



GAIL INDIA LIMITED
Corporate TQM Department
Jubilee Tower, Sector 1, Noida-201301

EXPRESSION OF INTEREST

**INVITING TECHNICAL PROPOSALS FOR ENLISTMENT OF
CONSULTANCY ORGANIZATIONS / AGENCIES FOR “HIRING OF
CONSULTANCY SERVICES FOR CUSTOMER VALUE MANAGEMENT OF
GAIL’S CUSTOMERS”**

Interested Consultancy organization / agencies, experienced in similar jobs are invited to submit application in prescribed format (Annexure –A), along with necessary documents in support of their technical criteria in order to get enlisted for the proposed job.

The completed application form along with attachments in a sealed envelope super-scribed with **“HIRING OF CONSULTANCY SERVICES FOR CUSTOMER VALUE MANAGEMENT OF GAIL’S CUSTOMERS”** may be forwarded to the address mentioned below within 21 days of publication of this EOI i.e. latest by **21 October 2020**. Application received after 21 October 2020 will not be entertained.

Consultancy organization / agencies applying against the EOI will be screened based on the technical proposals submitted by them in the attached template along with supporting documents. Shortlisted consultants will only be eligible to participate in the subsequent Request for Proposal (RFP) process for engagement of consultant(s) for such type of consultancy services in GAIL.

Brief Scope of work, Special conditions are indicated in the following sections. Detailed Scope of Work, Schedule of Rates, Bid Evaluation Criteria, payment terms etc. will be intimated during the subsequent RFP process.

Address for Submission of Proposal & Documents

Deputy General Manager (TQM)
GAIL (India) Limited, Jubilee Tower
Plot No. B, 35-36, Sector 1, Noida, Uttar Pradesh 201301

Email: basudebdas@gail.co.in

Contact no: +91-(120) 2446400/4862400 Extn. 13328/13329

Mobile : 8486041122 / 9717745820



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SCOPE OF WORK & SPECIAL CONDITIONS

1.0 BACKGROUND

1.1 **GAIL (India) Ltd** is one of the Maharatna PSUs engaged in the business of Natural Gas transmission, LPG transmission, distribution and marketing, Gas processing of LPG production, production of petrochemicals, City Gas distribution and has also diversified into Exploration and telecom business. GAIL's JVs operate LNG regasified terminals at Dabhol, Dahej and Kochi and also gas distribution businesses.

GAIL is having LPG/Gas processing plants at Vijaipur, Vaghodia, Usar, Gandhar and Petrochemical complex at Pata (U P), operating Natural gas pipelines, LPG pipelines and also having network of Zonal Marketing offices at Ahmedabad, Bengaluru, Bhopal, Bhubaneshwar, Chandigarh, Chennai, Guwahati, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai and Noida.

2.0 OBJECTIVE

2.1 GAIL intends to hire the services of experienced organizations / agencies for consultancy services for Customer Value Management (CVM). By this Expression of Interest (EOI) application process, consultants possessing requisite experience and expertise shall be enlisted initially for a period of 2 (two) years. Subsequently, the actual study work will be taken up on case to case basis or as when required and separate RFP will be issued by GAIL from time to time during the validity of the enlistment.

3.0 SCOPE OF WORK

3.1 The bidder is to execute the job of CVM, by a feedback Survey of GAIL's Products and services at the Customer premises. The bidder shall be responsible to complete the entire CVM survey in Pan India basis in all respects, report formation, presentation of report and report submission. The customers are spread all over country and bidder have to do the survey of 150 customer per years.

3.2 The experts to be deployed by the bidder should be minimum full time BE or MBA in Marketing from reputed institutes with minimum 05 years' experience in Market research, / Market Surveys/ Market analysis or similar marketing activities required for the CVM survey job effectively.

3.3 For the purpose of Customer value Management, the expert agency will depute their experts to visit the customer premises for a face to face interaction with customer. The expert will obtain feedback from the customers on the GAIL's products and services being used by the customer through a structured questionnaire. The questionnaire is specific to each business segment and a draft questionnaire will be submitted by the bidder. The questionnaire shall be finalized by GAIL for each business segment prior to survey.

3.4 The bidder shall print the required number of color copies in booklet form. The bidder will ensure that the questionnaires are filled properly.

3.5 Based on the feedback received from the customers in questionnaires, expert



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agency will prepare and submit a draft and final reports on the customer visits. The filled questionnaires shall be submitted to GAIL along with the draft report. The report shall include the comparison of GAIL with the industry best practices of reputed competitors. For the same the benchmarking to be done for reputed competitors in respective business area. The presentation on the CVM survey will be given to GAIL's Management.

3.6 All expenses related to Visits undertaken by experts shall be borne by the bidder. Number of visits in a particular month/quarter/half yearly may vary.

4.0 Technical Criteria:

4.1 Bidder must have executed similar services i.e. customer analysis / customer satisfaction analysis / customer satisfaction studies / competitor analysis / customer relationship management /marketing related studies of value not less than Rs. 8.0 Lacs in any of the preceding 07 years to be reckoned from the bid due date. The bidder has to submit copy (s) of work order and its completion certificate /execution certificate in support of above. Work order and completion certificate / execution certificate must indicate the work order number, due date, date of award, amount and duration of contract in which the services of said value is executed.

4.2 Bidder shall meet the technical criteria and shall furnish necessary documentary evidence and other necessary documents to justify meeting the stipulated qualification criteria. In absence of requisite documents, GAIL reserves the right to reject the bid without making any reference to the bidder.

4.3 A job executed by a bidder for its own plant/projects cannot be considered as experience for the purpose of meeting requirement of EOI Evaluation criteria. However, jobs executed for subsidiary/fellow company will be considered as experience for the purpose of meeting EOI Evaluation criteria subject to submission of tax paid invoice(s) duly Notarized by public notary towards payment of statutory tax in support of the job executed for subsidiary/fellow subsidiary/holding company.

4.4 Authentication of documents submitted in support of Technical Criteria.

The copy of documents to be submitted in support of technical criteria should be duly certified / attested by chartered Engineer and notary public with eligible stamp.



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Annexure-A

APPLICATION FOR PRE-QUALIFICATION

| | | |
|---|---|--|
| 1 | Name of Agency/Organization | |
| 2 | Address (HQ) | |
| 3 | Address (Consultant) | |
| 4 | Designated Person for Communication with Job Title | |
| 5 | Address of Designated Person | |
| | E-mail address | |
| | Mobile Number | |
| | Landline Number | |
| | Fax Number | |
| 6 | Pre-Qualification Technical Requirements (Attach documents) | |
| 7 | Other information demonstrating consultancy agency's competency (attach documents) | |

Place:

Date:

(Authorised Signatory)

Note: Documents in other than English Language shall have self-certified English translated copies.