



(राष्ट्रीय ऑटोमोटिव परीक्षण ट्रैक)  
NATIONAL AUTOMOTIVE TEST TRACKS

रुचि की अभिव्यक्ति (ईओआई)  
Expression of Interest (EOI)

FOR

“नेट्रैक्स पीथमपुर, जिला धार, मध्य प्रदेश के लिए सेमिनार आयोजित करने हेतु इवेंट  
आयोजक/भागीदार की नियुक्ति हेतु रुचि की अभिव्यक्ति (ईओआई)” /  
“Hiring of event organizer/partner for organizing Seminar “Sustainable Mobility  
Conclave, 2025” for NATRAX Pithampur, Dhar district, Madhya Pradesh”

EOI No. - NATRAX/PROC/T&D/25/60

National Automotive Test Tracks/ नेशनल ऑटोमोटिव टेस्ट ट्रैक्स  
(A unit of National Automotive Board (NAB)/ (राष्ट्रीय मोटर वाहन बोर्ड (एनएबी) की एक इकाई)  
NH-52, Old Agra- Mumbai Highway/ NH-52, पुराना आगरा-मुंबई राजमार्ग,  
Next to Pithampur Flyover/ पीथमपुर फ्लाईओवर के बगल में,  
Post Khandwa (Near Pithampur)/ पोस्ट खंडवा (पीथमपुर के पास)  
Dhar District, Madhya Pradesh-454774/ धार जिला, मध्य प्रदेश -454774  
Phone: +91-9993542350  
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EOI NO. NATRAX/PROC/T&amp;D/25/60

Dated 26<sup>th</sup> March 2025

विषय: नैट्रैक्स पीथमपुर, जिला धार, मध्य प्रदेश के लिए सेमिनार आयोजित करने हेतु इवेंट आयोजक/भागीदार की नियुक्ति हेतु रुचि की अभिव्यक्ति (ईओआई)।

Subject: Notice for Expression of Interest (EOI) for Hiring of event organizer/partner for organizing Seminar for NATRAX Pithampur, Dhar district, Madhya Pradesh.

नेशनल ऑटोमोटिव टेस्ट ट्रैक्स (NATRAX) एक ऑटोमोटिव टेस्टिंग एंड सर्टिफिकेशन सेंटर/एजेंसी है जो CMVR 126 के तहत प्रमाणित है। NATRAX भारत सरकार के भारी उद्योग मंत्रालय के तहत नेशनल ऑटोमोटिव बोर्ड (NAB) की एक इकाई है। NATRAX को पीथमपुर, जिला धार, (मध्य प्रदेश, भारत) के पास, सभी प्रकार के ऑटोमोबाइल के व्यापक परीक्षण, विकास, प्रमाणन और मूल्यांकन के लिए लगभग 3000 एकड़ भूमि पर स्थापित किया गया है।

National Automotive Test Tracks (NATRAX) is a unit of National Automotive Board (NAB), under Ministry of Heavy Industries, Government of India. NATRAX is an automobile testing & certification agency notified under CMVR 126. NATRAX has been set up on approx. 3000 acres of land for comprehensive testing, development, certification and evaluation of all types of automobiles, near Pithampur, Dist. Dhar, (Madhya Pradesh, India).

ईओआई की मुख्य तिथियाँ

Key dates of EOI

प्री-बिड मीटिंग 07.04.2025 को ऑनलाइन मोड के माध्यम से आयोजित की जाएगी।

Prebid meeting shall be held through online mode on 07.04.2025.

प्रस्ताव जमा करने की अंतिम तिथि 16 अप्रैल 2025 को 1500 बजे तक।

Last date for submission of Proposal by 1500 Hrs on 16<sup>th</sup> April 2025.

न्यूनतम पात्रता मानदंड:

Minimum Eligibility Criteria:

1. बोलीदाता/इच्छुक एजेंसी को कानूनी रूप से वैध इकाई होना चाहिए।
2. बोली लगाने वाले/इच्छुक एजेंसी के पास कार्यक्रम आयोजन के क्षेत्र में कम से कम 3 वर्ष का सिद्ध अनुभव होना चाहिए, प्रस्ताव के साथ सहायक दस्तावेज जमा करने होंगे।
3. बोली लगाने वाले/इच्छुक एजेंसी के पास सरकारी संघों और मंत्रालयों की ओर से आयोजन का ट्रैक रिकॉर्ड, प्रस्ताव के साथ प्रस्तुत किए जाने वाले सहायक दस्तावेज होने चाहिए।
4. बोली लगाने वाले/इच्छुक एजेंसी को पिछले

1. Bidder/interested agency should have to be a legal valid entity.
2. Bidder/interested agency should have at least 3 year's proven experience in the filed of event organization, supporting documents to be submitted with proposal.
3. Bidder/interested agency should have Track record of event organizing on behalf of government associations and ministries, supporting documents to be submitted with proposal.



