

**HELPAGE INDIA Procurement of Digital Marketing Agency – SEO, Social, Performance Marketing and New-Gen channels for HelpAge India**  
**HELPAGE INDIA**

**Request for Proposal (RFP)**

**I. About HelpAge India**

HelpAge India is a non-profit organization dedicated to serving the elderly population in India. It was established in 1978 and has since been actively involved in various initiatives aimed at improving the quality of life for senior citizens. HelpAge India runs various programs and services to address the needs of older persons. These include Shelter support for destitute elderly, healthcare services, elder helplines, livelihood support, advocacy for elder rights, and disaster relief efforts tailored to the elderly population.

**In order to meet our digital marketing requirements for SEO, Performance Marketing (Social+Search), LinkedIn Fundraising, and New-Gen Channels, HELPAGE INDIA invites proposals from experienced digital marketing agencies as per details, terms, and conditions given below:**

**Current Digital Landscape**

HelpAge India has an existing Online Donation set up and has been doing online fundraising since several years now. Presently almost 50% of the fulfilment/conversion of retail/individual fund raising by HelpAge is through Online channels. HelpAge offers all convenient forms of online/ digital payment/ gateway options. Instant Thank You & Tax Exemption certificates are auto-generated for online donors. We work across all major advertising platforms like Google, Meta, LinkedIn, etc. (HelpAge India owned) to drive donations including a fully functional website. Google Analytics for HelpAge India tracks donations efficiently.

**Context and Rationale**

In an increasingly digital-first ecosystem, the need for a specialized performance marketing agency has become critical to effectively reach, engage, and convert target audiences at scale. As the development sector evolves and digital platforms become more sophisticated, leveraging data-driven, performance-led marketing strategies is essential to ensure optimal utilization of marketing investments and measurable impact.

To address this need, we invite experienced performance marketing agencies and partners from across India to collaborate with us in strengthening and scaling our performance marketing capabilities. The objective of this engagement is to enhance our digital presence within the development sector by adopting new-age, AI-driven marketing techniques and industry best practices. Through this partnership, we aim to build a robust, data-led digital ecosystem that improves visibility, drives measurable outcomes, and expands our digital footprint in an efficient and sustainable manner.

**1. SEO**

HelpAge India enjoys robust brand equity in the nonprofit elderly care space, fuelling high organic search visibility and steady donation revenue. Despite this foundation-with thousands of monthly sessions from branded queries-technical SEO gaps persist, capping traffic growth and conversion rates. Key opportunities include faster site speeds, better mobile optimization, schema markup for rich snippets, content silos around high-intent terms and new-age SEO, GEO and AEO capabilities.

**Pain points:**

- Seeking growth in organic search income.
- Not ranking for high-intent generic keywords despite 42+ years of brand equity.

- Technical debt (crawl errors, XML sitemap issues, slow page speed) limiting discoverability.
- Heavy dependency on paid acquisition.
- AEO, GEO based SEO implementation.
- Voice Search Strategy Implementation.
- Core Web Vitals.

#### Core Deliverables:

- Own 12-month SEO roadmap targeting additional revenue of ₹1-2 crores in a year.
- SEO should be constructed as a revenue driving channel not just a technical checklist with measurable organic revenue attribution in place with proper tracking.
- Making SEO compatible with AI and voice-based searches.
- Secure high-DA backlinks from charity networks, elder care portals, and international nonprofit sites to boost domain authority.
- Rank #1 for high intent donation keywords to funnel qualified traffic to donation pages.
- Optimising the website's on-page SEO for 2x conversion ratios via inter-page linking, donation funnels, and engagement boosters.
- Systematically build 5-star reviews to enhance local SEO and trust for "HelpAge India NGO near me."
- SEO-Related Updates Required (Meta Tags, On-Page Changes), Implement title tags, meta descriptions with CTAs, header optimizations, and image alt text.

