



Apparel Export Promotion Council

Request for Proposal (RFP) Engagement of Agency for Social Media Campaigning, Content Development & Promotion for AEPC Overseas and Domestic Events

Key Dates

- **Issue of RFP:** 12th October 2026
- **Last Date for Submission:** 2nd November 2026
- **Opening of Bids:** 3rd November 2026

1. Notice Inviting Tender

Apparel Export Promotion Council (AEPC) invites sealed/electronic bids from eligible and experienced agencies for providing digital marketing, international buyer acquisition, event technology, registration, qualification, matchmaking support, analytics and reporting services for AEPC's International Buyer–Seller Meet (BSM) programmes. The programme is intended to be recurring and scalable to priority international markets.

The selected agency shall work with AEPC to generate relevant buyer registrations, qualify and confirm buyers, support buyer–seller matchmaking and provide measurable campaign and post-event outcomes. The contract will be awarded for one year, extendable by an additional year based on performance. Proposals must remain valid for 60 days from the date of opening of technical bids.

2. Background

AEPC proposes to conduct recurring International Buyer–Seller Meets in selected overseas markets. Under this model, Indian seller delegations travel to the host country and meet relevant local/international buyers. The proposal identifies approximately 25–30 Indian sellers and approximately 100 relevant buyers per market.

3. Objectives of the Tender

- Acquire and confirm relevant buyers in each host country.
- Generate meaningful buyer–seller meeting opportunities.
- Increase the visibility of AEPC and Indian apparel exporters in target markets.
- Localise campaigns by country, language, audience and product category.
- Use measurable digital campaigns and structured buyer outreach.
- Develop a repeatable framework for future country editions.
- Track registrations, buyer quality, engagement, cost per qualified registration and post-event opportunities.

4. Scope of Work

4.1 Country-Specific Event Landing Page

- Create and manage a dedicated responsive landing page for each country/BSM edition.
- Display event date, city, venue, seller categories, delegation profile, participation benefits and programme highlights.
- Provide separate buyer-registration and seller-information journeys.
- Enable lead-source tracking, analytics, conversion tracking and campaign pixels.
- Include privacy declarations, consent fields and participation terms.
- Update the page throughout the campaign and retain previous-edition pages where required.

4.2 Local Buyer Research & Database Development

- Define the ideal buyer profile by country, product category, company type and sourcing requirements.
- Build/enrich a market-specific database using legitimate business sources and AEPC inputs.
- Segment prospects into importers, brands, retail chains, buying houses, wholesalers, distributors, sourcing agents and institutional buyers.
- Validate company relevance, available contact details and decision-maker roles.
- Maintain a live lead tracker showing source, status, interest, follow-up and registration outcome.

4.3 Multi-Channel Buyer Acquisition

- Run targeted campaigns on Google, LinkedIn, Meta and other locally relevant channels, as approved by AEPC.
- Conduct email outreach and professional messaging to shortlisted prospects.
- Develop country/category-specific ad sets, audiences, keywords and remarketing campaigns.
- Use local-language or bilingual creatives where required.
- Optimise campaigns towards verified buyer registrations rather than only clicks or impressions.

4.4 Campaign Creative & Content Support

- Create digital advertisements, social posts, emailers, invitation banners and reminder creatives.
- Develop seller-category highlights and 'Why Source from India' communication.
- Prepare buyer benefits, event agenda, location and meeting-oriented content.
- Prepare a campaign content calendar covering launch, awareness, registration, reminders and final call.
- Obtain AEPC approval before publication.

4.5 Registration, Qualification & Follow-up

- Capture buyer registrations through structured forms.
- Qualify registrations using company profile, designation, sourcing interest, category preference and buying intent.
- Conduct systematic email/telephone follow-up where local calling support and applicable data-compliance requirements permit.
- Send confirmation, calendar invite, venue details, reminders and final attendance communication.
- Share verified buyer lists and interest summaries with AEPC before the event.

4.6 Matchmaking & Meeting Enablement

- Collect product categories and target-buyer preferences from participating sellers.
- Map buyer interests against the seller delegation.
- Prepare a preliminary buyer–seller matchmaking matrix.
- Support meeting-slot planning where the final event format and buyer confirmations permit.
- Provide on-ground registration/digital check-in formats, if required.

