



Pharmaceuticals Export Promotion Council of India
(Set up by Ministry of Commerce & Industry, Government of India)

REQUEST FOR PROPOSAL
FOR PROVIDING
VENUE BRANDING & SIGNAGE SERVICES

FOR

IPHEX 2026
7-9th September 2026
Bharat Mandapam
Exhibition Complex

&

IPHEX 2027
19-21st, August 2027
Bharat Mandapam
Exhibition Complex

RFP REFERENCE NO
T-03/IPHEX 2026 -
2027

DUE ON

March 10th, 2026 (17:00 hrs)

PLEASE SEND YOUR PROPOSAL BY COURIER TO

The Director General
PHARMEXCIL
201 Aditya Trade Centre
Ameerpet
Hyderabad 500038

PS : Based on the overall satisfactory performance of the selected agency during iPHEX 2026, PHARMEXCIL reserves the right to extend the contract for iPHEX 2027 on mutually agreed terms and conditions.



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IPHEX

IPHEX: an International Exhibition of Pharma and Healthcare organized every year by the Pharmaceuticals Export Promotion Council of India (Pharmexcil) with the support of the Department of Commerce since 2013.

iPHEX is an initiative of the Ministry of Commerce to position India as the Pharmacy of the World and showcase the entire spectrum of the pharmaceuticals and healthcare sector to the world. The exhibition has now become an integral part of the annual business plan of exhibitors and business visitors.

Over 500 Indian companies from the Pharma and healthcare sector will be exhibiting their products. The exhibition shall showcase

APIs AND INTERMEDIATES

FORMULATIONS

EXCIPIENTS AND CUSTOM MANUFACTURING

BIO-SIMILARS

AYUSH

DIAGNOSTIC AND SURGICAL

HEALTHCARE SERVICES (CROs, CLINICAL TRIALS, R&D, CUSTOM SYNTHESIS)

Key Information

IPHEX 2026

Show Build up: 4-6th September 2026 (3 days)

Exhibition: 7-9th September 2026 (3 days)

Show Breakdown: 10th September 2026 (8:00 am)

Venue: Bharat Mandapam, New Delhi

Halls: Exhibition Halls 2/3/4/5(GF) & 5 (FF)

IPHEX 2027

Show Build up: 16-18 August 2027 (3 days)

Exhibition: 19-21,2027 August 2027 (3 days)

Show Breakdown: 23rd August 2027

Venue: Bharat Mandapam, New Delhi

Halls: Exhibition Halls 2/3/4/5(GF) & 5 (FF)



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Bid Validity

Your Bid should be valid for acceptance till the event ie IPHEX 2026.

IPHEX 2027: Based on the overall satisfactory performance of the selected agency during iPHEX 2026, PHARMEXCIL reserves the right to extend the contract for iPHEX 2027 on mutually agreed terms and conditions.

Instructions for all Bidders

Pharmexcil is seeking proposals from experienced and well-qualified bidders with proven performance in executing the highest quality projects and superior workmanship.

Previous performance in delivering quality projects at Bharat Mandapam, New Delhi will be an asset, and the bidders are expected to be well aware of the working conditions at the Exhibition Centre.

Quality First

Quality of the workmanship and delivery as per agreed timelines is the essence to this project. Pharmexcil is not bound to accept the lowest price offer and may review the below parameters before the award of the contract:

- Technical experience
- Resources available
- Quality Outcome
- Project management Skills
- Logistical Supervising and arrangements
- Practicality of proposed Services Execution
- Large Scale Organized Business Gathering Experience

Force Majeure

If the event cannot take place due to force majeure, each of the parties to the contract shall bear his/her expenses as incurred at that time.

Force majeure shall include the following events, circumstances, or causes: the act of God, fire, war, pandemics, natural disasters, riots, acts of terrorism, government action, order or regulation, legal enactment, industrial action, trade dispute, any decisions or actions concerning the Venue taken by the Venue Owner or other event, circumstance or because that renders the organization of the Exhibition significantly more difficult and/or impossible. The above examples of force majeure are not an exhaustive list, but examples only.



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Healthcare & Working Conditions

All bidders are expected to strictly adhere to Standard Operating Conditions for holding b2b exhibitions as issued by Government Authorities from time to time.

All bidders are required to ensure that:

- a. All their workmen are fully vaccinated and daily Health checks are a part of their work preparation schedule.
- b. No unwell worker should be working on site.
- c. Proper documentation is kept onsite for all workers.
- d. There is no child labour.
- e. There is no consumption of Alcohol, smoking, or Gutka / Tobacco chewing at any time.
- f. Minimum wage payment rules in vogue are followed for both their full-time/ temporary labour. Pharmexcil will not be liable for any costs incurred due to any illness/death contracted or claimed to be contracted during IPHEX 2026.
- g. All bidders are required to insure all their employees for health/death/accident.
- h. All team members should carry Photo Identity cards for display to Security officials.

Event Cancellation / Rescheduling

In case IPHEX 2026 is canceled/rescheduled, Pharmexcil will not be liable for costs incurred by the bidder from the date of award till the notice of event cancellation/rescheduling. If the bidder has incurred any costs due to the printing of material (paper/flex) that cannot be used, the net cost incurred in the printing of the material will be reimbursed by Pharmexcil as per the actual cost incurred.

Insurance Coverage, workmen Liability & Compliance with Labour Laws

Service delivery as per agreement is essential for this bid. All bidders are required to carry Insurance cover to cover any claims due to faulty workmanship or delivery of services. The Insurance liability should include full reinstatement cost including the cost of demolition and professional fees and profit. The insurance period should cover the show dates, show buildup, and show demolition.

All bidders are expected to carry adequate health/accident/death insurance for all their workmen and managers on site and will be solely responsible for all claims, if any, arising out of any health-related incident, accident, or mishap during the buildup/breakdown/exhibition activities.