#### Scope of Work:

##### Strategic:

- Own 12-month SEO roadmap targeting ₹1-2 crores revenue in a year
- 135-keyword strategy with quarterly ranking milestones (60:40 skewed towards short-tail generic keywords)
- Competitor tracking (Agewell, Akshaypatra, Unicef, CRY, GiveIndia, Smile Foundation and related)

##### Tactical Execution:

- 15-20 SEO-optimized blogs/month targeting donor intent across funnel stages
- 40-50 high DA backlinks/month from quality networks like elder care portals, charity networks, news portals etc.
- Technical SEO: Fix crawl errors, optimize Core Web Vitals, implement schema markup
- AI agentic and voice search optimization for conversational queries
- 10+ Google Business Profile posts/month for local SEO

##### Performance Ownership:

- Primary KPI: While keeping the existing organic income stable, an additional income of ₹1-2 crores is expected.
- Leading indicators: 60+ keywords (at least 30-40% short-tail generic keywords) in top 10 by Month 6; 100+ by Month 12.

- Domain Authority increase
- 2x improvement in organic conversion rate

#### Key Deliverables:

- Complete technical audit and fix critical issues
- Strategic approach playbook
- 135 keyword research and content calendar
- Identify quick-win keywords ranking on first page
- 40-50 high-DA backlinks
- AI agentic/Voice search optimization (10+ featured snippets)
- 180+ content pieces, 135 keywords actively ranking (with a quarterly target for both)
- Domain Authority +10 points
- 100K+ monthly sessions
- Documented playbook for Year 2 scaling it to ₹5 crores

#### 2. Performance Marketing (Social+Search)

We aspire to reach INR 20.0 Cr+ through digital fundraising initiatives in FY 26-27 with an ROI ask ranging from 5-6 and 100% growth in new acquisitions. New donor acquisition to remain as top priority, for digital as a source of donation in individual fundraising through Search and Social channels targeting pan India.

#### Challenges:

- High expectation of ROI (considering the non-profit sector needs) limits scope for branding activities/test campaigns/testing new age platforms/technologies.
- Content (visual/case studies/data/impact) challenges on both quality and quality.
- Policy issues restrict campaign approvals (ads level). Regular algorithm changes/updates, privacy setting creates impacts on conversions & tracking.
- Shelf life of occasions other than Diwali/New Year is not more than 24-48 hours.
- Unavailability of content in a timely manner inhibits campaign planning.
- Engagement/Recognition/Retention for acquired donors is low.
- Limited access to existing 1st party data.
- Primary focus is currently on One-time donations.
- Limited conversions from 18-30 age group.
- Product/Program mix is limited and we still trying to find ways to increase the types of “ask”.
- Missing aspect of user generated content for marketing collaterals.
- Charity is not a priority

#### Scope of Work

- Research and Strategy Development through audience research and segmentation.
- Month media planning with clear deliverables on donations and remarketing.

- Playbook to acquire new customers with 100% + growth (both Income and Donor count)
- Campaign setup and management including Media buying (CPM/CPC/CPV/Video) with justification.
- Remarketing/retargeting of the visitors.
- Ideas/Suggestions on Audience development and new acquisitions.
- Managing HelpAge India owned ad accounts on Google, FB, LinkedIn, Bing.
- Periodic tracking and analysis of campaigns of competitors/sector, metrics.
- Analyze/Audit and Suggest changes in HI Website, Donation Page & other digital assets to maximize conversion.
- To assess and ensure compliance across all ad platform policies basis law of the land and nuances arising thereby.
- To ensure healthy status of various ad accounts and related quality metrics.
- Handle Keyword research and ongoing optimisation of campaigns.
- Suggest new campaigns that can be created to generate more funds & aligned with overall vision and mission of HI.
- A/B Testing campaigns/creatives/landing pages to continue increasing donations and ROIs.
- Create all content for ads (Emailers, videos, text, banners, etc.), manage interactive and live engagement campaigns. (Raw feed data will be provided).
- Share fortnightly/monthly newsletter to understand digital industry trends and take advantage of new-age marketing tools, campaigns, analytics, software's, AI, ML, etc.
- Understanding on the non-profit industry space around digital initiatives vs other industries to benchmark performance.
- Weekly/fortnightly/monthly campaign reporting/dashboard to understand status on performance
- Paid + Organic Amplification Framework:
  - Implement a weekly review of HelpAge India's organic IG/FB/LinkedIn posts to identify high-performing content (*engagement, saves, shares, video completion*) for paid amplification.
  - Recommending budget splits between boosting strong organic posts and running conversion-led campaigns.
  - Converting strong organic narratives into paid ad variants while maintaining HelpAge India's brand voice and dignity-first positioning.

