



Request for Proposal

For Requirement of Market Research Agency for Brand Awareness

Sr. no.	Project Name	Details
1	Document Reference Number	NIXI/MKT/009/2021
2	The date for the Issue of the RFP	04.06.2021
3	Pre-Bid Clarification by Meeting	08.06.2021 at 2:30 PM
4	Last Date & Time for Submission of Technical and Financial Proposals	15.06.2021 by 4:00 PM
5	Date & Time for opening of Technical Proposals	15.06.2021 by 5:00 PM
6	Date & Time for Presentation by selected bidders	17.06.2021 by 3 P.M.
7	Date & Time for opening of Financial Bid	18.06.2021 by 5 P.M.
8	Release of Purchase Order	21.06.2021
9	Address for Bid Submission	NIXI (National Internet Exchange of India) Regd. Off.: 9 th Floor, B- Wing, Statesman House, 148, Barakhamba Road, New Delhi- 110001 Tel.: +91- 11-48202000 Fax: +91-11-48202023 E-Mail: nixi@nixi.in
10	Website	www.nixi.in

1. NIXI Overview :

National Internet Exchange of India (NIXI) is a not for profit organization set up under section-8 of the Companies Act, 1956 (now section 8 under Companies Act, 2013) for peering of ISPs among themselves and routing the domestic traffic within the country. It operates under the aegis of Ministry of Electronics and IT (MeitY).

NIXI performs the following three activities :

- Internet Exchange
- .IN Registry and Internationalized Domain Names (IDNs)
- National Internet Registry (NIR)

Internet Exchange: Nine Internet Exchange Nodes are functional at Delhi (Noida), Mumbai (Vashi), Mumbai (GPX) Chennai, Kolkata, Hyderabad, Bengaluru, Ahmedabad and Guwahati. The Internet Exchange nodes have ensured peering of ISPs among themselves for routing domestic Internet traffic within India, resulting in better quality of service (reduced latency, reduced bandwidth charges for ISPs) saving on international bandwidth. Presently, 91 ISPs are connected with the various nodes of NIXI. The aggregated maximum traffic exchanged at all the nodes is 245 Gbps as on May, 2021.

.IN Registry: .IN Registry functions with primary responsibility for managing Country Code Top Level Domains (ccTLDs). Registration of .IN domain has crossed the 2.6 million mark in May 2021. Presently, 138 Registrars have been accredited to offer .IN domain name registration worldwide to customers. It has helped in proliferation of web hosting and promotion of Internet usage in the country.

.Bharat IDN in Indian languages:

.भारत domain name in all 22 official languages namely - Hindi, Bodo(Boro), Dogri, Konkani, Maithili, Marathi, Nepali, and Sindhi-Devanagari, Bengali and Manipuri, Telgu, Gujaratai, Urdu, Tamil, Punjabi, Kannada, Oriya, Assamese, Sanskrit, Santali, Kashmiri, Sindhi, Malyalam.

IDNs will be enablers to help further increase the penetration of the Internet through the use of local languages and local vernacular content.

National Internet Registry (NIR) Coordinates Internet Protocol address space (both IPv4 & IPv6) allocations and other Internet resource management functions at a national level within the country.

Earlier NIR was recognized by APNIC (Asia Pacific Network Information Centre) which is a Regional Internet Registry

Since its launch in 2012, NIR has registered impressive growth, the number of affiliates registered are 3100+ as on May, 2021.

Bidding: The bidding will have two parts:

- a) Technical
- b) Financial

Bidder have to submit two bids in two different sealed envelopes.

2. Proposal :

NIXI seeks to understand the customer experience, opinions, awareness and perception on products and services, which shall be used for improvements in current systems and experience, designing market strategy and optimizing the customer journeys etc. NIXI also want to undertake survey among general public on overall perception of NIXI as a brand and services of all its Business Units – Internet Exchange, IRINN and .IN Registry.

NIXI will engage with selected market research agency to conduct various surveys for customers at different geographical areas/population groups/demographics depending on needs. The surveys may be conducted through in person interaction, video conference, phone, e-mail based responses, Online/URL based surveys or any other mode of survey prevalent or innovated in future.

NIXI would like to undertake multiple survey at different periodicity with same scope.

3. Scope of Work

The broad roles & works proposed for the Market Research Agency will be as under:

- a. Estimate of “Brand Awareness”, “Sub-brand Awareness” of NIXI as Corp. brand and sub-brands of various businesses like NIXI, .IN/.भारत , IRINN etc.
- b. .IN/.भारत
 - i) criterion used for selection of domain
 - ii) who are influencers in selection of domain
 - iii) Preference of any particular domain with reasons (attributes)
- c. .IN/.भारत
Why customer surrender a domain- (priority wise)

4. Sample Size

Business : Individual	70	:	30	
Audience	:	1000 (approx.)		
Gender	:	70	:	30 (Male: Female)
Age Group	:	15 – 69 Years		
Geography	:	2 Metro, 1 City, 1 Suburban area.		
Education	:	10 th Standard (Min)		

5. **General Conditions (A)**

- i) The questionnaire must be approved by NIXI
- ii) Secondary data to be used must not be older than 6 months
- iii) All responses to be analyzed and detailed presentation to be submitted to NIXI.
- iv) Timeline will be discussed jointly with NIXI

