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Contract

## **BTA1626 - Product Distribution & Awareness Partnership in India**

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2021/S 000-032437

Procurement identifier (OCID): ocids-h6vhtk-02e2a3

Published 30 December 2021, 11:20am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

#### **Contact**

Alejandra Arroyo

#### **Email**

[alejandra.arroyo@visitbritain.org](mailto:alejandra.arroyo@visitbritain.org)

#### **Country**

United Kingdom

#### **NUTS code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

[www.visitbritain.org](http://www.visitbritain.org)

Buyer's address

<https://visitbritain.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

BTA1626 - Product Distribution & Awareness Partnership in India

Reference number

BTA1626

**II.1.2) Main CPV code**

- 79342000 - Marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

Product Distribution & Awareness Partnership in India

### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £120,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Travel-Trade awareness & distribution campaign with a B2B consolidator in India. Objective is to grow product distribution & create destination awareness about the UK amongst travel-trade buyers.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 80

Cost criterion - Name: Price / Weighting: 20

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-023344](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 December 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

nijhawangroup LAP Travel Ltd

India

New Delhi

Country

India

NUTS code

- IN - India

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £120,000

Total value of the contract/lot: £120,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)

#### **VI.4.2) Body responsible for mediation procedures**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)

**VI.4.4) Service from which information about the review procedure may be obtained**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)