



# **HARYANA KNOWLEDGE CORPORATION LIMITED**

## **Tender for the supply of Marketing Material: Year-2026**

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**Sub: "Tender for the Supply of Marketing Material"**

Haryana Knowledge Corporation Limited (HKCL) is currently under the administration of Citizen Resource Information Department (CRID), Haryana. It is Promoted by Government of Haryana along with:

- Maharashtra Knowledge Corporation Ltd.
- HARTRON
- Board of School Education - Haryana
- Deen Bandhu Chhotu Ram University of Science & Technology, (DCRUST) Murthal, Sonipat
- Bhagat Phool Singh Mahila Vishvavidyalaya, (BPSMV), Khanpur Kalan, Sonapat
- Kurukshetra University (KU), Kurukshetra
- Guru Jambheshwar University of Science & Technology (GJUST), Hisar

It was incorporated under the Companies Act, 1956 having Corporate Identity Number (CIN) U80904HR2013PLC050331, dated September 10, 2013, issued by the Registrar of Companies, National Capital Territory of Delhi and Haryana to create new paradigm in education and development through universalization and integration of Information Technology in teaching, learning and educational management processes in particular and socio-economic transformative processes in general.

HKCL invites Tender Document submission from experienced and reputed Creative Agencies for supply of customized Marketing Material for its Authorized Learning Centers (ALCs) located across Haryana. The agency hired will be responsible for customization and supply of marketing material items as per the requirements defined by HKCL below.

**Important Instructions for Submission of Quotations and Supply of Materials:**

1. **Quotation:** Quotations should be sent in sealed envelope. On the envelope it should be written **"Quotation for Marketing Material"**. The name, address and contact number should be clearly mentioned on the envelope. Sealed envelope to be sent to the address given below: -

To,  
The Managing Director  
Haryana Knowledge Corporation Ltd. (HKCL),  
4th Floor, South Wing, HSIIDC IT Park, Plot No. 1,  
Sector-22, Panchkula- 134109, Contact No. 0172-5210251/52

2. **Submission of Quote:** Quotation should reach the given address on or before **10<sup>th</sup> December 2025** between 9.30 AM to 5.30 PM.
3. **Contact:** In case of any queries, kindly sent an email on [info@hkcl.in](mailto:info@hkcl.in) in cc to [jitendras@hkcl.in](mailto:jitendras@hkcl.in).

4. **Material Specifications:** The specifications of the material required are given separately in **Annexure 'A'**. Kindly fill in the enclosed annexure and submit on your letterhead with your signatures and stamp affixed on same.
5. **Minimum Eligibility Criteria:** - To be eligible for evaluation of its tender, the sole bidder shall fulfill the following Minimum Eligibility Criteria.

SN.	Basic Requirement	Specific Requirement	Documents Required
i).	Bidder Agency/ Company/ Partnership Firm/ Organization	The bidder should be registered in India under the Indian Companies Act, 1956/ 2013 or a firm registered under Partnership Act 1932, Registered Proprietary Concern, Limited Liability Act 2008, Trust registered Act 1882 or Central/ State Societies registration Act and should be in existence in India for at least last 3 years as on the date of submission of bid.	Certified copy of Registration Certificate as applicable. a. ROC/Firm/proprietary etc. b. Copy of GST Registration Certificate c. Copy of PAN d. MSME/UDHYAM/ UAM Certificate
ii).	Bidder Agency/ Company/ Partnership Firm/ Organization Turnover and positive net worth	The Bidder must have minimum average annual turnover of Rs. 25 Lakh in last 3 financial years and should have a positive net worth. F.Y (2021-22, 2022-23, 2023-24) or 2024-25	Balance Sheet and Profit & Loss account statement of the Bidder for each of the last 3 audited financial years (By Certified Chartered Accountant).
iii).	Bidder Experience and Capabilities	The bidder should have successful experience in similar work at least 3 (Three) times.	Work Order/PO/SO/ Agreement Copies/proof of the same
iv).	Blacklist of Bidder Agency/ Company/ Partnership Firm/Organization	Bidder should not have been Blacklisted or conflict of activities by any State/ Central Govt. or any other Public Sector Undertaking or a Corporation or any other autonomous Organization of Central or State Govt. for breach of Contractual conditions as on the bid submission date	Self- certification on Letter head  <b>Annexure "B"</b> (Fill the same)
v).	Authorized Representative of Bidder	A Power of Attorney/ Board Resolution in the name of person signing the Bid	Self-certification on Letter Head <b>Annexure "C"</b> (Fill the same)

