

HELPAGE INDIA for Direct Marketing Bulk Mailing (RM) activity of Direct Mail Appeals

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. The organization's programmes are focused on direct interventions in the areas of **Healthcare, Agecare, Livelihoods, Disaster Response, Digital Literacy & Safety**, as well as **Research, Advocacy** and **Awareness** on rights and policies relating to elders.

HELPAGE INDIA invites bids for **Direct Marketing (RM) activity of Direct Mail Appeals** as per details, terms and conditions given below:

Works to be carried out:-

Postal Franking, Hard copy of address that will be collected from HelpAge India Office will be required to be cut in address-wise and pasted on the envelope, same Donor Code to be pasted on envelope along with address as well as on Donation Coupon of insert, Folding and inserting letter on the envelope, Franking and shorting in pin code-wise and send to post office in bags (if any). HelpAge India will provide Hardcopy of labels, envelope and insets. This should be collected by the agency on their own cost. Postage proof docket to be deposited with franking machine report duly stamped from post office along with Invoice. Approx quantity will be 12 – 14 lakhs per year. Folding of the insert depends on the size of the mailer (tentative size will be A4). Minimum insert per envelope is 3.

1. **Terms and conditions :** 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.
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. Schedule of supply will be provided by HelpAge India while issuing Purchase Order/ email intimation to the selected bidder. In case of delay in supply, penalty will be levied.
9. HelpAge India reserves the right to cancel the 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 releasing 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 during 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/fraudulent/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. Delivery/services shall be provided at locations specified by HelpAge India.
20. All the bid needs to be submitted via mail only mail id Procurement@helpageindia.org by 7 July 2026.
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 contract with the agency.
22. The rate quoted by the agency will be valid for **One Year** from the award of the contract.
23. 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/DevelopmentSector	Yes/No	
2	Experience in similar Type of Product/Service supply	Year	

B

S.No	Particulars	Last 3 Year		
		FY 2023-24	FY 2024-25	FY 2025-26
3	Annual Turnover as per Audited Financials Statements (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-110016

Annexure- 2: Technical Bid Format

Location -: PAN India basis

	SPECIFICATION (TECHNICAL)	AGENCY'S RESPONSE (in brief)
1.	Mailing to be done according to the quantities, specifications, quality, schedule and locations approved by HelpAge India	
2.	The Proof of Mailing/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 mailing within specified time as agreed upon otherwise penalty clause will be invoked.	
4.	Past experience of the agency in mailing of items or mailing similar items, as listed in this RFP. Please give details or provide list of clients to whom similar goods/service 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 need 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 Authorised signatory**
- 3. The form must be submitted on or before due date and time.**

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Annexure-3: Financial Bid Format

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

Quotation to be sent in this format

	SPECIFICATIONS	AGENCY'S RESPONSE (Agree/Disagree)
1.	Postal Franking charge, pin code sorting with address, cutting & pasting on envelope, letter inserting, folding handling charge etc.	
2.	Additional insertion per article	
3.	Bags (if any)	
4.	Duly Certified bills along with signed delivery challan will be submitted for every completed supply on monthly basis.	
5.	Payment shall be made in 30 days after submission of original invoice & proof of delivery of goods/Service 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	

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.