<p>तीन वर्षों में ऑटोमोटिव उद्योगों/एजेंसियों के साथ कम से कम दो कार्यक्रम सफलतापूर्वक आयोजित/पूरे करने चाहिए, प्रस्ताव के साथ सहायक दस्तावेज जमा करने होंगे।</p> <p>5. बोली लगाने वाले/इच्छुक एजेंसी को प्रस्ताव के साथ एमओयू/कार्य आदेश/वित्तीय लेनदेन आदि के रूप में प्रस्तुत किए जाने वाले दस्तावेजों का समर्थन करते हुए "स्थिरता और परिपत्रता विषयों" पर केंद्रित कम से कम तीन कार्यक्रम आयोजित करने का पूर्व अनुभव होना चाहिए।</p> <p><u>नोट: तकनीकी रूप से योग्य होने के लिए बोलीदाता को उपरोक्त सभी आवश्यकताओं को पूरा करना होगा।</u></p>	<p>4. Bidder/interested agency should have Successfully organized/completed at least two events with automotive industries/ agencies in the last three years, supporting documents to be submitted with proposal.</p> <p>5. Bidder/interested agency should have prior experience in organizing at least three events focused on "sustainability and circularity themes", supporting documents to be submitted in form of Agreement/Work Orders/Financial Transaction/ proof of conducted the events as organiser, etc., with proposal.</p> <p><b>NOTE: Bidder should have to meet all the above requirements to technically qualify.</b></p>
<p>इवेंट ऑर्गनाइजिंग पार्टनर प्रत्येक चरण में अनुमोदन और निर्णय लेने के लिए NATRAX के साथ घनिष्ठ समन्वय बनाए रखते हुए, निर्बाध इवेंट निष्पादन सुनिश्चित करेगा।</p>	<p>The Event Organizing Partner shall ensure seamless event execution, maintaining close coordination with NATRAX for approvals and decision-making at every stage.</p>
<p>NATRAX बिना कोई कारण बताए किसी भी या सभी प्रस्तावों को स्वीकार/अस्वीकार/संशोधित/विभाजित करने के सभी अधिकार सुरक्षित रखता है। किसी भी बोली लगाने वाले के पास NATRAX के किसी भी निर्णय के लिए उसके विरुद्ध कार्रवाई या दावा करने का कोई कारण नहीं होगा।</p> <p>यह दस्तावेज उचित देखभाल के साथ दोनों भाषाओं (अंग्रेजी और हिंदी) में तैयार किया गया है, हालांकि, किसी भी विसंगति के मामले में अंग्रेजी भाषा ही मान्य होगी।</p>	<p>NATRAX reserves all rights to accept/reject/modify/split any or all proposals without assigning any reasons. Any bidder shall not have any cause of action or claim against NATRAX for any of its decisions.</p> <p>This document has been prepared in both the languages (English &amp; Hindi) with due care, however, in case of any discrepancy the English Language shall prevails.</p>





## Scope Work and Terms & conditions:

### I. Brief Scope of Work for Event Organizing Partner

The Event Organizing Partner shall be responsible for the following tasks related to the "Sustainable Mobility Conclave, 2025," scheduled for 1<sup>st</sup> week of June, 2025, in five-star hotel in Indore, MP.

- The target speakers shall be around 40,
- The Target audience shall be around 150,
- The boarding lodging for speakers is included in scope.
- The two-day event shall cover two breakfasts, two lunches, four high tea, along with one night dinner in same hotel.

#### 1. Event Planning & Promotion

- Design and develop the event brochure based on the concept provided by NATRAX.
- Promote the event extensively among from Auto OEM & Tyre Companies, Auto ancillary department., Recyclers, Urban Planners/Smart City Developers, Sustainability and circularity Industry from India & abroad.
- Secure confirmations from speakers, dignitaries, and panelists suggested by NATRAX.
- Reach out to automotive and auto-component manufacturing companies, recyclers, and tyre manufacturers for sponsorships and delegate participation.

