



TENDER NOTICE

Request for Proposal

Integrated Marketing and Communications Services (Public Relations, Branding, Digital Marketing, Event Support etc.)

(RFP-IITD AD-PD 26/033)

The Indian Institute of Technology Delhi – Abu Dhabi (IITD-AD) invites proposals from agencies to act as its integrated communications and marketing partner. The selected agency will manage end-to-end communications, including strategy, branding, content, media relations, digital channels, events, crisis communications, and website management. The goal is to ensure consistent messaging, strengthen brand visibility, and support engagement with key audiences locally and globally.

Brief Project Scope:

Project Overview	IITD-AD, launched in 2024, is the international campus of IIT Delhi, established through the India–UAE partnership. As a growing organization with a lean internal team, IITD-AD seeks an experienced agency to provide integrated communications and marketing support, helping build its brand, engage stakeholders, and establish a strong presence in STEM education and research.
Objectives	• Provide strategic advisory, policy guidance, and leadership positioning support. • Strengthen and manage IITD-AD's brand identity and reputation across all channels. Further develop the current brand guidelines, messaging house, and brand platform. • Plan and execute digital and social media campaigns. • Lead a complete website redesign, relaunch, and ongoing management as a central communications hub. • Develop compelling bilingual content, institutional storytelling, and support events. Ensure crisis preparedness and effective risk communications
Scope	The agency will serve as IITD-AD's integrated communications and marketing partner, covering the full spectrum of strategic communications, brand management, content development, media relations, digital and social media, events, crisis communications, and website management. While the agency may collaborate with specialist partners as needed, it will remain the single point of engagement for IITD-AD, ensuring seamless coordination, accountability, and alignment across all communications activities.



Confidentiality & NDA Requirement

The detailed RFP documents contain confidential information. Interested suppliers must download, complete, sign, and submit the **Non-Disclosure Agreement (NDA)** as an **Expression of Interest (EOI)**.

EOI / NDA Submission Deadline:
Monday, 27th July 2026, 10.00AM PM (UAE Time)

Signed NDAs should be submitted to: **procurement@iitdabudhabi.ac.ae**
Upon receipt of a duly signed NDA, eligible suppliers will receive the complete RFP package.

Key Procurement Milestones

Milestone	Major Activities Covered	Indicative Timing
RFP Launch	Non-Disclosure Agreement (NDA) will be published at IITD- AD website	Thursday, 23 rd July 2026
Express of Interest (EOI)	Interested supplier can download the NDA and send to procurement@iitdabudhabi.ac.ae	Monday, 27 th July 2026 before 10.00 am
RFP Documents	Issue of RFP documentation, instructions to suppliers, and submission requirements etc. will be shared with EOI suppliers	Monday, 27 th July 2026 before COB
Clarification Period Closes	Suppliers submit technical, commercial, and contractual clarification questions	Friday, 31 st July 2026 before 15.00
Clarification Responses Issued	Consolidated responses shared with all suppliers	Monday, 3 rd Aug 2026 before COB
Proposal Submission Deadline	Submission of proposals in the prescribed format, inc. separate technical & commercial Files to procurement@iitdabudhabi.ac.ae only	Monday, 10th August 2026 before 15.00
Supplier Presentations / Clarifications	Presentations and/or clarification sessions with shortlisted suppliers only (if required)	Thursday, 20 th August 2026
Intent to Award	Notification of intent to award to preferred supplier	Monday, 31 st August 2026
Target Go-Live	Commencement of steady-state services	Tuesday, 15 th September 2026

For further information, please contact **procurement@iitdabudhabi.ac.ae**.