



**Central Government Employees
Welfare Housing Organization**

(An autonomous body of Government of India)
6th Floor, 'A' Wing, Janpath, Janpath Bhawan, New Delhi – 110 001
Telephone No.011-23717249, 23739722, Fax: 011 – 23717250
Email: cgewho@nic.in Website: www.cgewho.in

**TENDER FOR APPOINTMENT OF MARKETING CONSULTANT / MARKETING
FACILITATOR TOWARDS DISPOSAL OF INVENTORY (DUs) OF MOHALI PH-I & PH-II
HOUSING PROJECT**

CGEWHO intends to appoint a marketing consultant/marketing facilitator for sale of dwelling units of its Kendriya Vihar, at Mohali Phase-I and II, at Sector – 125, Sunny Enclave Mohali Punjab of Approx. 170 dwelling units of 1,2,3,4 BHK out of the total 1218 no.(s) of dwelling units in multistoried configuration. The complex is already completed and inhabited. The DUs offered now are ready to move. The scope of consultancy is mentioned in the draft Agreement attached to bid document. All these details are available in the complete Bid documents which includes Pre-qualification Proforma, Draft Agreement & can be viewed/downloaded from the CGEWHO portal i.e. <https://www.cgewho.in> or E-tendering portal of CGEWHO i.e. <https://www.tenderwizard.com/CGEWHO> or on CPP portal <https://eprocure.gov.in>. Interested firms have to register their firm/company on the E-Tendering portal of CGEWHO i.e. <https://www.tenderwizard.com/CGEWHO> and get the user ID and password after registration. It is mandatory for all the consultant/marketing facilitator to have Class-3 Digital Signature (in the name of person who will sign the Bid documents). The consultant/marketing facilitator have to submit their offers online containing both Technical and Financial bids as required in format. Technical bid should contain details of similar assignments completed in the last 05 years, in hand assignment, turnover for the last 05 years and the details of staff employed by the firm. Financial bid should contain the details of Service Charge/ Consultancy fee in the form of percentage of the sale proceeds realization of the sold dwelling units of the said projects. It may be noted that the estimated cost towards which consultancy is sought amounts to approx. Rs.74 Crs. The consultant/marketing facilitator shall have to deploy his own marketing team and utilize its infrastructure/resources for publicity, sales etc. of said Dwelling Units. The consultancy shall have to be provided till the complete sales of Dwelling Units or one year, whichever is earlier. Interested consultant/marketing facilitator should submit their proposal online by 4 PM on 27-04-2018 to CEO/CGEWHO at the address mentioned above.

Chief Executive Officer, CGEWHO

263

CENTRAL GOVERNMENT EMPLOYEES WELFARE HOUSING ORGANISATION

6TH FLOOR, WING- 'A', JANPATH BHAWAN, JANPATH, NEW DELHI – 110 001

PHONE : 011-23717249, 23355408, 23739722, FAX: 23717250

Email : cgewho@nic.in Website : www.cgewho.in

TERMS & CONDITIONS FOR APPOINTMENT OF MARKETING CONSULTANT / MARKETING FACILITATOR TOWARDS DISPOSAL OF INVENTORY (DUs) OF MOHALI PH-I & PH-II HOUSING PROJECT

1. Central Government Employees Welfare Housing Organisation (CGEWHO), an Autonomous Organisation, under Ministry of Housing & Urban Affairs, Govt. of India intends to appoint a marketing consultant/marketing facilitator for sale of unsubscribed dwelling units of its turnkey housing project, at Mohali Phase-I and II, at Sunny Enclave Mohali Punjab consisting of fully completed approx. 170 dwelling units of 1,2,3,4 BHK in multi-storey configuration.
2. The scope of consultancy is mentioned in the Agreement attached to bid document. These details are available in the complete Bid documents consisting of Proforma for Technical & Financial Bid, and Agreement. It can be viewed/downloaded from the CGEWHO website i.e. <https://www.cgewho.in> or E-tendering portal of CGEWHO i.e. <https://www.tenderwizard.com/CGEWHO> or on CPP portal <https://eprocure.gov.in>.
3. Interested firms have to register their firm/company on the E-Tendering portal of CGEWHO i.e. <https://www.tenderwizard.com/CGEWHO> and get the user ID and password after registration.
4. It is mandatory for all the consultant/marketing facilitator to have Class-3 Digital Signature (in the name of person who will sign the Bid documents). The consultant/marketing facilitator has to submit their offers online containing both Technical and Financial bids as required in format.
5. Technical bid should contain details of similar assignments completed in the last 05 years, in hand assignment, and the details of infrastructure and staff employed by the firm.
6. The Marketing Consultant should be registered in RERA and make sure that they may visit the complex and get acquainted with the project before making an offer. For further details you may contact Sh M K Maity, Dy. Dir (Admn.) M – 7065044953 and Shri Bant Singh, Project Manager – Mohali Phase II, M – 9357303479.
7. Financial bid should contain the details of Service Charge/ Consultancy fee including GST/TAXES if any, in the form of percentage of the sale proceeds/ realization of cost of the sold dwelling units of the said project. It may be noted that the estimated cost towards which consultancy/Facilitation is sought amounts to approx. Rs.74 Crs.
8. The consultant/marketing facilitator is intended to be conferred **sole selling rights** of the said dwelling units for the sale/marketing needs to complete the sales/ marketing of said dwelling units