**Note: -**

- i) Only those Bidders who meet the Pre-Qualification criteria as specified above will be eligible to respond to this tender. Bidders Pre-Qualification proposal shall contain the relevant information and supporting document to substantiate the eligibility of the bidder vis-a-vis the pre-qualification criteria. The documents submitted shall be verified by HKCL.
- ii) The Bidder should have currently valid Sales tax/GST Registration Certificate and PAN No.
- iii) All the bid documents should be duly signed by the Authorized signatory.

**Any Bid failing to meet the above stated Qualification criteria shall be summarily rejected and will not be considered.**

- 6. **Acceptance of PO:** The PO will be awarded to the finalized vendor and a soft copy of marketing material designs will be provided by HKCL. The vendor must acknowledge the receipt of the PO and give acceptance on same via email within two days of its receipt, failing which the order will be considered cancelled and HKCL reserve right to give the PO to another vendor.
- 7. **Finalization of Items:** The item list with quantity provided is tentative (Annexure 'A') and subject to change. The item quantity may increase or decrease based on the requirements of HKCL. In alignment with HKCL norms and management decisions, certain items may be modified at the time of issuing the purchase order to the vendor. The final item list will be confirmed and communicated accordingly to ensure clarity and alignment with organizational needs.
- 8. **Quality:** The quality of printing must match the standards prescribed and specifications provided by HKCL. Deviation from the quality standards may lead to cancellation of the PO.
- 9. **Inspection:** The material to be delivered under this Purchase Order is subject to inspection and approval by HKCL before delivery. HKCL reserves the right to reject the delivery of material if it does not confirm to the prescribed quality standards or is found to be defective, unsafe, unfit or unsuitable in any other manner. Any such deviation may lead to the cancellation of the Purchase Order and non-payment of the consignment sent.
- 10. **Delivery:** The vendor shall ensure that the material supplied under the purchase order is properly sealed and packed to prevent any damage or deterioration during the transportation/delivery. District-wise delivery locations are attached in **Annexure 'D'** for your reference and the final delivery addresses and the quantity per location will be provided along with the purchase order or before delivery due date. The transportation cost must be mentioned in your quotation submitted to us. In case of a change in the delivery location the same will be informed in advance and a revised quotation for transportation may be submitted accordingly.

11. **Delivery Date:** Material should be delivered to the desired locations within 20 days from the date of acceptance of PO.
12. **Non-Disclosure:** The vendor shall ensure not to disclose any information (whether written or oral) which is of a confidential nature (including content, data software and manuals) obtained or received under the PO. Such information of confidential in nature shall not be disclosed by the vendor to any person (other than their employees or professional advisers) without the prior written consent of HKCL. The confidential information shall not be disclosed except (a) any information which has been published other than through a breach of this PO; (b) information lawfully in the possession of the recipient before the disclosure under the PO took place; (c) information obtained from a third party who is free to disclose it; and (d) information which a party is requested to disclosed and, if it did not, could be required by to do so by law.
13. **Payment:** Payment shall be made within 30 days from the date of receipt of delivery of product or submission of invoice, whichever is later. Proof of delivery (POD) should be given to HKCL along with the invoice. No advance payment will be made under this PO.
14. Quotations should be sent only by post in a sealed envelope at the address provided in point no. 1. Quotations sent via email will not be considered/accepted.
15. HKCL reserves the right to place the order with one vendor or multiple vendors considering the rates and quality of samples provided.
16. The number of items and quantity mentioned in Annexure 'A' may vary in the final purchase order.
17. **Penalty:** Failure to deliver the consignment within the delivery schedule mentioned in the P.O. will attract Penalty @ 2% of the charges for every additional day of delay.
18. Please mention P.O. No. at the top on your bill/invoice.
19. Sample should be checked before giving the final Purchase Order delivery.

