

## **Tender Document for Public Relations Agency**

**Bid Ref. No: IIIT-B-PR-001/2026, Dated 02-03-2026**

### **1. Introduction**

IIIT-Bangalore is a premier institute dedicated to undergraduate, postgraduate and Research programs specializing in Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Data Science and Artificial Intelligence (DSAI), Digital Humanities and Societal Systems, and broader fields of IT and research. Situated in the heart of Electronic City, Bengaluru, it holds a prominent position in the academic landscape. IIIT-Bangalore is graded A+ by National Assessment and Accreditation Council (NAAC). In the National Institutional Ranking Framework (NIRF) for 2025, IIIT-B has secured 69th ranking. IIIT-Bangalore contains state-of-the-art infrastructure, eminently qualified faculty, a vibrant alumni community, cutting-edge research facilities, and close industry collaborations.

The institute's specially designed courses make the students' cognizant of the current technologies. Experiential learning and practices followed in the institute equip them with the tools and knowledge to solve contemporary real problems. IIIT-Bangalore has consistently achieved excellent placement records every year since its establishment in 1998, thanks to the unwavering support of the industry and the expanding pool of highly skilled alumni.

The **International Institute of Information Technology Bangalore (IIIT-Bangalore)** invites proposals from reputed Public Relations (PR) agencies for managing its institutional public relations, media outreach, and strategic communications.

### **2. Objective**

The objective of this tender is to appoint a professional PR Agency to:

- Strengthen media presence across print, digital, television, and radio platforms
- Position IIIT-Bangalore as a thought leader in technology, research, innovation, and policy
- Support institutional branding, major events, and key announcements
- Build and sustain strong relationships with national and regional media

### **3. Scope of Work**

The selected agency shall undertake the following:

#### **3.1 Media Relations**

- Develop and maintain IIIT-Bangalore's relationships with national, regional, and sectoral media

- Draft and distribute press releases, media notes, and backgrounders
- Organize press conferences and media briefings
- Secure quality media coverage across print, online, television, radio and others

### **3.2 Strategic Communication**

- Develop an annual PR strategy aligned with institutional goals
- Create a messaging framework for admissions, research achievements, MoUs, rankings, and events
- Provide crisis communication planning and advisory support

### **3.3 Media Monitoring & Reporting**

- Daily media tracking and alerts
- Monthly PR performance reports (coverage quality, reach, visibility analysis)
- Quarterly review presentations with insights and recommendations

### **3.4 Event Publicity Support**

- Media outreach for conferences, public lectures, convocation, research events, and institutional announcements
- Coordination of interviews for the Director, faculty members, and key representatives

### **3.5 Thought Leadership & Editorial Opportunities**

- Placement of authored articles and op-eds in major publications
- Identification of speaking opportunities and expert quote placements in news stories

### **3.6 Media Invites**

- Draft and circulate media invites for institutional events, subject to prior approval from IIIT-Bangalore

### **3.7 Media Interactions**

- Proactively pitch and coordinate one-on-one interactions between designated spokesperson(s) of the Institute and relevant media representatives based on approved key messages.
- Plan such interactions both before and after major events or research announcements to ensure wider and sustained coverage.
- Arrange a minimum of three (3) media interactions per month with different media houses.
- Arrange media visits to IIIT-B from time to time for major events and significant stories.

#### **4. Eligibility Criteria**

Agencies must:

1. Be a registered company with a minimum of 3 years of experience in PR services.
2. Have prior experience working with educational institutions / higher education/technology sector clients.
3. Have an operational presence in Bengaluru.

#### **5. Proposal Submission Requirements**

##### **5.1 Technical Proposal**

- Company profile
- Team structure and key personnel assigned
- Relevant case studies
- Proposed PR strategy for IIIT-Bangalore
- Details of media network strength (education, technology, policy beats)

##### **5.2 Financial Proposal**

- Monthly retainer fee
- Applicable taxes

Technical and Financial Proposals must be submitted in separate sealed envelopes.

