

# Gautam Buddha University

(Established by the Uttar Pradesh Gautam Buddha University Act, 2002  
UP Act No. 9 of 2002, Passed by the Uttar Pradesh Legislature)  
Greater Noida, G.B. Nagar (U.P.)

F.No. GBU-16/Admissions/88/2024

Dated: 08/07/2024

## NOTICE INVITING QUOTATION

for Branding, Promotion and Publicity of Admission Activities for Academic Session 2024-25 GBU.

Dear Sir/Madam,

The GBU is interested in the job of the article(s) as per attached ANNEXURE-A. Please send your quotation on firm's letter head only and in a sealed envelope indicating (I) Name of the article (II) reference of this letter and (III) date of opening of Quotation on the top of the envelope. Your quotation should reach to The Registrar Office, Administrative Building Gautam Buddha University, Greater Noida- 201312 (U.P) on or before 08-07-2024 up to 3.30 PM to be opened on same day at 4.00 PM in Finance Officer Room/Store & Purchase Department, Administrative Building. The quotations will be opened in the presence of the representatives of the quoting firms, if present any.

### General Terms & Conditions for the mentioned job :

1. Please superscribe "Quotation for Branding, Promotion and Publicity of Admission Activities for Academic Session 2024-25 GBU. " & last date of Submission 08-07-2024 till 3.30 PM., on the top of the seale envelope.
2. Attach photocopy of GST Certificate or mentioned the GST number on letter head.
3. Please quote rates keeping in view of the work requirement.
4. The prices quoted should be inclusive of all taxes, charges etc. and F.O.R. at GBU site.
5. No Advance payment shall be made in any case.
6. The payment shall be made only on the receipt of necessary bills along with challan and on basis of verification by the concerned person/department.
7. The quoted rates should be valid for three months from the last date of quotation submitted. No price hike will be applicable.
8. Late/Delayed/Opened quotations are liable to be rejected.
9. Quotations are liable to be rejected if any of these instructions are not complied with.
10. If holiday appear on last date of quote submission, next working day will be counted as last date of quote submission.
11. For any query please feel free to contact telephone no. 0120-2344238.

I/C Deputy Registrar.

(On Firm's Letter Head)

ANNEXURE - A

To,  
The Registrar  
Gautam Buddha University  
Greater Noida - 201 312

Subject: Quotation for Branding, Promotion and Publicity of Admission Activities for Academic Session 2024-25 GBU.

Last Date of Submission... 08/07/2024 till 3.30 PM.

Reference: F.No.GBU-16/Admissions/88/2024, Dated: 01/07/2024

Sir,

Please find below our best competitive rates for the said work :

S.No.	Work Description	Period	Total Price (In Rs.)
1.	<ul style="list-style-type: none"><li>Platform must have a monthly traffic of over 8 Million.</li><li>Platform must extend direct and Indirect SEO support to the website of the University.</li><li>E-mailers should be used for promoting Events and also inform Students about the same.</li><li>Platform must provide database of students seeking admissions.</li><li>Platform must publish Interviews of the dignitaries in the news/articles section.</li><li>Platform must have a separate section of accepting authentic student reviews.</li><li>Platform must be flexible and helpful in extending support for requirement-based modification of information related to the university on its website.</li><li>To brand university as the preferred destination for students, faculties and recruiters.</li><li>To create an online buzz for all the newsworthy activities taking place at Gautam Buddha University.</li><li>To enhance online visibility of Gautam Buddha University and build an edge over competitor institutes.</li><li>A scrolling banner for admission should be displayed frequently on the social media/website/platform during admission process.</li><li>To generate the leads for admission in GBU and live data of leads should be accessible to the University.</li></ul>	July 2024- September 2024	

**ACCEPTANCE:** I/We accept the terms and conditions and shall comply with them strictly.

(SIGNATURE & SEAL OF THE BIDDER)

NAME: .....

Tel./Mobile No. : .....