#### **Tier 2-3 Demography Penetration:**

- As of now, majority of our total digital fundraising revenue comes from the top metro cities. And there's a huge opportunity gap in the tier 2&3 cities. Expansion of our donation yielding capacity in tier 2 and 3 cities of India through search and social paid platforms is required.

#### **Pain Points:**

- 93-95% revenue from Tier 1 cities = geographic concentration risk
- Metro CAC increasing 15-20% YoY due to saturation
- Tier 2-3 cities represent 60%+ of India's affluent population but contribute minuscule amount of income.

#### **Scope of Work:**

##### **Strategic:**

- 12-month regional roadmap: Top 20 Tier 2-3 cities prioritized by donor potential
- Language strategy – picking the top performing states to craft vernacular communication
- Platform mix: 60% Google/Meta, 25% Regional apps, 15% experimental

#### Tactical Execution:

- 15-20 vernacular creatives/month (static + video + stories).
- 30-50 active micro-influencer partnerships for awareness and performance boost.
- Festival-based campaigns (Diwali North, Pongal Tamil Nadu, Onam Kerala).

#### Performance Ownership:

- Primary KPI: ₹3-4 crores Tier 2-3 revenue Year 1
- 30-40% of new donors from Tier 2-3 by Month 12
- ROAS: 2-3x maintained across all digital channels

#### Key Deliverables:

- Deep-dive research on 5 pilot cities
- Vernacular campaigns
- Proven framework for new city launches
- 100+ vernacular creatives library
- 30-50 influencer network
- 10-15 cities live with active campaigns
- 30-40% of new acquisition from Tier 2-3
- ₹3-4 crores total revenue with a 3-year roadmap to ₹10-15 crores

### 3. LinkedIn Fundraising:

Diversify fundraising with LinkedIn's professional network to target high-value individual donors, CSR managers, and philanthropists, adding ₹75 lakhs incremental revenue in Year 1 while focusing on both metro and tier 2-3 locations corporate employees and alumni networks.

#### Pain Points:

- Limited penetration among India's 100M+ LinkedIn professionals despite high disposable income and giving intent.
- Underutilized for mid-level donor acquisition (₹5K-50K gifts) beyond metro HNI lists.
- No systematic CSR/employee giving campaigns despite 70% of India's CSR budget flowing through professional networks.

#### Scope of Work:

##### Strategic:

- 12-month LinkedIn mastery roadmap: 25% of new-gen budget allocation with full funnel testing.
- Audience blueprints: 5 donor personas (CSR Managers, Alumni Givers, Mid-Level Executives, Social Impact Influencers, Tier 2-3 Professionals).

- LinkedIn to strengthen HelpAge India's credibility and leadership positioning (*CSR storytelling, leadership visibility, institutional updates*), alongside performance campaigns.

#### **Tactical Execution:**

- Lead nurturing: Automated InMail sequences + WhatsApp handoff for high-intent leads.
- Define and track clear lead-quality criteria, not only lead volume, for LinkedIn-origin leads.

#### **Performance Ownership:**

- ₹75 lakhs incremental revenue from LinkedIn channel.
- 300+ qualified leads/month with 15% conversion rate.
- 25% of corporate donor acquisition via LinkedIn.

#### **Key Deliverables:**

- At least 12 high-performing ad campaigns with A/B test results.
- ₹75 lakhs revenue dashboard + 3-year scale path to ₹3 crores.
- Ad Grants application support + free credits activation.

### **4. New-Gen Fundraising Channels:**

- Diversify beyond traditional search/social with emerging platforms to tap niche audiences, boost virality, and add ₹1 crore incremental revenue in Year 1, focusing on tier 2-3 donor acquisition and retention.

