

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(OVERSEAS MARKETING DIVISION)**

F.No.: 15-OM(27)/2014

Date : 11th August 2015

The Ministry of Tourism, Government of India has established Overseas Offices in select source markets overseas. The role of such Overseas Offices is to generate awareness about the tourism products and destinations of India, to promote India as a preferred tourist destination in the source markets overseas and to increase India's share of the global tourism market.

With the objective of spreading its reach and targeting emerging markets where the Ministry does not have its own overseas offices, the Ministry of Tourism, Government of India proposes to engage one India Tourism Marketing Representative (ITMR) in each of the following countries:

- (i) **Russia** (covering Russia, Kazakhstan and Ukraine)
- (ii) **Brazil**
- (iii) **Argentina** (covering Peru, Chile and other neighbouring Spanish speaking countries).
- (iv) **Spain** (covering Spain and Portugal)
- (v) **Thailand**
- (vi) **South Korea**

Proposals/ Bids are invited from established firms/ agencies with minimum experience of **5 years** (as on 01.01.2015) in establishing and operating Tourism Representative Offices, engaged in selling and marketing tourist destinations for at least two City/Provincial/Federal Governments.

A detailed RFP Document giving eligibility criteria, scope of work, guidelines for submission of bids, etc. has been hosted on the official website of the Ministry of Tourism www.tourism.gov.in and Government of India www.eprocure.gov.in and the same may be downloaded by interested agencies.

The proposals are to be submitted to the Asst. Director General (Overseas Marketing), Ministry of Tourism, Government of India, Transport Bhavan, 1, Parliament Street, New Delhi – 110 001, latest by **24th September 2015**, before **16:30 hrs. (IST)**. **Proposals received after 1630 hrs. on 24th September 2015 will not be entertained.**

In the event of any corrigendum or amendment in the RFP document, the same will be issued on the official websites only.

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