



Maharashtra Tourism Development Corporation Ltd
Registered Office: - Mafatlal House, 1st floor, H. T. Parekh Marg, 169, Backbay
Reclamation, Churchgate, Mumbai - 400 020. Phone: - 022-41580941.

Corrigendum 1

Name of Work	E- Tender Notice
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	MTDC/Publicity/Global Brand Ambassador/2025 Tender ID 2025_TCADM_1208844_1

#	EOI Document reference (Clause no. & Page no)	Existing Clause	Revised/New Clause to be read as
1	2. MTDC invites proposals from:	<ul style="list-style-type: none"> Globally well-known and famous personalities like Celebrities, Actors, Sport icons, Artists, Cultural Ambassadors, etc. 	<ul style="list-style-type: none"> Globally well-known and famous personalities like Celebrities, Actors, Sport icons, Artists, Cultural Ambassadors, etc. PR Agencies are allowed to submit the proposal on behalf of celebrities if they have the rights for branding them.
2	4. Key Deliverables of the Brand Ambassador	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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.

		<p>of key tourism campaigns (digital, print, video, outdoor, etc.), lending voice and presence to amplify their reach and impact.</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. • In case of the non- financial proposals, in order to assist the state to create a tourism brand image worldwide, the expenses of actual transport, accommodation, food etc of the Brand Ambassador engaging in the promotion, will be borne by the MTDC-Maharashtra Tourism, Department of Tourism, Government of Maharashtra.
3	5. Submission Details	<p>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).</p>	<p>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 22/09/2025, 02.00 PM on MahaTender (http://mahatenders.gov.in).</p>

Additionally following information is given:

Process to Submit Proposals:

The Expression of Interest (EOI) document can be downloaded from <https://mahatenders.gov.in>. Any subsequent updates, corrigenda, etc., will be published only on <https://mahatenders.gov.in>. All Bidders are required to regularly check the website for any updates.

Steps for EOI Proposal submission

- Register on <https://mahatenders.gov.in/> (one-time) and ensure a valid Digital Signature Certificate (DSC).
- Login → Go to “Tenders by Organization” → Tourism and Cultural Affairs Dept. Maharashtra → Access Tender ID: 2025_TCADM_1208844_1 or Search the EOI by its Tender ID.
- Download and review the EOI notice and the EOI document.
- Prepare the Proposal Document in the appropriate format for participation in the EOI
- Upload the proposal document to the required section.
- Digitally Sign and Freeze submission.
- Track Status and Monitor updates on the EOI.

Bidders may contact MTDC for any queries on below:

- Name of the HOD (Publicity): Ms. Manasi Tatke, contact no.: +91 84228 22113
- Email id: publicity@maharashtratourism.gov.in with cc to gm@maharashtratourism.gov.in
- Website: <https://mahatenders.gov.in> , www.mtdc.co
- Note: All other terms and conditions mentioned in the EOI document prevail.

Sd/-
Managing Director,
M.T.D.C. Ltd., Mumbai.