#### **Pain Points:**

- Over-reliance on Google/Meta limits reach to 70% of digital users; emerging channels like CTV and affiliates remain untapped.
- Low engagement on professional platforms despite high-intent users (e.g., Reddit/Quora).
- WhatsApp's 500M+ Indian users underutilized for direct fundraising despite high trust and open rates.

#### **Scope of Work:**

##### **Strategic:**

- 12-month multi-channel roadmap: Allocate 20% budget to new-gen (WhatsApp 30%, Affiliates 25%, CTV 20%, LinkedIn/Quora/Reddit 25%).
- Audience segmentation: High-intent (LinkedIn/Quora), community-driven (Reddit/WhatsApp), mass-reach (CTV/Affiliates).
- Integration with tier 2-3: Vernacular flows and UPI links across all channels.

#### **Tactical Execution:**

- WhatsApp: 10 city-specific fundraising flows + broadcast lists (5K subscribers/city) + Click-to-WhatsApp ads.
- Affiliates: Onboard 50+ partners (e.g., Amazon Smile, NGO affiliate networks) with custom tracking links.
- LinkedIn/Quora/Reddit: 10 campaigns/month targeting donor personas in tier 2 and 3 geographies.
- Use a pilot-first approach with clear success criteria, and not scale spend or partnerships on these channels without demonstrated results and our internal sign-off.

#### **Performance Ownership:**

- ₹1 crore incremental revenue from these channels.
- 20-30% of total new donors from these channels by Month 12.
- 15-25% new donor acquisition via WhatsApp marketing.

#### **Key Deliverables:**

- Channel-specific playbooks (e.g., WhatsApp fundraising SOP).
- 50 affiliate partnerships live.
- 30 CTV scalable video campaign + A/B test reports.
- 20 ad campaigns across LinkedIn/Quora/Reddit.
- ₹1 crore revenue tracked + 3-year scale to ₹5 crores.

#### **Peers/References:**

- Age Care/Elder Care: Agewell Foundation, Iskon, Care India
- Non-profit sector: Oxfam, Smile Foundation, CRY, Bal Raksha Bharat, Akshayapatra, SightSavers

#### **Data Access, Security, and Compliance**

Many of the desired outcomes in the SOW (*SEO improvements, conversion rate optimisation, payment flow enhancements, WhatsApp journeys, Core Web Vitals, etc.*) require changes to our website, CRM, payment, and related systems. Agencies are expected to:

- Take clear ownership of diagnosis, strategy, and recommendations, with implementation-ready briefs, copy, and configurations wherever possible.
- The bidder shall explicitly identify and document the scope of work to be executed directly by their team versus activities that will require coordination, inputs, approvals, or execution by HelpAge India's internal IT team and/or its appointed website and technology partners.
- Define reasonable turnaround expectations and risk/impact if certain recommendations cannot be implemented within a given timeline.

#### **Dashboards, metrics, and review cadence**

To keep collaboration efficient and transparent, HelpAge India expects agencies to:

- Set up and maintain a standard monthly performance dashboard that covers revenue, spend, CAC, ROAS, donor metrics, funnel metrics, and geography splits, with the attribution logic clearly documented.
- Participate in a regular review cadence, typically:

- Weekly/fortnightly working calls for campaign optimisation.
- Monthly performance reviews with cross-functional stakeholders.
- Quarterly strategic reviews to recalibrate plans, budgets, and experiments.

Our intent is to minimise reporting friction and focus joint time on insights and action.