#### 2. Event Logistics & Management

- Handle all protocol and logistics arrangements for dignitaries and delegates.
- Oversee complete event management, including stage setup, branding, seating arrangements, and decoration.
- Arrange necessary equipment such as LED screens, microphones, registration counters, banners etc.,.
- Organize delegate kits, mementos, flower bouquets, and other event essentials.
- Coordinate catering, including tea, snacks, lunch, and gala dinner for attendees.





### 3. Sponsorship & Registration Management

- Actively seek sponsorship and ensure delegate registrations, with financial transactions managed by NATRAX.
- Support content creation and promotional strategy, including website content, advertisements, and banners.

### 4. Media & Public Relations

- Record and document the event, including video coverage of sessions for social media and promotional use.
- Draft and publish pre- and post-event press releases, articles, and reports.
- Manage social media promotion before, during, and after the event.

### 5. On-Site Event Coordination

- Supervise on-stage activities, including speaker management and session coordination.
- Coordinate with vendors for technical arrangements, transport, and hospitality.
- Organize audience engagement, seating arrangements, and interaction facilitation.
- Ensure smooth execution of registration, ushering, and event flow.

### 6. Program Execution & Follow-Up

- Plan and structure event sessions, including theme identification and speaker selection.
- Invite, follow up, and confirm speakers, panelists, and VIP guests.
- Prepare talking points and resource materials for key participants.
- Coordinate PR activities and mainstream media coverage.
- Conduct digital outreach through bulk emails, WhatsApp promotions, and social media engagement.

## II. Terms and conditions:

1. **Submission of proposal:** the proposal should be submitted into two separate sealed envelopes 'Offline submission' OR Password protected files (in case submission through email) 'Online Submission' "ONE FOR TECHNICAL PROPOSAL (Containing all the documents/details regarding Eligibility Criteria given in this document, Profile of Bidder, Registration Certificates, etc)" and "SECOND FOR FINANCIAL PROPOSAL (containing the quoted rates/proposal)" to the address given below on or before last date and time as specified in this EOI.

**Address for offline submission of proposal:**





To,  
Head Procurement & Stores  
National Automotive Test Tracks (NATRAX)  
NH-52, Old Agra- Mumbai Highway  
Next to Pithampur Flyover  
Post Khandwa (Near Pithampur)  
Dhar District, Madhya Pradesh-454774

OR

Address for online (email) submission:

a.prabhakar@natrip.in & anuj.kumar@natrip.in & je.procurement@natrax.in & natraxpithampur@gmail.com

2. **Proposal Opening & Evaluation Process:** the evaluation of the proposals shall be conducted into parts (Technical Evaluation & Financial Evaluation), In first part (Technical Evaluation)- NATRAX shall evaluate the proposal technically as per the given MEC and the Proposals of only bidders who meets the MECs shall marked as "Qualified".  
In second part- NATRAX shall open the Financial Proposals of only Qualified bidders and check arithmetically. The bidder quoted lowest among the qualified bidders shall deemed as "Successful Bidder".
3. **Financial Proposals:** the quoted financial offer should be well defined and competitive in nature, keeping complete scope of works in to the account.
4. **Negotiation:** In case if required, NATRAX may invite best quoted bidder for negotiation.
5. **Award of work:** the bidder quoted lowest shall be successful bidder and an Agreement having detailed terms and conditions shall be executed by both the parties (Successful Bidder and NATRAX) for execution of the said scope of work.

**Payment terms :**

NATRAX - First Party

Successful Bidder - Second Party

Both parties (NATRAX & Successful Bidder) to share the Surplus Revenue (after deduction of Event expenses - Management fee\*) equally i.e. 50:50 between Parties.

The surplus revenue shall be calculated after deducting all event-related expenses, as mutually agreed upon by both parties. Any disputes regarding revenue sharing shall be resolved through mutual discussions and, if required, arbitration as per the applicable laws.

\*Management fee is Rs 2,50,000/- (including Taxes)

- Final settlement will be done after successful completion of the entire event in accordance with this MoU and on receipt of tax invoice complete in all





respect.

Getting sponsorship completely shall be responsible of successful bidder and NATRAX may support in-case, if required.

Details payment terms shall be covered in the agreement including other details regarding execution shall also be covered in the Agreement.

**Disclaimer:** NATRAX reserve the right to accept/reject any/all proposal at any time before signing of Agreement and no claim from any bidder shall be entertain in this regard. The decision of 'Competent Authority of NATRAX' shall be final.

With regards

Head (Procurement & Store)  
For NATRAX



