

**EMBASSY OF INDIA,  
BOGOTA INVITES  
QUOTATIONS**

**FOR COMMISSIONING OF PHARMACEUTICAL SECTOR  
MARKET RESEARCH REPORT**

**TENDER NOTICE**

**TENDER NO. 1-BOG/202/4/2021**

LAST DATE FOR SUBMISSION OF BIDS: 30 August 2021 1600 hours

DATE OF OPENING THE BIDS: 31 AUGUST 2021 1100 hours

PLACE OF OPENING OF BIDS: EMBASSY OF INDIA, Bogota,

Calle 116#7-15, Torre Cusezar, Bogota - 110111

EMBASSY OF INDIA

Bogota

Notice inviting Quotation/Bids

Subject : Invitation of Bids for Commissioning of Pharmaceutical Sector

Market Research Report

The Embassy of India, Bogota invites sealed quotations from reputed consulting firms for commissioning of pharmaceutical sector market research report, as per the scope of work and terms and conditions given in this Tender Notice:

Scope of Work :

Report may include the following Terms of Reference:

a) Brief analysis about Indian pharma industry

- SWOT analysis
- Main sectors and products
- Top 10 exporters and importers of pharma products

b) Analysis of pharmaceutical market in Colombia

- Market situation
- SWOT analysis
- Main sectors and products
- Top 10 exporters and importers of pharma products, including tariff rates
- Analysis on the Colombia's Insurance Service system and the products covered

- SWOT analysis of India's major competitors in the Colombian market and competitive advantages
- Case study of successful foreign pharma product entry into Colombian market
- Colombia's local players in the market and their cooperation with other countries
- Analysis of Colombia's health care system and potential for Indian products
- Analysis of generics market in Colombia and main players (national and international) and India's potential and comparison with top competitors detailing the advantages and disadvantages India faces with its competitors.
- Challenges faced by Indian pharma products for market entry and registration
- Surveys/interviews of pharma companies are encouraged for the report

#### c) Industry regulations

- Pharma regulation in Colombian market and related ministries and government organizations for approval and certification
- Registration and Licensing processes and procedures, entry requirements and time taken for the processes involved.
- Comparison of Colombia's regulatory environment with that of other countries in the region and USA and the EU
- Trade regulation, labeling requirement and procedures for export to Colombia
- Analysis of India's pharma trade and growth potential with Colombia

- India's Top products, segments in pharma exports
- Trade barriers (tariff, non-tariff, etc.) and other entry level barriers for Indian pharma products in Colombia

d) Strategy for Indian pharma products in Colombia

- USP of Indian companies in the Colombian pharmaceutical market and positioning strategy
- India's strategy for effectively entering Colombian pharma market
- Forecast of future growth opportunities of Indian pharma businesses in Colombia

Eligibility Criteria :

- a) The firm should possess all necessary registration and certificates required under local regulations.
- b) The firm should have minimum 5 years of work experience in the market study field and the history of working on the Colombian market report.
- c) Period of completion for the work is 45 days from the date of commencement, including the feedback sessions.
- d) Price quoted should be on an all-inclusive basis and shall include the cost of all services, personnel, material, delivery, etc. Inclusion/exclusion of all levies/taxes, where applicable, should be clearly specified.

- e) Agency shall be bound to remove/rectify/replace any defects/defective work which is noticed at his own risk and cost.
- f) The Embassy of India would not be responsible for any dues other than the agreed contract amount.
- g) Bidders should quote for all the scope of work altogether, done from one company.
- h) Quotations should remain valid for acceptance for 90 days from date of closing without any price escalation for whatever reasons.
- i) Once the tender is awarded, the winning bidder will have to complete the task within 45 days of award of work.
- j) No Advance or down payments. The Payments to the selected bidder would be through bank transfer/ cheque on satisfactory completion of work.
- k) The Embassy of India will have exclusive IP rights on the report.

### Bid System

(a) The Company shall submit its quotations in two separate sealed envelopes, namely (a) First Envelope—superscripted “Technical Bid for pharmaceutical sector market research report” in format provided in Annexure - I; and (b) Second envelope—superscripted “Financial Bid for pharmaceutical sector market research report” in format provided in Annexure - II. It should also be superscripted at the bottom left corner of the envelopes with full name, postal address, fax, email, telephone number of the bidder.

(b) The sealed bid shall be submitted to The Head of Chancery, Embassy of India, Bogota.