#### **Checkpoints, Non-profit budget reality, and transition support**

We operate within non-profit budget constraints and need to balance ambition with prudence. Agencies should factor in:

- A 90-day checkpoint where both sides jointly assess early progress, fit, and constraints, and agree on any course corrections in scope, mix, or targets.
- The possibility of scope or budget realignment based on learnings and external conditions.
- All advertising accounts, tracking pixels, analytics tools, audiences, and all campaign/data assets created during the engagement shall remain the sole property of HelpAge India, with full administrative access retained at all times. The agency shall not retain platform credits, restrict access, or create any form of vendor or platform lock-in during or after the contract period.
- A detailed RACI (Responsible–Accountable–Consulted–Informed) framework will be jointly finalised along with escalation matrix during on-boarding to clearly define agency and HelpAge responsibilities across website changes, analytics, creative approvals, CRM/WhatsApp tools, influencer management, and related execution areas. Unless otherwise agreed in writing, the agency will recommend and support execution while HelpAge retains final ownership, approvals, and payment responsibility for all assets and platforms.
- The agency shall provide monthly performance reports and dashboards aligned to a mutually agreed attribution framework. All revenue reporting must be reconciled across Google Analytics (GA4), payment gateway records, and CRM/backend data, with a formal monthly reconciliation shared and signed off.
- The agency shall operate on a transparent fee structure and shall not receive or retain any commissions, incentives, or rebates from media platforms, publishers, or third-party vendors unless explicitly disclosed and approved in writing by HelpAge India. Any existing or potential affiliate or financial relationships with media or technology partners must be declared upfront.
- A basic 60 days exit and transition plan, including knowledge transfer, handover of accounts, access checklist, campaign/current stage documentation, playbooks, and defined timelines, to protect continuity of work in the future.
- The agency must propose a core team for this engagement, including roles, experience, and time allocation. Any changes to key team members must be communicated in advance and approved by HelpAge India, and the agency must ensure continuity and equivalent or higher replacement resources throughout the contract period.
- The agency is expected to propose a structured experimentation and innovation framework, including a defined test budget allocation, an annual innovation roadmap, and a clear pilot-to-scale methodology. Learnings from all tests must be documented and incorporated into ongoing campaign optimisation and planning.
- We value long-term partnerships, but we also need resilience and continuity for our donors and beneficiaries.

## Content Safeguards & Approvals

- Ensure all creatives and copy adhere to HelpAge India's dignity-first, non-exploitative communication approach (no shock/pity-led narratives).
- Route sensitive content (claims, impact numbers, beneficiary stories and visuals) through defined internal approvals before use.
- Apply robust placement controls on CTV, affiliates, Reddit and similar channels, including appropriate exclusions, whitelists and blacklists.

**What is HelpAge's value proposition against competitors?** - Our cause i.e. support for the disadvantaged elderly. A niche in itself in the non-profit sector and being the oldest in the sector. We have a reach across India and community approach is our focus keeping the elderly at the centre.

**Content Topic/Exceptions:** Anything beyond the elder support cause. Exception can be made to cover inter-generational and environment-friendly/climate initiatives which the organization marries with the elder cause.

## Selection Criteria

The selection of the Agency will be conducted through a multi-stage evaluation process as outlined below. Each stage has defined submission requirements and deadlines. Agencies are advised to review all criteria carefully and ensure compliance with submission timelines.

### Stage 1: Initial Application

Agencies expressing interest must submit a comprehensive application that includes the following:

1. Agency Credentials Deck detailing:
  - Organizational overview and profile
  - Relevant case studies and work samples
  - Demonstrated experience with nonprofit organizations
  - Industry benchmarks and performance indicators
2. Evidence of organizational capability to deliver against the Scope of Work.
3. Any additional documentation that substantiates fit for the engagement.

*Preference will be given to agencies with prior experience in nonprofit sector engagements and demonstrated success in similar assignments.*

Applications that do not meet the above requirements or are submitted after the deadline will not be considered.

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### Stage 2: First Pitch Session

Shortlisted agencies will be invited to present a pitch session either virtually or in-person at the HelpAge India Office. The pitch must:

1. Align directly with the RFP's Scope of Work and deliverables.
2. Reflect key insights based on the findings from our platforms and preliminary data.

3. Provide non-profit and wider industry benchmarks for performance mapping.
4. Include a clear plan of action with defined measurable outcomes.
5. Demonstrate innovative strategic approaches for digital brand growth, including but not limited to:
  - o Donor acquisition funnels
  - o Multi-channel engagement strategies
  - o Digital performance frameworks

Agencies must ensure that presentations are concise, data-driven, and tailored to Helpage India's strategic goals.