Abhijeet Kulkarni  
Managing Director & CEO

Marketing Kit Items with Specifications and Quantity							
Sr. No.	Item	Item Specification	Total Qty.	Price Per Item	Total Amount (In Rs.)	GST Cost (In Rs.)	Total Amount Including GST (In Rs.)
1	Poster (17"x 22")	170 GSM, 22x17 with Laminated, Unframed Thick-Multicolour Paper with packing of 5 poster	1250				
2	Certificate Envelops	A4 size Paper Art Card sheet, Multicolour printing, 170 GSM paper with packing of 50 envelopes in each bundle	50000				
3	Application Form	A4 Size, Single side multi colour printing, 90 gsm paper super printing with packing of 50 form in each bundle	50000				
4	Enquiry Register	A4 Size, Super Printing Paper 90 GSM with 50 pages, Multi-Colour Printing, Cover page 300 GSM, Art Board with Lamination for water resistance	250				
5	Foam Banner (3x2 ft)	H 3x W 2 feet, 500 GSM, PVC, Waterproof with packing of 3 foam banner 4 orifice for 4 corners	750				
6	Leaflet A (F/B)	Leaflet A4 Size, Multi-Colour-both side Printing, Single fold, Glossy Paper, 90 GSM with Packing of 1000 Leaflets	250000				
7	Acrylic LED Board 2*2	Front Panel: Premium Cast Acrylic Board (3mm thickness), Back Panel: Aluminium Composite Panel (ACP) / LED Module, <b>Size:</b> 2 feet (Height) x 2 feet (Width), Square shape	250				

Marketing Kit Items with Specifications and Quantity							
Sr. No.	Item	Item Specification	Total Qty.	Price Per Item	Total Amount (In Rs.)	GST Cost (In Rs.)	Total Amount Including GST (In Rs.)
8	Wall Clock	1 ft Dai, Design with HKCL Colour Logo	250				
9	Broadsheet	52 cm*33.2 cm LWC newspaper format size normal paper, multicolour with both sides printing, 58 GSM with packing of 1000 papers in each bundle.	250000				
10	Cubical Dangler	Dangler on 300 GSM Art paper with Die Cutting on Cube Shape, Gloss / Matte laminated on both sides (3 Dangler each ALC)	750				
11	Oval Shape Standee	Standee Digital Printing on Standees Media, 1 inch pipe frame thickness, Size- 6x 1.5 back-to-back, Oval-shaped front panel with clean curvature	250				
12	Tabletop Calendar	Pine wood frame with Calendar on Art paper, Size- 18.5x10.5 CM, GSM- 300 GSM, Gloss lamination for durability Orientation: Landscape, Sheets: Minimum 7–14 sheets (12 months + cover + back support)	250				
13	HKCL Menu Chart	A3 Size, Vinyl with 3 mm sun board, front side multi colour printing	250				
14	T-shirt	Wrinkle free Large Size T shirt with Multi Colour logo print, sweat wicking and resistant to wear & tear with packing of 2 t-shirt per pack (T-Shirt Size- XL, L or free stretchable)	500				
15	Cap	Cotton Cap with Multicolour Logo Print with packing of 3 cap per pack	750				

