

NOTICE

Ref: FDDI/HO/06(1)/ADMISSIONS/TENDER-LPC/2022-23:01

Date: 07/11/2022

Footwear Design & Development Institute (FDDI) invites techno-commercial proposal from all eligible agencies for its Social Media Ad Campaign Management including Digital Marketing across all social platforms (Facebook, Instagram, Twitter & LinkedIn) and Lead generation across all social platforms for branding and promotion for the Admission session 2023-24.

The detail of deliverables would be as follows:

Sr. No.	Item Description	Cost (INR)/Month
1.	Performance Marketing and Ad Campaign Management across Social Platform (Google, Facebook & Instagram)	
	TOTAL COST (INR)	

Budget against the media spent on digital platforms (Facebook, Google & Instagram etc. will be decided by FDDI and will be paid additionally as per actuals spent on submission of actual invoices against the same.

The agency will be initially hired for a period of 6 months on monthly retainer-ship and performance evaluation basis. The service period may be extended on mutual consent and based on performance of the agency.

The last date for submission of proposal is 21.11.2022 by 12:00 Noon. The techno-commercial bids shall be opened on 21.11.2022 at 3:30 pm.

For any further query kindly contact:

Sr. Manager (Admissions & Promotions)
FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE
(Ministry of Commerce & Industry, Government of India)
A-10/A, Sector-24, NOIDA-201 301
Gautam Budh Nagar, Uttar Pradesh
Phone: +91-120-4500152, 275
Email: sarika@fddiindia.com