(c) Any clarification on the scope of work may be sought by email at email id [sspol.bogota@mea.gov.in](mailto:sspol.bogota@mea.gov.in) before 30 August, 2021.

(d) Bids may be sent by hand in person or by courier. Bids received by fax/email shall not be accepted.

(e) Bids received after the closing date and time 30 August 2021 at 4:00 PM as prescribed in the tender notice shall not be accepted.

(f) Bids shall be opened on the date and time as given below in the presence of the authorized representatives of the companies, who may wish to attend. The technical bids shall be opened on 31 August 2021. Financial bids of only of those companies who have qualified in the technical bid stage shall be considered.

	Date	Time(Colombia Local Time)
Date of Publishing	10-08-2021	10:30 AM
Bid submission Start date	10-08-2021	8:30 AM
Bid Submission End date	30-8-2021	4:00 PM
Technical Bid opening Date	31-8-2021	11:00 AM
Financial Bid opening Date	31-8-2021	11:00 AM

## Terms & Conditions:

- i) The Tender issuing authority reserves the right to withdraw / cancel the Tender for any reasons whatsoever after publication / award of contract.
- ii) The Tender notice issuing Authority reserves the right to accept or reject any or all the Tenders without assigning any reasons whatsoever.
- iii) The companies will be shortlisted for participation in the tender on the basis of their technical bids. The financial bids of only the eligible companies so shortlisted will be considered. All submitted bids shall be confidential and will remain with the Embassy. The decision of the Embassy in this regard will be final . The Embassy reserves the right to reject any bid without assigning any reasons.
- iv) The tendering authority reserves the right to accept any tender not necessarily the lowest, reject any tender without assigning any reasons.
- v) The Study to be conducted by the agency hired, for Embassy of India in Bogota, will be overviewed by Economic Diplomacy Division of the Ministry of External Affairs, Government of India. All research, results, suggestions, reports, etc. will be the property of the Embassy of India, Bogota and Embassy will use the material as appropriate.

Interested parties may forward their sealed quotations (Technical and Financial bid in separate sealed envelopes) on the letterhead of the company on or before 1600 hrs on Monday 30 August 2021 to :

Head of Chancery  
EMBASSY OF INDIA,  
Bogota, Calle 116#7-15,  
Torre Cusezar, Bogota -  
110111

(Abhishek Avi)  
Head of Chancery  
Embassy of India, Bogota  
Email: [hoc.bogota@mea.gov.in](mailto:hoc.bogota@mea.gov.in)  
[sspol.bogota@mea.gov.in](mailto:sspol.bogota@mea.gov.in)



To,  
Head of Chancery  
Embassy of India,  
Bogota

Dear Sir/Madam,

I/We, Representative(s) of M/S \_\_\_\_\_ solemnly declare that:-

**a)** I/We are submitting tender for COMMISSIONING OF PHARMACEUTICAL SECTOR MARKET RESEARCH REPORT against tender Notice No. 1 - B O G / 2 0 2 / 4 / 2 0 2 1 dated .....

**b)** All information furnished by me/us in respect of fulfillment of eligibility criteria and other information given in this tender is complete, correct and true.

**c)** All documents / credentials submitted along with this tender are genuine, authentic, true and valid.

- d)** The Price – Bid submitted by me / us is “Without Any Condition”.
- e)** I/We have not been banned /de-barred by any Government or Quasi Government agencies or PSU’s.
- f)** In any information or document submitted is found to be false / incorrect, Embassy may cancel my/our Tender and can take any action as deemed fit including termination of the contract, forfeiture of all dues and blacklisting of my/our firm and all partners of the firm etc.
- g)** All the terms and conditions of the tender are acceptable to us.

Yours sincerely

(Signature of Tenderer)  
with company seal.

Proforma for Financial bid

To,

Head of Chancery,  
Embassy of India, Bogota

Dear Sir,

Sub : Financial bid for COMMISSIONING OF PHARMACEUTICAL  
SECTOR MARKET RESEARCH REPORT TENDER NO.  
1-BOG/202/4/2021

\_\_\_\_\_ (Name of the Company) proposes to undertake the  
work of PHARMACEUTICAL SECTOR MARKET RESEARCH  
REPORT at a cost of \_\_\_\_\_ (amount in words) payable after  
completion of the work. The cost is all inclusive of tax and rates.

2. We are bound by this offer if the Tender is awarded to us.

For and on behalf of:

Signature (Authorised Signatory)

Designation: