

**Expression of Interest (EOI)**  
**for**  
**Appointment of Global Brand Ambassador for promotion of**  
**Maharashtra Tourism Development Corporation Ltd. (MTDC),**  
**Department of Tourism,**  
**Government of Maharashtra**



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**MTDC invites EXPRESSION OF INTEREST (EOI) for Appointment of Global Brand Ambassador for promotion of Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra**

Maharashtra Tourism Development Corporation Ltd. (MTDC), a Government of Maharashtra undertaking, invites Expressions of Interest (EOI) from globally well-known and famous personalities (Celebrities, Actors, Sport icons, Artists, Cultural Ambassadors, etc.) for the appointment as a **Global Brand Ambassador** to promote **Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra**, across national and international level.

The objective is to appoint a respected and well-known public figure who can serve as the **face of Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra**, championing its repository of rich cultural and natural heritage, arts, performing arts, tourist destinations, cuisines, culture, experiences through various medium as planned by Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra, from time to time as convenient to the appointed Brand Ambassador.

MTDC seeks well known and famous personalities who are willing to associate with this initiative in the spirit of public service and goodwill, contributing their time and presence toward the larger goal of promoting Maharashtra's tourism identity on the global stage.

**1. Key Objectives:**

- To serve as a Global Brand Ambassador for Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra, across a wide range of platforms - both domestic and international.
- To participate in prominent tourism promotional events, trade shows, cultural festivals, and roadshows, representing the state and engaging with diverse audiences.
- To feature in official advertising campaigns, promotional films, and creative content across print, television, outdoor, and digital media.
- To strengthen the digital and social media presence of Maharashtra Tourism by engaging followers, creating compelling content, and amplifying key campaigns and messages.
- To appear at various events promoting Maharashtra destinations in the state of Maharashtra, across India and the world at large.

## 2. MTDC invites proposals from:

- Globally well-known and famous personalities like Celebrities, Actors, Sport icons, Artists, Cultural Ambassadors, etc.

## 3. Attributes:

- Must be Fluent in Marathi language.
- A widely respected global image, with a strong and positive reputation across diverse communities and media platforms all across India/ World.
- A sincere interest in celebrating and promoting Maharashtra's heritage, tourism, and cultural identity.
- **A willingness to support this initiative as a gesture of pride and commitment to the state, aligned with the values of voluntary contribution and social goodwill, celebrating the spirit of Maharashtra's Tourism attributes.**

## 4. Key Deliverables of the Brand Ambassador

- Serve as the official global face of Maharashtra Tourism Development Corporation (MTDC) – Maharashtra Tourism, Department of Tourism, Government of Maharashtra, featuring in brand campaigns, promotional material, and public communications, etc., as detailed earlier in this document.
- Attend and represent Maharashtra Tourism at prominent domestic and international tourism events, including trade fairs, cultural festivals, and government-led delegations, as per availability and mutual coordination from time to time
- Participate in the conceptualisation and promotion of key tourism campaigns (digital, print, video, outdoor, etc.), lending voice and presence to amplify their reach and impact.
- Share and promote official tourism content on personal social media handles at agreed intervals to build awareness, engage wider audiences, and drive interest in Maharashtra's destinations.
- Lend support to thematic campaigns focused on culture, heritage, wellness, nature, rural, and responsible tourism by appearing in videos or delivering messages that resonate with the brand's core values.
- Facilitate goodwill and broader outreach through interviews, features, and interactions with press, influencers, and industry stakeholders—where found appropriate and mutually agreed.

- Use personal influence to foster a sense of pride among fellow citizens by highlighting Maharashtra's unique cultural identity, traditions, and hospitality.

#### **5. Submission Details:**

**A Proposal along with a financial proposal (if any), may be submitted for due consideration along with the Expression of Interest (EOI).**

Those interested in serving the state of Maharashtra by promoting its tourism destinations at the national and international level are invited to submit their **Expression of Interest, professional biodata and proposal** by **08/09/2025, 02.00 PM** on MahaTender (<http://mahatenders.gov.in>).