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### **Stage 3: Financials Submission**

Agencies that successfully complete the pitch stage will be required to submit a detailed and itemized financial proposal. The financial submission must:

1. Cover all deliverables listed in the Scope of Work.
2. Provide a clear cost breakdown by service, deliverable, and timeline.
3. Include any assumptions, payment milestones, and terms of engagement.

Financial proposals should be aligned with industry best practices and demonstrate value while ensuring transparency.

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### **Stage 4: Final Outcome**

The selected agency will be formally notified via email communication. The final decision will be based on an aggregated assessment of:

- Demonstrated capability and relevant experience
- Quality and strategic alignment of the pitch
- Financial competitiveness and value offer
- Organizational fit with Helpage India's mission and working ethos

**Note: We would be happy to fill questionnaire, only after signing a full Non-Disclosure Agreement, via [email to procurement.query@helpageindia.org](mailto:email to procurement.query@helpageindia.org) deadline 14<sup>th</sup> Feb 2026.**

#### **II. Terms and conditions**

1. The agency can be an individual/HUF/Partnership firm/Company incorporated under the laws of India.
2. This RFP is not an offer by HelpAge India, but an invitation to receive responses from the eligible bidders dealing in **Digital Marketing**.
3. No agency shall be entitled to submit more than one bid whether jointly or severally. If one does so, all bids wherein the agency has participated shall stand disqualified.

4. The agency shall bear all costs associated with the preparation and submission of bid.
5. The agency must have PAN (Permanent Account Number) and registered with GST and the document for the same is to be attached.
6. HelpAge India reserves the right to accept /reject/ select one or more than one agency and to annul the bidding process any or all bids at any time prior to award of contract without thereby incurring any liability to the affected agency.
7. The supplier should have all valid licenses, approvals, certificates, registration from all statutory authorities like Income Tax/GST/any other relevant and mandatory requirements.
8. Notification will be provided by HelpAge India while issuing Purchase Order/ email intimation to the selected bidder at each stage. In case of delay in supply, penalty will be levied.
9. HelpAge India reserves the right to cancel the bid/contract based on performance without assigning any reason thereof.
10. Evaluation of the bids will be done by Purchase Committee from HelpAge India.
11. HelpAge India management reserves the right to change (increase or reduce) the numbers/units as per its sole discretion and Project requirement.
12. Documents required to release the payment:
  - a. Bill / Invoice mentioning Permanent Account Number of Income Tax Department
  - b. Documentary proof of the delivery/ service including E-Way Bill, wherever applicable, as per Purchase order
13. Agencies that will be technically qualified would only be considered for opening of financial bids.
14. The bidder is expected to examine all instructions, forms, terms and specification in this RFP. Failure to furnish all information required under this RFP or to submit a bid not substantially responsive to this RFP in all respect will be at bidder's risk and shall result in rejection of the bid.
15. The bidder and their respective officers, employees, agents shall observe the highest standards of ethics dividing the bidding process. HelpAge India has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to HelpAge India personnel. Notwithstanding anything to the contrary contained herein, HelpAge India shall reject bid without being liable in any manner whatsoever to the bidder if it determines that the bidder has directly or indirectly or through an agent, engaged in corrupts/fraud tent/coercive/undesirable or restrictive practice in the bidding process.
16. Indemnity: The bidder shall indemnify HelpAge India against all actions, suits, claims and demands brought or made against HelpAge India in respect of anything done or committed to be done by the bidder in execution of or in connection with the work of this contract and against any loss or damage to HelpAge India in consequences to any action or suit being against the selected vendor for anything done or committed to be done in the execution of this contract.
17. The RFP shall be evaluated strictly based on the substantive information/credentials/documentary evidences submitted by the agencies.
18. The bidder is expected to examine all instruction, forms, terms and specification
19. HelpAge India Management reserves the Right to award the work to more than one Agency as per requirement.
20. All the bid needs to be submitted via [email to procurement@helpageindia.org](mailto:email to procurement@helpageindia.org) by **Sunday, 22<sup>nd</sup> February 2026 at 23.59 hours IST**
21. Agencies would not be allowed to subcontract partial/full of the work assigned to them. In such case the Management reserves the right to cancel the bid/contract with the agency.
22. The rates quoted by the agency will be inclusive of all Taxes/Levies/Packing and Freight Charges/ platform fees/media spends/content-creative production/personnel/tools/software licenses, etc. Agency should submit the financial bid as per the Annexure-3: Financial Bid Format.
23. Agency shall bear the Insurance if any taken.
24. The rate quoted by the agency will be valid for one season from the award of the contract
25. Items not meeting the specified requirements has to be returned.