4.7 Analytics, Reporting & Post-Event Insights

- Provide twice-weekly campaign progress reports during the active acquisition phase.

- Report reach, traffic, leads, registrations, verified buyers, cost per lead and confirmation status by channel.
- Provide a final event report covering attendance, buyer profile, seller participation, meetings, campaign performance and recommended next steps.
- Document learnings for replication in future country editions.

5. Indicative Campaign Timeline

Phase	Timeline	Key Outputs
Discovery & Setup	T-8 to T-7 weeks	Market brief, buyer profile, seller categories, landing-page plan, data framework; approved campaign blueprint
Asset & Database Build	T-7 to T-6 weeks	Landing page, creatives, buyer database, tracking setup, campaign calendar
Campaign Launch	T-6 to T-4 weeks	Paid media, email outreach, professional networking and awareness
Lead Acceleration	T-4 to T-2 weeks	Retargeting, database follow-up, buyer qualification, seller highlights
Confirmation & Matchmaking	T-2 weeks to event	Attendance confirmation, reminders, buyer-seller mapping and final list
Post-Event Closure	Event + 7 days	Performance report, attendance analysis, feedback and opportunity tracking

6. Deliverables Per BSM Edition

Sl. No.	Deliverable
1	One dedicated country/event landing page
2	Buyer registration form with tracking and consent fields
3	Country-specific campaign strategy and media plan
4	Buyer profile and segmented outreach database
5	Core campaign creatives and adaptations
6	Email invitation and reminder communication set
7	Paid campaign setup, management and optimisation
8	Lead qualification and registration tracker
9	Buyer confirmation and matchmaking support
10	Twice-weekly campaign progress reports
11	Final event performance and learning report

7. Key Performance Indicators

KPI	Indicative Target / Measurement
Seller Participation	25–30 sellers per market
Buyer Registrations	Approximately 100 relevant buyers per market
Buyer Quality	Decision-makers and sourcing professionals aligned to seller categories
Campaign Efficiency	Optimised cost per qualified registration
Meeting Readiness	Relevance of buyer–seller matchmaking
Scalability	Documented, reusable country launch process/playbook

Buyer acquisition targets shall be treated as campaign objectives and shall be evaluated in the context of market size, campaign lead time, approved media budget, event proposition, data quality and final qualification criteria.

8. Responsibilities of the Selected Agency

- Provide qualified personnel and project management for the assignment.
- Execute the approved campaign strategy and buyer-acquisition plan.
- Maintain accurate and up-to-date campaign and buyer records.
- Provide timely reports and recommendations.
- Obtain AEPC approval for campaign communication before publication.
- Maintain confidentiality of AEPC and participant information.
- Comply with applicable platform policies and reasonable data-protection/consent practices.
- Coordinate with AEPC, participating sellers and approved local partners where required.

9. Responsibilities / Inputs from AEPC

- Confirm target country, city, venue and event date.
- Provide seller categories and tentative delegation details.
- Provide brand guidelines, approved logos and event information.
- Provide historic buyer data where available.
- Provide timely approvals on campaign content.
- Provide seller/product-category information required for matchmaking.
- Approve the media budget and campaign plan.

Submission Procedure

Bidders must submit the following on E-mail ID tender@aepecindia.com to: **Additional Secretary General, Apparel Export Promotion Council, Apparel House, Sector-44, Gurugram – 122003** by **2nd November 2026**

1. **Technical Proposal** – Signed and stamped on each page.
2. **Bid Security (EMD):** ₹20,000/- via Bank Draft/Banker's Cheque payable at Gurugram. MSME agencies are exempted from deposit of EMD.
3. **Commercial Bid**

Important Note

Performance Guarantee: - The EMD of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the EMD will be released without any interest.

DISCLAIMER:

This tender is being issued by the AEPC for inviting bids for **social media campaigning, content writing & promotion for AEPC Overseas & Domestic events**. The words 'Tender' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the time table reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid or to accept bid in parts or whole. No reimbursement of any cost will be paid to persons, entities submitting a Bid.