#### **6. Basis for Evaluation of Media Coverage**

Media coverage secured by the Agency shall be evaluated on the following criteria:

- a) Each coverage must contain a minimum of 50–100 words specifically referring to IIIT-Bangalore and/or its spokesperson(s), research, event, or announcement.
- b) Mere mention of the Institute's name without substantive or contextual reference shall not be considered valid coverage.
- c) Print media coverage shall be counted only if published in major national and regional publications of established credibility and circulation.
- d) Online coverage shall be considered valid only if published in reputed and credible news portals with significant readership and industry recognition.

IIIT-Bangalore reserves the right to determine the eligibility, credibility, and quality of coverage for performance evaluation purposes.

## 7. Fee Inclusions

The professional fee quoted by the Agency shall be comprehensive and inclusive of the following:

- All executive, managerial, and secretarial time
- All local travel within Bengaluru (PR Executives)
- Communication expenses (postage, courier, telephone, mobile, internet and others)
- Administrative and operational costs (photocopying, documentation, local conveyance, office overheads)
- Drafting and preparation of press releases and media materials (including translation)
- Electronic and print media monitoring and reporting

Any expenditure beyond the above scope shall require prior written approval from IIIT-Bangalore.

## 8. Evaluation Criteria (70:30 weightage)

Proposals will be evaluated based on the following:

- 8.1 IIITB shall appoint “Tender Committee” to evaluate the bids, shortlist the bidders and select the Agency for the project on “Quality & Cost Based Selection” (QCBS)
- 8.2 At stage 1, IIITB’s Tender committee shall shortlist bidders based on the objective evaluation of the credentials submitted by the Bidders. Bidders satisfying all the criteria as mentioned in “Eligibility Criteria, Clause 4.1 to 4.3” will be considered for the next stage.
- 8.3 At stage – 2, Tender committee will evaluate the Technical Proposals of the shortlisted bidders based on the following selection criteria and grade them,

Sl. No.	Criteria	Marks
1	Relevant Experience	25
2	Quality of Proposed Strategy	20
3	Team Expertise	15
4	Past Performance & Client Portfolio	10
	<b>Total Marks (1+2+3+4)</b>	<b>70</b>

8.4 Bidders scoring more than **50 marks** in Technical evaluation, shall be considered for stage-3 (commercial Bid evaluation.)

8.5 Even though an applicant is qualified for stage-3 based on the objective evaluation, he is liable to disqualification at stage-3 or later stages,

- i) If he has made misleading or false representation or deliberately suppressed the information in the forms, statements and enclosures required.
- j) Record of poor performance such as not properly completing the contract, or financial failures /weaknesses etc.

8.6 Final Evaluation table is as follows,

Technical Score (out of 70 marks))		Commercial Score out of 30 Marks	
Bidders	Scored marks (X)	Bidders	Scored Marks (L)
Bidder-1	X1	Bidder-1	L1=30marks
Bidder-2	X2	Bidder-2	$(L1/L2) \times 100 * 30\%$
Bidder-3	X3	Bidder-3	$(L1/L3) \times 100 * 30\%$
Bidder-4	X4	Bidder-4	$(L1/L4) * 100 * 30\%$
Bidder-5	X5	Bidder-5	$(L1/L5) * 100 * 30\%$

$$\text{Final Score} = \text{Technical Score (X)} + \text{Commercial Score (L)}$$

8.7 Institute will award the contract to the successful bidder who is the “Highest Scorer out of shortlisted Bidders”

IIIT-Bangalore reserves the right to accept or reject any proposal without assigning reasons.

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## 9. Contract Period

- Initial contract period: One (1) year
- Extendable based on performance review

## 10. Confidentiality

The selected agency shall maintain strict confidentiality regarding all institutional information, communication materials, and strategic discussions.

## 11. Submission Details

Last Date for Submission: 16-03-2026

Submission Address:

The Registrar

International Institute of Information Technology Bangalore

26/C, Hosur Road

Electronic City, Bengaluru – 560100

Email: registrar@iiitb.ac.in

## **12. Contact Person**

Ms. Swathi M. Sharma

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