

Indian Highways Management Company Limited

“Expression of Interest (EOI) for engaging Advertising agency to promote FASTag sales for NETC awareness campaign and lead generation

1. Government of India has embarked upon an ambitious program “FASTag” for interoperable Electronic Toll Collection at the toll plazas on National Highways. Towards this end, Indian Highways Management Company Limited (IHMCL), a Company promoted by NHAI jointly with its Concessionaires and Financial Institutions, was incorporated in 2012 and is mandated to implement the Nationwide Electronic Toll Collection (NETC) Program in India.

The Company has adopted Radio Frequency Identification (RFID) based technology solutions under the brand name FASTag for adoption of Electronic Toll Collection throughout India. A FASTag is an RFID technology based tag that is affixed on the windscreen of participating vehicle and enables the users to drive through toll plazas, without stopping for cash transactions while the payments are deducted from User’s e-wallet.

IHMCL has launched the FASTag program on 25th April, 2016, with 2 participating entities - ICICI Bank and Axis Bank.

2. In order to enhance the adoption of interoperability toll payment; The Ministry of Road Transport & Highways (MoRTH), along with the National Highways Authority of India (NHAI) had relaunched the National Electronic Toll Payment System (NETC) based on RFID technology at all National Toll Plazas on 3rd December, 2016 with inclusion of multiple issuers and multiple acquirers bank model incorporating NPCI (National Payment Corporation of India) as CCH (Central Clearing House).

3. At present out of total 371 Toll Plazas 346 National Highways Toll Plazas are ETC enabled with single lane on either side. But soon all lanes on Toll Plazas will be made ETC enabled. The NETC Program has seen exponential growth in number of tags sold and e-toll collected since December till date over 2.570 lakh tags have been fixed on vehicles. This has resulted in e-toll collection of over INR 7.3 Crore daily; implying penetration around 15% of toll collection through electronic payments within a span of 4 months.

4. At the time of Demonetisation (08.11.2016), the ETC transactions contributed 2% to the toll revenue with 1% usage numbers. After resumption of the user fee, the ETC transaction in terms of value increased significantly and stood at around 15% with robust growth projections. Similarly, FASTag adaptability has also increased more than four folds from one lakh users in Nov 2016 to around five lakhs users currently.

5. Encouraged by above, the Indian Highways Management Company Ltd. (IHMCL) now plan expand the ETC Programme by enabling all the lanes on Toll Plaza with ETC infrastructure and encourage Highways users to use FASTag as much as possible,. For better public participation, it is mandatory to create awareness around the public about FASTag, it is availability and benefits. To achieve this IHMCL intends to procure

media advertising agencies with the objective of promoting the sales of FASTag by way of social media campaigns, camping and workshops, hoardings in order to facilitate Highway users to get hassle free availability of FASTag.

6. This EOI is being called from experts in this field to come forward with their suggestion in form of presentations along with specifications based on their expertise and experience in this field of promoting/ branding the events in order to promote the sales. The purpose of the EOI to engage advertising agencies who shall organize workshops, door to door campaigns to convince Highway users to get enrolled into NETC Program. The agency will use web portal with mobile App developed by IHMCL to fill online / offline Application Form from the interested user and forward it online to IHMCL, which in turn will transfer the leads to the issuer banks for fixing FASTag. A single helpline no. may also be provided to facilitate highway users to address certain queries on FASTag. The agency shall be paid on the basis of No. of leads generated by them for FASTag issuance. The payment shall be made after successful registration of FASTag by the issuer Banks.

7. The scope shall cover the following broad areas but not limited to:
- Identify potential customers of the program and pass the details to IHMCL;
 - Increase NETC awareness among potential customers the program through traditional and social media campaigns;
 - Create a database containing Tag Details, Customer Details, and Vehicle Details and pass the information to IHMCL;
 - Organize camps across various localities to increase the program penetration; and
 - Any other comments or suggestions.

8. Interested firms may please apply (one signed original marked **ORIGINAL**, two copies marked **COPY 1** and **COPY 2** respectively, and one electronic copy) stating (*de minimis*) the following

Details of the Firm	<ul style="list-style-type: none"> • Year of incorporation; • Country of incorporation; • Legal structure (individual, partnership, limited company); • Capital structure; • Key shareholders / promoters.
Financial parameters	<ul style="list-style-type: none"> • Revenue (segmental), EBITDA, PBT, PAT, operating cashflow, net worth, total debt for the past 5 years (copies of audited financial statements to be annexed).
Track Record	<ul style="list-style-type: none"> • List of major projects (national and international to be shown separately) in the sector of proposed application in the last five years; • Brief details of any significant projects (national and international to be shown separately) prior to the five year period that the expert may wish to highlight.

9. The advertising agencies shall have experience of 3 years in the promotion/ branding of products and have experience of completing at least one project to achieve sales target of a product of National repute.

10. Completed Expressions of Interest should reach the IHMCL Office by 1800 hours on Friday, July 7th, 2017, in a sealed cover containing one signed original, two copies and one electronic copy on USB drive. The sealed cover should be prominently marked as “*Expression of Interest: NETC Awareness Campaign and lead generation*”. Late submissions and submissions at any other location or in any other format will not be accepted and if delivered will be returned unopened.

The firms are also requested to make a presentation to the panel constituted by IHMCL on 10th July, 2017 at 11:00 AM, demonstrating their capabilities for this assignment.

11. The full address for submission of Expressions of Interest is:

Address for communication and EOI submission:

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