
3. Enough movement space to be given for movement of Dignitaries/Visitors.
4. Distribution material (literature & pen-drives etc.) will be provided by Invest UP. Design should be proposed keeping in view such materials.
5. Back lit and front lit should be suggested as per aesthetic requirements.
6. A dedicated small-size pantry equipped with Tea/Coffee vending-machine, snack/cookies, water bottles, etc.
7. LED Video-Displays 55 Inch. – 2 Nos.
8. LED Scree of appropriate size as per design proposed.
9. Needle Punch carpet.
10. Standard, but high-quality furniture, including sofa-seating, roundtables, reception counter etc.
11. Dustbins
12. Card Bowls
13. Sweets bowl at Reception
14. Photography & Videography
15. Manpower/Ushers/Security deployment.
16. High speed internet connectivity for complete exhibition area.

The Scope-of-Work described herein is indicative and not exhaustive. The selected agency shall be fully responsible for the comprehensive execution and delivery of the stall, including all associated elements.

6. Quotation Requirements

Interested EMAs must submit their lowest quotation as per below :

6.1. Technical Proposal

- 6.1.1. At least 2 options for 2D/3D design mock-up of proposed pavilion
- 6.1.2. List of proposed materials and technical elements.

6.2. Financial Proposal

Detailed cost breakup including design, fabrication, setup, management, dismantling, manpower, AV, lighting, etc.

The agency shall submit a list of proposed materials and technical elements along with a detailed Bill-of-Quantities (BoQ).

The rates for these items should be based on the empanelled rate lists for the UPITS-2025 &/or IEML, Greater Noida.

If any proposed items are not included in the UPITS/IEML rate lists, the EMA must provide a separate list of such items—along with all items—in the format specified below.

Sl.#	Item Description	Quantity	Rate	GST	IEML/UPITS Empanelled Rates (Y/N)
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(Applicable Taxes/GST must be mentioned clearly)

6.3. Timeline

Detailed timeline with milestones from design finalization to completion.

7. Submission Details

Last **Date for Submission : 17th September, 2025 (at 1500 hrs)**

Submission Mode: Physical : To be received & opened in front of all 3 EMAs.

Subject Line on Envelope : "Quotation for Invest UP Pavilion – UPITS 2025"

Submission To:

General Manager (EE)

Invest UP

6TH FLOOR, A-BLOCK, PICUP BHAWAN, VIBHUTI KHAND, GOMTI NAGAR, LUCKNOW-10.

8. Evaluation Criteria

Quotations will be evaluated based on the following :

Criteria	Marks
Creative Concept & Design	40
Cost Competitiveness	30
Relevant Experience	30
Total	100

Invest UP reserves the right to seek clarifications, conduct negotiations, or reject any/all quotations without assigning any reason thereof.

Terms & Conditions

9.1 The work will be allotted to the agency securing maximum marks as per the evaluation criteria set out in point-8 above.

9.2 The assignment is time-bound and must be completed as per the shared timelines.

9.3 All materials, designs, and content will be the Intellectual-Property of Invest UP.

- 9.4 Any damage to the venue or non-compliance with event organizer guidelines will be sole responsibility of the selected agency.
- 9.5 Payment terms will be as per mutually agreed terms in the work-order/LoA issued.
- 9.6 Terms & conditions outlined in the empanelment agreement shall be fully applicable and binding in the context of this RFQ.

General Manager (EE)
(Issuing Authority)
Invest UP

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