Marketing Kit Items with Specifications and Quantity							
Sr. No.	Item	Item Specification	Total Qty.	Price Per Item	Total Amount (In Rs.)	GST Cost (In Rs.)	Total Amount Including GST (In Rs.)
16	I Card - Lan yard	Standard Size of I-Card, Plastic transparent holder with nylon Lan yard with packing of 3 I-Cards per pack)	750				
17	Bag	Laptop bag, size- 19x14 Inch, Black Colour with print of HKCL logo fabric 1000d Gucci used, three compartments	250				
18	Booklet-Prospectus	A4 Size (8.27" x 11.69") – Portrait, 8 pages, Cover page- 300 GSM Art Card, Inner Page- 170 GSM Art Paper, Multi-colour booklet	250				
		<b>G. Total Amount (in Rs.)</b>					
		Transportation Cost (List of delivery location is attached in Annexure 'D') <b>"Transportation cost must be mentioned"</b>					

**\*Note: From the above item list, only the final selected items will be ordered in the PO for the L1 vendor.**



**Annexure "B": Self-Declaration on not being Blacklisted**

**Date:**

**From  
Applicant**

**To  
The Managing Director,  
Haryana Knowledge Corporation Limited  
HSI IDC IT Park, Plot No.-1, 4<sup>th</sup> Floor, Sector – 22 Panchkula**

**Subject: - Tender for the Supply of Marketing Kit.**

I, \_\_\_\_\_, S/o Sh. \_\_\_\_\_, R/o \_\_\_\_\_, do hereby solemnly affirm and declare as under: -

That M/s \_\_\_\_\_ (Company/Firm Name) hereby has not been blacklisted by any State Government/ Central Government/ Public Sector Undertakings during the last three years and further confirm that our EMD/SD/Performance bank guarantee has not been forfeited by any State Government / Central Government / Public Sector Undertakings during the last three years due to our non-performance, noncompliance with the tender conditions etc.

That we M/s \_\_\_\_\_ (Company/Firm Name) hereby declare that all the particulars furnished by us in this Tender are true to the best of our knowledge and We understand and accept that if at any stage, the information furnished is found to be incorrect or false, we are liable for disqualification from this tender and also are liable for any penal action that may arise due to the above.

That in case of violation of any of the conditions above, We M/s \_\_\_\_\_ understand that We are liable to be blacklisted by the Department for a period of three years from participating any tender published by HKCL.

DEPONENT

Verification:

Verified that the contents of the above affidavit of mine are true and correct to the best of my knowledge and nothing has been concealed therein.

DEPONENT



# Haryana Knowledge Corporation Limited

## Annexure “D”: List of Delivery Locations

Sr.No	District	Delivery Location
1	Ambala	Ambala City
2	Bhiwani	Old Bus Stand, Bhiwani
3	Charkhi Dadri	Rohtak Chowk, Charkhi Dadri
4	Fatehabad	Bhatia Colony Gali No 1 Fatehabad
5	Faridabad	Ankit plaza above SBI Bank Sikri Faridabad
6	Gurgaon	Near Bus Stand Opp Haryana Roadways Workshop, Gurgaon
7	Hisar	Main Market Patel Nagar Hisar
8	Hansi	SD Girls Collage Back Side Petrol Pump Hansi
9	Jhajjar	Opposite Palika Bazar, Near Old Bus Stand, Jhajjar
10	Jind	Near Bus Stand Shiv Colony Jind
11	Kaithal	Ambala Road Kaithal
12	Karnal	05 Mall Road, Near Axis Bank, Karnal
13	Kurukshetra	Jyoti Nagar, Red Road Kurukshetra
14	Mahendragarh	BHD Colony, Railway Road, Mahandragarh
15	Palwal	Near Saraswati Mahilla College, Palwal
16	Panchkula	Sector-22, Panchkula
17	Panipat	Bishan Saroop colony, Panipat
18	Rohtak	Near Powerhouse Chowk, Rohtak
19	Rewari	Maharan Pratap Chowk, Bawal Road, Rewari
20	Sirsa	Old Bus Stand, Sirsa City
21	Sonipat	Ganaur
22	Yamuna Nagar	Opp. Sri Nagar Colony, Jagadhri

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