6. **Eligibility Criteria:**

Sr. No.	Minimum Eligibility Criteria	Supporting Document		
1	The Bidder should be a company registered Under Companies Act, 1956/2013 and in existence for at least 3 years.	Photocopy of Certificate of Incorporation		
2	The Bidder should have PAN & GSTIN	Self-certified copies		
3	The Bidder should have operating profits in the last three financial years' i.e. 2017-18, 2018-2019, and 2019-20 as per the audited balance sheet available at the time of submission of the bid.	Audited financial statements of the last three years to be submitted.		
4	The Bidder should have a minimum average annual turnover of Rs. 1.0 Crore during the last three financial years i.e. 2017-18, 2018-2019, and 2019-20. This must be the individual company turnover and not that of any group of companies.	Self-certified copies of the audited Balance sheet and profit & loss statement for the last 3 completed financial years with adequate section duly marked and tagged.		
		2017-18	2018-19	2019-20
	Turnover declaration in INR			
5	Previous experience of doing Market Research on big companies	Work order and Completion Certificate		
6	The Vendor has never have been blacklisted/ barred/ disqualified by any regulator/ statutory body or any PSU or any Company/ State Government/Central Government	Self-Certification/declaration		

7. **Instructions for tender process**

Bids should be completed in all respects, must be submitted on or before the last date specified in the schedule of events.

The NIXI may, at its own discretion, extend the last date for submission of tenders.

All the bids must be valid for a period of 180 days from the last date of submission of the tender for execution of Contract.

The bid submitted shall become invalid if: -

- i) The bidder is found ineligible.
- ii) The bidder does not provide all the documents as stipulated in the bid document.

8. Evaluation Criteria – Technical & Financial Criteria

Sl	Evaluation Criteria		Max marks	Scoring Method
1	Turnover	Turnover from Market Research activities	10	<input type="checkbox"/> Less than Rs 1 Crore – 5 <input type="checkbox"/> Between Rs 1.00 Crore and Rs. 3.00 Cr – 7 <input type="checkbox"/> More than Rs.3.00 Crore – 10
		i) No. of surveys in last 3 years, as on 31.03.2021 across companies	15	<input type="checkbox"/> 3 Surveys – 7 <input type="checkbox"/> 4 to 5 Surveys – 10 <input type="checkbox"/> More than 5 Surveys – 15
		ii) No of Large Surveys >10000 (responses) in last 3 years as on 31.03.2021	20	<input type="checkbox"/> 1 Large Survey – 12 <input type="checkbox"/> 2 to 3 Large Surveys: 15 <input type="checkbox"/> More than 3 Large Surveys – 20
2	Presence	Offices across Country	15	<input type="checkbox"/> Only 1 location – 5 <input type="checkbox"/> >1- 4 locations – 8 <input type="checkbox"/> 5-10 locations – 12 <input type="checkbox"/> More than 10 locations – 15
3	Presentation	Presentation to NIXI covering all the evaluation criteria and the concept and approach	10	Based on the presentation
4	Financial Bid	Financial bid	30	Based on Financial bid
Total			100	

9. Procedure of Evaluation :

- NIXI will evaluate the bidders' basis the submitted bid documents as per above clause and shortlist the 5 highest scoring bidders' basis Evaluation criteria 1-2 of clause no.8 above.
- NIXI will call for presentation from the selected bidders on credentials, concepts and approach towards NIXI's requirement. Bidders will be ranked in the descending order of their score against Criteria # 1 to #3 of clause 8 as above.
- NIXI shall open the financial bids of the top three shortlisted agencies and assign score basis their financial bids with L1 getting the highest score against the criteria #4 of clause 8 as above.

10. **Deliverables :** 10 Hard copies and 1 soft copy on pen drive

11. **Payment Milestones**

- Advance with acceptance of Purchase Order 15%
- On submission of survey / Research report 40%
- On acceptance of report by NIXI Management 35%

12. **Conflict etc.**

- Most of the time will be settled by arbitrator to be appointed by CEO, NIXI
- Court jurisdiction will be Delhi/NCR in case dispute required to be settled in Court

13. **Financial Bid :**

Financials in following format may be submitted in Indian Rupees only excluding GST.

Cost	1 st Survey	2 nd Survey	3 rd Survey

14. Documents required to be submitted with bid.

a) Technical Bid

- i) Registration Certificate
- ii) Audited Balance Sheet of last 3 years
- iii) P&L A/c of last 3 years
- iv) GST Registration
- v) Authorisation of bidder from Board/CS
- vi) Clause wise compliance of bid
- vii) Experience certificate total, No.of small research, No.of large research
- viii) Detail of offices alongwith number of employees

b) Financial bid

As per format above

15. **General Conditions**

- a) Bids should be in sealed conditions
- b) NIXI can reject any bid any time without giving any reasons
- c) You may submit requests w.r.t. existing bid to _____ (e-mail) only
- d) Any Political/bureaucratic/commercial pressure (directly/indirectly) will amount to disqualification of bid.

16. **Rights**

NIXI will be sole owner of data/analysis/inferences/report as outcome of the research. Agency can use either part/full content of the report only after taking due approval from NIXI.(Authorised person)