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All bidders are expected to carry adequate 3rd party liability insurance and will be solely responsible for any claims arising from ITPO, exhibitors, visitors, workmen, etc. during the buildup/breakdown/exhibition activities.

All bidders are expected to comply with all labour laws (EPF, ESIC, etc.) as applicable to them.

All bidders will indemnify Pharmexcil, their staff, Fair Architect, and Show Management from any claims arising from ITPO, exhibitors, visitors, workmen, etc. during the build-up/breakdown/exhibition activities.

Quantity modifications/variation

Bidder agrees that quantity, as indicated in the contract, is indicative only and may change at short notice. Only approved rates will be paid for the final quantity used for IPHEX 2026. If the quantity is increased, no rate increase request will be entertained at any time.

Dispute Resolution, Governing Law & Jurisdiction

All disputes shall be settled amicably under mutual discussion with Pharmexcil. In case of any dispute - Chairman Pharmexcil, Director General Pharmexcil and a representative from Bidder will form a 3-person dispute resolution committee to settle the dispute. The Courts of Hyderabad will have exclusive jurisdiction.

Payment Terms

Payment terms will be as follows:

20%	At the time of award of contract
30%	25 August 2026
50%	Within 10 days of successful completion of the Event

Penalty Clause

If the Agency fails to adhere to the project specifications as outlined, a penalty of equivalent to the cost mentioned per part/per deviation of the work/service in the contract shall be imposed, unless such deviation is approved.



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SUBMISSION OF TECHNICAL & FINANCIAL BIDS

The bidder will be required to submit the technical bid and the financial bid in two separate and sealed envelopes; technical proposal shall be marked “Technical Proposal”. Financial Proposal shall be marked “Financial Proposal”.

Both proposals should be put up in a bigger envelope and marked as “Request for Proposal for providing **VENUE BRANDING AND SIGNAGE SERVICES for IPHEX 2026 & 2027**” and submitted before the last date and time at the following address:

Shri Raja Bhanu
Director General
PHARMEXCIL
201, Aditya Trade Centre, Ameerpet,
Hyderabad – 500038

Minimum Qualification Criteria

Average Annual Turnover for last 3 years

Rs. 5 crores

Technical Proposal & Presentation

70 points

Previous Performance:

30 points

Average Annual Turnover for last 3 years

More than Rs. 10 crores

30 points

Rs. 8-20 crores

20 points

Rs. 5-8 crores

10 points

Presentation:

20 points

Capability to handle IPHEX 2026:

20 points

Handling shows of 25000 sqm +

20 points

Handling shows of 15000-25000 sqm +

10 points

Handling shows of 10000-25000 sqm +

10 points

Price Proposal

30 points



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PART I

Technical Submission Guidelines

All bidders are requested to provide the information below as per the checklist

Sr.	Technical Submission	Checklist (Yes / No)
a.	Submit a Declaration on letterhead that they have read all the terms & conditions of this RFP and it is acceptable to them and enclose a signed copy of the RFP.	
b.	Submit their company profile along with a list of previously executed projects in the last 5 years.	
c.	Provide Annual Turnover information for the last 5 years 2025- 2026 (Unaudited) 2024-2025 2023-2024 2022-2023 2021-2022	
d.	Inventory List and location of warehouse for inspection if required.	
e.	Organogram of the key personnel in charge of IPHEX project	
f.	List of Manpower	
g.	Self-attested GST / PAN card copies	
h.	Self-attested ESIC / EPF Registration if applicable	
i.	Self-attested Audited Financial Statements for the last 3 years 2025- 2026 (Unaudited) 2024-2025 2023-2024	

Date

Name

Designation
Company

Please sign & stamp



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PART II

Financial Submission Guidelines

Please quote your best offer for the following scope of work

Please provide your Venue Branding and signage plan for Bharat Mandapam keeping in view that the event is being held at Halls 2/3/4/5/ 5 (FF)

Creative designing will be done by you upon award of the contract.

Your offer should include

- Location & Number of sites
- Size of Branding / Signage
- Suggested Material
- Suggested Total BOQ and pricing

Please also quote for the following:

PROPOSED BRANDING PARTICULARS	UNIT	RATE
PRINTING, FRAMING & INSTALLATION & REMOVAL		
STAR FLEX PRINTING, MS/METAL FRAMING & INSTALLATION	Per Sft	
BLACK BACK FLEX PRINTING, MS/METAL FRAMING & INSTALLATION	Per Sft	
ROLL UP STANDEE (3' x 6')	Per Unit	
POLE BUNTING (2' x 5' on both sides with stand pole)	Per Unit	
HALL BUNTING (3' x 6' on both sides with installation)	Per Unit	
ENTRANCE ARCH BOX GATE for Halls 1/2/3/4/5/ 14(GF & FF), Hall 6	Per Unit	
VINYL		
DIGITAL VINYL PRINT WITH GLOSS LAMINATION	Per Sft	
DIGITAL VINYL PRINT WITH MATT LAMINATION	Per Sft	
FROSTED VINYL PRINT FOR GLASS	Per Sft	
VINYL SUN BOARD		
VINYL SUN BOARD WITH MATT LAMINATION PRINTING	Per Sft	
VINYL SUN BOARD WITH GLOSS LAMINATION PRINTING	Per Sft	



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PROPOSED BRANDING PARTICULARS	UNIT	RATE
MASKING		
BLACK / WHITE CLOTH MASKING WITH SUPPORT OF SCAFFOLDING	Per Rft	
BLACK / WHITE CLOTH MASKING WITH SUPPORT OF BAMBOO STRUCTURE	Per Rft	

Date

Name
Designation
Company

Please sign & stamp