

West Bengal Real Estate Regulatory Authority
Calcutta Greens Commercial Complex(1st Floor)
1050/2, Survey Park ,Kolkata-700075
Email: rera.wb@gmail.com, Phone No: 033-24160606

NIQ NO. 1214 -18011(99)/1/2025-SEC-WBRERA

Date: 13 .10.2025

NOTICE INVITING QUOTATION

Sealed Quotation are being invited by **West Bengal Real Estate Regulatory Authority** from reliable agencies for carrying out publicity about **WBRERA activities on various social media platforms.**

Name of the Work:

Selection of creative agency for engaging in planning, conceptualization, ideation for creative communication & engaging in promoting & updating of various activities in the official digital platforms for WBRERA.

Scope of Works:

1. **Creating & managing social media posts on regular basis (Preferably weekly Basis).**
2. **Developing the contents for daily updates.**
3. **Concept & designing of posts for all platforms.**
4. **Maintain social media paid promotion campaign**
5. **Television campaign, outdoor media campaign, campaign at other electronic platforms, banners, print media etc.**

Bidder Eligibility Criteria:

- Agency must have been in operation for a minimum of 3 (Three) years as on the date of the issue of this tender document in designing/ production of creative/ commercials for various media , especially social media as well as documentation in narrative & audio-visual formats and other publicity materials .
- Agency must have an Annual Revenue Turnover of INR 30 (thirty) lakhs and above consistently during the last three financial years.
- Agency must have experience preferably to handle campaign of at least one brand of Government / reputed private corporate house.
- Agency should be able to provide qualified, dedicated professionals for undertaking the creative work and campaign. The creative Agency team would be required to work closely with this office.


Secretary
West Bengal Real Estate Regulatory Authority

The selection of Successful Bidders shall be made on the basis given as follows:

- A. The initial short listing of the Bidders will be made on the basis of marks (at least 70% marks need to be assured in Stage-I for further process).

This process denoted as Stage-I:


Sl. No	Criteria	Basis of Evaluation	Max Marks	Supporting Documents
(A)	Presentation	Technical Presentation.	40	
(B)	Experience in similar type of work	The company/ Agency/ Entity must have experience of having executed works of similar nature.	30	Work order Certificate
		3 (and above) Projects	30	
		2 Projects	25	
		1 Project	20	
(c)	Company Turnover	Considering Highest turnover in any one year of Last 5 financial years	30	Audited Balance sheets for last 3 financial years
		More than Rs. 1 crore	30	
		Fifty (50) lakhs to 1 crore	20	
		Upto Fifty (50) lakhs	10	
Total(A+B+C)			100	

- A. The Successful Bidders who will fulfil the Stage-I will be selected for financial evaluation. This process denoted as Stage-II.
B. After opening the financial bid of the Qualified Bidders in stage-II, the financial evaluation shall be made.

The last date and time for submission of Quotation is **31.10.2025 at 2.00 P.M.**

The date and time of opening of Quotation is **31.10.2025 at 2.30 P.M.**

The undersigned reserves the right to accept or reject any tender without showing any reasons whatsoever.


Secretary;

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