



# भारतीय सूचना प्रौद्योगिकी संस्थान, इलाहाबाद Indian Institute of Information Technology, Allahabad

An Institute of National Importance by Act of Parliament  
Deoghat, Jhalwa, Allahabad-211015 (U.P.) INDIA

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Ref. No. : IIIT-A/ENQ/FIP/428/537/2018  
Date: 06/12/2018

## Enquiry Letter

M/s.....  
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**Sub: Quotation for Online promotional campaign for MBA admission 2019.**

**Dear Sir,**

For MBA admission 2019, Institute intends to avail services for Online Promotional campaign for which quotation are invited as per specification and details given below:

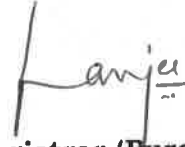
Campaign Deliverables	Campaign Duration	Campaign Cost in Rs.
Online promotional campaign for MBA Admissions 2019: Sending promotional E-mails to MBA aspirants (CAT -2018 candidates) <b>Scope of work:</b> <ul style="list-style-type: none"><li>• Preferential Institute listing on MBA/CAT/U.P./Allahabad page of reputed educational portal (3-4 months campaign)</li><li>• Banner Ad on reputed educational portal (3-4 months campaign)</li><li>• Targeted mailers to unique ids of MBA aspirants: – No. of E-mails more than 1 lac per round. No. of rounds for E-mail campaign: 3 rounds.</li><li>• Editorial Activities on website of reputed educational portal (3-4 months campaign)</li><li>• Lead generation and any other complimentary services offered as part of promotion campaign</li></ul>	<b>100 days from the date of issuing of purchase order</b>	
	<b>Total Amount-</b>	
	<b>Taxes (GST)-</b>	
	<b>Grand Amount-</b>	

You are requested to submit the quotation by courier/speed post/by hand with complete details of specifications, terms & conditions etc. **latest by 28/12/2018 at 12:00 noon.** Quotations duly sealed may be dropped in the tender box placed in the office of the Faculty In-Charge (Purchase) IIIT-Allahabad. Basic rate, taxes etc. must be quoted separately.

**Kindly mention enquiry number, subject, due date, contact address etc., on your quotation. Incomplete quotation will not be accepted.** Quotation should be addressed to **Faculty In-charge (Purchase), IIIT-A, Deoghat Jhalwa, Allahabad-211015.**

**Note-**

1. Quoted rates should be valid at least for 30 days.
2. Kindly quote & attach a copy of your income tax PAN No. / GST no. etc. mandatory on the quotation raised by you. If PAN no. not quoted, 20% TAX will be deducted at source.
3. Payment will be made on the actual basis after getting the satisfactory report from indenter.
4. May feel free to contact on e-mail [info.purchase@iiita.ac.in](mailto:info.purchase@iiita.ac.in), Ph. No: 0532-2922051 and for technical query please contact 0532-2922187.
5. Conditional quotations are liable to be rejected. In the event of acceptance, Director's decision will be final. The rates should be quoted as per our required specifications.
6. 50% Payment will be released after first round of campaign and balance 50% after completion and satisfactory report from the concern official.
7. The lowest rate will not be basis of claim to get the order.
8. Director IIIT-A reserves to right to reject or accept any tender.
9. All disputes are subject to the jurisdictions of Allahabad.



**Assistant Registrar (Purchase)**

**Read and accepted**

**Signature & stamp of Bidder or Authorized Signatory**