in **one year**. The consultant/marketing facilitator will have to deploy his own marketing team and utilize its infrastructure /resources for sales of said Dwelling Units in time bound manner and claim Service Charge/ Consultancy fee in the form of percentage of the sale proceeds/ realization of cost of the sold dwelling units of the said project .

9. The consultancy shall have to be provided till the complete **sales of Dwelling Units or one year, whichever is earlier** and normally no extension shall be considered. The consultant/marketing facilitator after selection will be required to submit a refundable performance guarantee of Rs. Ten Lacs (Rs. 1000000) only, 10% of which can be forfeited if the 15% of sales target/volume in terms of revenue of the costs of Dwelling Units is not realised by the Organisation.

10. The agency should have provided consultancy of a project of similar magnitude to be considered for prequalification. However, mere fulfilling the criteria shall not automatically prequalify an agency towards opening of financial bid.

11. The schedule of Tenders is as under :-

- Opening of Technical Bids : 27-04-2018 at 4 PM
- Opening of Financial Bids : to be informed to prequalified agencies seperately.

Selection of Consultant/Marketing Facilitator will be done by Short-listing on the basis of Technical bid. The Financial Bids of Technically qualified bidder shall only be opened.

12. Tenders received after the stipulated date & time and incomplete quotations, will be summerly rejected. The bids will be opened on the date and time mentioned above, or on a changed date in case there is any change by the Chief Executive Officer or the Officer nominated by him/her at Head office of CGEWHO, for which, separate intimation through letter/ email will be given.

13. The Organization may if consider it necessary may conduct a spot enquiry, reference checks, visit premises or ask to furnish more details/documents to verify professional skills, soundness, capability and viability of the firm. No Sub-letting the consultancy or Third Party Vendor shall be allowed.

14. Technical Bids and Financial bids may be submitted on line at <https://www.tenderwizar.com/CGEWHO> as per the notification.

15. The CGEWHO reserves the right to accept or reject the tender in full or in part in case of incomplete quotations or any administrative reasons without assigning any reason to the bidders thereof. In case of any dispute, decision of the CEO, CGEWHO will be final and binding.

Chief Executive Officer, CGEWHO

261

SCHEDULE – “A”

**PROFORMA OF TECHNICAL BID FOR SELECTION OF MARKETING
CONSULTANT / MARKETING FACILITATOR TOWARDS DISPOSAL OF
INVENTORY (DU_s) OF MOHALI PH-I & PH-II HOUSING PROJECT**

1	i) Name & address of Marketing Consultant / Marketing Facilitator with contact details viz. telephone no, email & fax. ii) Date of incorporation iii) Status of firm i.e. Sole Proprietor/ Partnership/Pvt. Ltd. Co./Public Ltd. Co. etc.	
2	Registration Details (Mandatory enclose a copy of certificate) i) RERA Regn. No. ii) Firm/co. Regn. No. iii) PAN No. iv) GST No.	
3	Bank Details i) Bank name & address ii) Account No. iii) IFS Code	
4	Number of Dwelling Units sold of Group Housing Project in the last 5 years.	
5	Number of Group Housing Projects in hand with exclusive sole selling rights.	
6	Number of other properties sold /facilitating for selling during last 5 years	
7	Number of persons employed in office for selling activity.	
8	Details of office and infrastructure available for sales/marketing activity	
9	Financial status (Profit / Loss enclose the Profit and Loss account of previous financial year)	
10	Turnover (for last five years with audited balance sheet)	
11	Name, Designation & address of Proprietor/Partners/Board of Directors of the firm	