**Annexure- 1 Technical Bid Format**  
**(To be filled, sign & stamp by Agency)**

**A**

S.No	Particulars	Remarks	Work Experience
1	Experience with HelpAge India/Govt. Agency/NGO/Development Sector	Yes/No	
2	Experience in similar Type of Product/Service supply	Year	

**B**

S.No	Particulars	Last 3 Year		
		FY 2023-2024	FY 2024-2025	FY 2025-2026
3	Annual Turnover as per Audited Financials (Copies of the Audited Financials needs to be attached or Turnover Certificate from Chartered Accountant)			

**C**

S.No	Particulars	Top 5 Client List with value (Rs)
4	Clientele List	

**D**

S. No.	Particulars	Details (GST & PAN No.)
5	PAN	
6	GST	

**HELPAGE INDIA**

C-14, Qutab Institutional Area, New Delhi-110062

**Annexure- 2: Technical Bid Format**

**Location --: PAN India basis**

	<b>SPECIFICATION (TECHNICAL)</b>	<b>AGENCY'S REONSE (in brief)</b>
1.	Supply to be done according to the quantities, specifications, quality, schedule and locations approved by HelpAge India	
2.	The acknowledgement for delivery/services of supply to be submitted as proof along with invoice.	
3.	The agency is capable (as defined in RFP document) and agrees to complete the supply within specified time as agreed upon otherwise penalty clause will be invoked.	
4.	Past experience of the agency in supply of items or similar items, as listed in this RFP. Please give details or provide list of clients to whom similar goods have been supplied.	
5.	Management reserves the right to empanel one or more agency (on the basis of quality consideration/experience of the agency) in addition to rates parameters.	
6.	Constitution of the agency whether Proprietorship/Partnership/Company. Give details of Proprietor/ Partner/Directors.	
7.	For how many years the agency is engaged in similar line of activities.	
8.	Registration certificate with GST needs to be submitted along with the technical quotation.	
9.	Penalty clauses will apply as per the company's policy/as per terms of the purchase order: the decision of the HelpAge India shall be final and binding in this regard.	
10.	The final price will remain valid for one year from the award of the Purchase order/ contract	

**Please Note: -**

- 1. Form must be completed in all respects; incomplete forms may liable to be rejected.**
- 2. The form must be duly stamped & signed by the Authorized signatory**
- 3. The form must be submitted on or before due date and time.**

**HELPAGE INDIA**

**C-14, Qutab Institutional Area, New Delhi-110062**

**Annexure-3: Financial Bid Format**

We are submitting the quotation for the above after understanding completely the technical specifications and other terms and conditions of the RFP.

	<b>SPECIFICATIONS</b>	<b>AGENCY'S RESPONSE (Agree/Disagree)</b>
1.	Rates will be inclusive of all Taxes/Levies/Packing and Freight Charges/ platform fees/media spends/content/creative production/personnel/tools/software licenses, etc.	
2.	TDS as applicable will be deducted as per Income Tax Act, 1961	
3.	Payment will be made through cheque / NEFT/ RTGS.	
4.	Duly Certified bills along with signed delivery challan will be submitted for completed tasks on monthly basis.	
5.	Payment shall be made within 60 days after submission of original invoice & proof of delivery of goods at our Head Office at Delhi.	
6.	Penalty clauses will apply as defined in the RFP: the decision of the HelpAge India/Project Management shall be final and binding in this regard	

**Kindly Note:** Financial bids will be invited from the partners who qualify the Technical Requirements, hence please only send technical bids at initial stages unless otherwise communicated.

