



Jammu & Kashmir Tourism Development Corporation Ltd. (JKTDC)  
Tourist Reception Centre (TRC),  
Residency Road, Srinagar – 190001  
www.jktdc.co.in Email: info@jktdc.co.in  
E-TENDER NOTICE

1. Name of Work: Empanelment of Creative, Publicity, Digital Marketing and Promotion Agencies for JK

NIT No.: 08-JKTDC/GMK of 2025

Dated: 28/ 11/2025

For and on behalf of the Jammu & Kashmir Tourism Development Corporation (JKTDC), E-tenders in two-cover system are invited from reputed and experienced Creative, Advertising, Publicity, Digital Marketing and Promotion Agencies for their empanelment for a period of One (02) Year (extendable up to further six months) for execution of diverse publicity, Branding, promotional, digital and social media activities of JKTDC, as specified in the tender document.

Only Agencies are eligible to apply. Individual professionals/freelancers are not eligible.

2. Earnest Money and Tender Fee

| Description                                                           | Amount                             |
|-----------------------------------------------------------------------|------------------------------------|
| Earnest Money Deposit (EMD)                                           | ₹50,000/- (in shape of FDR/CDR/DD) |
| Tender Fee                                                            | ₹1,000/- (Non-refundable)          |
| (Both must be submitted in the shape of FDR/DD/CDR pledged to JKTDC.) |                                    |

Note: One EMD and One Tender Fee only, irrespective of the number of categories applied for.

The Bidding documents Consisting of qualifying information, eligibility criteria, specifications, Set of terms and conditions of contract and other details can be seen/downloaded from [www.jktenders.gov.in](http://www.jktenders.gov.in) as per schedule of dates given below:-

3. Schedule of Dates

| S. No. | Activity                           | Date & Time                     |
|--------|------------------------------------|---------------------------------|
| 1      | Issue of Tender Notice             | 28-11-2025                      |
| 2      | Downloading of Bidding Documents   | 29-11-2025 10:00 a.m            |
| 3      | Pre-Bid Meeting                    | - Nil -                         |
| 4      | Bid Submission Start Date          | 01-12-2025 10:00 a.m            |
| 5      | Bid Submission End Date            | 10-12-2025 04:00 p.m            |
| 6      | Opening of Technical Bids (Online) | 12-11-2025 11:30 a.m            |
| 7      | Technical Presentation             | shall be conveyed through email |
| 8      | Opening of Financial Bids          | will be communicated separately |

Note:- In case of any unavoidable circumstances, the tender opening date may be shifted to any other suitable working day after due intimation.

No.JKTDC/GMO/ 2364-67

Copy to the:-

1. Managing Director JKTDC Sgr. for kind information.
2. FA&CAO, JKTDC Srinagar
3. Company Secretary JKTDC Srinagar.
4. I/C Manager T&T/ORS with the direction to upload the ENIT in JKTDC website.
5. Relevant file.

General Manager (K)  
Dt 28/11/2025