Place:
signatory

Signature of Authorized

Date:

260

SCHEDULE – “B”

**PROFORMA OF FINANCIAL BID FOR SELECTION OF MARKETING
CONSULTANT / MARKETING FACILITATOR TOWARDS DISPOSAL OF
INVENTORY (DUs) OF MOHALI PH-I & PH-II HOUSING PROJECT**

1.	Service Charge/Consultancy Fee in the form of percentage (%) of the sale proceeds of realization of sold Dwelling Units including applicable GST/TAXES, if any.	
----	---	--

This is certified that I am authorized to sign on this Financial/Technical Bid for and on behalf of M/s

Place:
Date:

Signature of Authorized signatory
Name :
Stamp :

259

AGREEMENT

This Deed of Agreement is made on this the _____ day of July 2009 at _____ between

(Hereinafter called the "Organisation" of the One Part:) and

Mr. _____ S/o _____ Aged about _____ Years, Occ: _____
R/o _____

Hereinafter called the "Selling agent/marketing facilitator" of the Other part.

WHEREAS the Organisation is in the business of "Real Estate" and is interested in appointing a selling agent/marketing facilitator for procuring the bookings for sale of its products, i.e., retail assets i.e., Flat(s)/Plots, with Parking(s) etc developed by it, in Sector-125, Sunny Enclave, Mohali, INDIA in the name of KENDRIYA VIHAR.

AND WHEREAS the selling agent/marketing facilitator has approached the ORGANISATION to appoint him as its sole Selling agent/marketing facilitator.

NOW THIS AGREEMENT WITNESSES AS UNDER

1. That the ORGANISATION appoints the selling agent/marketing facilitator as its Sole Sales Agent for procuring the booking, for sale of its products i.e. Flat(s)/Plots from the Prospective Customers in the areas of Mohali and other parts of India.
2. That the selling agent/marketing facilitator shall get a commission of **agreed percentage _____% on the** total sale proceeds/realization of cost of sold dwelling units of the project **according** to the payments made by the customer to the organization as per the payment plan offered.
3. His commission shall be payable/chargeable, with deduction/payment of the amount, which he is liable to pay/deduct under the Income-Tax/Goods & Service Tax Laws for the time being in force.
4. The said selling agent/marketing facilitator here by undertakes and guarantees, to the Organisation to keep the Organisation harmless and indemnified for all losses, damages, costs and charges, that it might incur due to any wrongful acts, malaise acts, negligent acts or gross dereliction of duties on his part.
5. This agreement is valid for One year and renewable on mutual terms and conditions for successive periods as agreed from time to time at the sole discretion of CEO/CGEWHO. The agent/marketing facilitator will be required to submit a performance guarantee of **Rs.10.00 lakh, 10% of which can be forfeited** if the 15% of the sales target/volumn in terms of revenue of cost of dwelling units are not realized by the organization.

6. The Organisation shall have the right to terminate this agreement without any prejudice to any other remedy, for any breach or non-performance of any part of this agreement namely:

(a). If the selling agent/marketing facilitator is found guilty of breach of any provision of this agreement or is found guilty of misconduct or negligence of his duties.

(b) If the selling agent/marketing facilitator commits any act of bankruptcy.

7. The said selling agent/marketing facilitator shall not engage himself in any business which of competition to the business of the Organisation during his tenure with the Organisation.

8. He shall perform his duties and functions under the direction, supervision and control of the CEO/CGEWHO or any officer authorized by him.

9. He shall not receive any amount for and behalf of the organisation, if any. Rather, it has to deploy its own marketing team and utilize its own infrastructure/resources for sale of the said dwelling units/parking(s) in time bound manner and claim charges, accordingly.

10. That during the currency of this agreement the selling agent/marketing facilitator shall work honestly and diligently in increasing the sales of the Organisation.

11. That if any dispute arises between the parties herein regarding this agreement, the same shall be settled by the sole arbitrator duly appointed by the Organisation.

12. That on termination of this agreement, the selling agent/marketing facilitator shall handover the Organisation's documents and papers etc, within seven days from the date of termination.

We the above mentioned parties have signed this agreement in the presence of following

WITNESSES

For CGEWHO,

1.

2.

Director

WITNESSES

The Sole Selling Agent

1.

2.

For XYZ Associates
Partner