To,

Purchase Committee  
HelpAge India  
C-14, Qutab Institutional Area,  
New Delhi 110016

We are submitting below quotation for the above after understanding completely the technical specifications and other terms and conditions relating to time frame, quality as spelled out in the Bid document.

**Important Notes:**

- Services to be delivered according to the Scope of Work (SEO, Performance Marketing, LinkedIn, New-Gen Channels), specifications, quality, timelines, and measurable outcomes approved by HelpAge India.
- The rates quoted shall be valid for one year from issue of contract/Purchase Order.
- Cost of services should include all kinds of taxes, platform fees, media spends, content/creative production, personnel, tools/software licenses, and other charges.

**Scope-wise Financial Requirement**

<b>S.No.</b>	<b>Service Area</b>	<b>Key Deliverables (as per SOW)</b>	<b>Proposed Cost (Rs.)</b>	<b>Duration of Contract</b>
1	SEO	12-month roadmap, 135 keywords, 180+ content pieces, technical audit/fixes, Expected to contribute ₹1.0-2.0 Cr additional organic revenue target		12 months + 90-day exit clause + 30-day termination notice
2	Performance Marketing (Social+Search)	Pan-India campaigns, ad account management, A/B testing, content creation, Expected to contribute ₹15-18 Cr+ revenue target (ROI 5-6x), Tier 2-3 penetration		12 months + 90-day exit clause + 30-day termination notice
3	LinkedIn Fundraising	Pan-India campaigns, ad account management, A/B testing, content creation, Expected to contribute ₹75 lakhs+ incremental individual donor based revenue, Lead Gen CSR/employee giving/greeting cards/gift cards, etc.		12 months + 90-day exit clause + 30-day termination notice
4	New-Gen Channels	WhatsApp, affiliates, CTV, DSP's, Video Platforms, Publishers, Quora/Reddit, other new gen channels, etc., Expected to contribute ₹1.0 Cr+ incremental revenue		12 months + 90-day exit clause + 30-day termination notice
5	Reporting & Strategy	Monthly dashboards, weekly reviews, 90-day checkpoint, playbooks, with key focus on new donor acq.		12 months + 90-day exit clause + 30-day termination notice

**Annexure-4**

**To be submitted by bidder/Vendor /Tenderer**

**(On Rs.10 stamp paper)**

This has reference to the RFP dated ..... In response to the RFP, we have submitted our technical & financial bids on.....at your email address ..... In connection with the above bids, we hereby declare as under: -

- i- That we are neither related to any of your Board Members, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.
- ii- That we have submitted the bids in the name of M/S..... and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.
- iii- We undertake that:
  - a. All information furnish by us in respect of fulfilment of eligibility criteria and qualification information of the Bid is complete, correct and true.
  - b. All copy of documents, credentials and documents submitted along with this Bid and genuine, authentic, true and valid.
- iv- We undertake that
  - a. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
  - b. We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India/Public Sector Undertaking/ any Regulatory Authorities/ Multilateral Funding agency in India for any kind of fraudulent activities.
  - c. No Criminal proceeding are pending against the Proprietor / Partner /Director of the firm/ company (Agency) and also against the firm/ company.  
(Indicate any convictions if any against the above persons or Agency.)
  - d. The firm/company has not been declared insolvent, bankrupt, not in receivership, or being wound up, not have its affairs administered by a court or a judicial officer
- v. We hereby undertakes that If any information and document submitted is found to be false/incorrect or we violate any declaration at any stage of contract, HelpAge India has right to cancel my/our Bid and action as deemed fit may be taken against me/us, including termination of the contract, forfeiture of all dues and banning of our firm etc.

We understand that HelpAge India is not bound to accept any bid received against RFP and HelpAge India has right to reject all or any bid without assigning any reason or giving any explanation whatsoever.