



Industree Foundation

REQUEST FOR QUOTATION (RFQ): 20-05-2026

Contract for Strategic Branding Agency

DATE: 20-05-2026

TENURE DURATION: July 01 to August 31, 2026

Dear Sir / Madam: We kindly request you to submit your quotation for the services as detailed in Annex 1 of this RFQ.

When preparing your quotation, please be guided by the form attached hereto as Annex 2. Quotations may be submitted on or before 01/07/2026 (1st of July 2026), 18:00hrs (Indian Standard Time) through online submission to the following email ID: karunakar.rao@industree.org.in by following the instructions below.

1. The time zone indicated in the system is Indian Standard Time (GMT+5:30 hrs). The date and time will be final and prevail over any other closing time indicated elsewhere, in case they are different. The system will not accept any proposal after that time. It is the responsibility of the proposers to make sure proposals are submitted within this deadline.
2. Try to submit your quotations a day before or well before the closing time. Do not wait until the last minute. If you face a technical issue(s) when submitting your proposal, please contact karunakar.rao@industree.org.in
3. Quotations shall be submitted in English only, duly signed and stamped. They shall be marked with the note "RFQ-ICF/Comms/05/2026/Strategic Branding Agency" Contract for Public Relation Agency Services – Industree Foundation.
4. The quotation price needs to be valid for 90 days.
5. The currency of the quotation must be in Indian Rupees, and the quotation must be exclusive of applicable taxes. The quotation should separately refer to the taxes applicable.

6. In case of capital purchases, after-sales services required are a) warranty on Parts and Labor for a minimum period of 1 year, b) Provision of after-sales Service for 2 years, c) Installation and adjustment of the goods, d) Instruction on Operation and Maintenance for beneficiaries, e) Technical Support, a maximum of 24 hours for urgent repair action
7. All documentation, including catalogs, instructions, and operating manuals, shall be in English. Any documents in regional languages need to be accompanied by a true copy translation into English.
 - a. Company profile (short info up to 1 page).
 - b. Copy of the Company's Registration Certificate.
 - c. Quality document for the offered equipment (quality certificate/conformity certificate/mark CE/ other credential).
 - d. Full reference list demonstrating previous experience in delivering similar goods (List of similar projects in the last 2 years and a list of clients for reference check (contact details and email addresses to be provided for reference check))
 - e. Contact Person for Inquiries (Written inquiries only) to Communications Manager, Karunakar Rao: karunakar.rao@industree.org.in
8. This RFQ is posted on <https://industree.org.in/> and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information about this notice of RFQ. INDUSTREE bears no responsibility for data errors resulting from the transmission or conversion process.

SECTION 1	DETAILS OF PROCUREMENT AGENCY
Name	Industree Foundation
Request for Quotations Title	Strategic Branding Agency
Overall Project Summary	Industree Foundation is seeking a strategic branding agency to lead a comprehensive brand repositioning and identity refresh, supporting the Communications team in strengthening the organisation's identity and market positioning. This 8–12-week engagement aims to develop a future-ready brand strategy, compelling messaging, and a cohesive visual identity that accurately reflects Industree Foundation's scale, credibility, and impact. The final deliverables should establish a distinctive and consistent brand presence that enhances visibility, strengthens stakeholder engagement, and positions the organisation for its next phase of growth.

Company Description	<p>Industree Foundation is a not-for-profit organisation that has been empowering rural women, farmers, and producer collectives across India for over 25 years by building sustainable farm and off-farm enterprises rooted in local resources and biodiversity. Through value addition at the source and market-led approaches, Industree addresses the root causes of poverty while strengthening economic resilience, women's agency, and climate action.</p> <p>Having impacted over 600,000 producers and enabled USD 60 million in cumulative market access, the organisation works at the intersection of Equity, Climate, and Gender (ECG) to build regenerative rural economies. By creating inclusive value chains and producer-owned enterprises, Industree enables communities to participate in ethical and transparent markets while delivering economic, social, and environmental impact.</p> <p>Recognising that climate change disproportionately affects women, smallholder farmers, and Indigenous communities, Industree champions nature-based solutions that integrate equity, climate, and gender to build resilient livelihoods and sustainable supply chains.</p>
Project Lead & Title	Karunakar Rao, Manager, Communications
Phone & Email ID	+919871410772 karunakar.rao@industree.org.in
Date of RFQ Issue	May 20, 2026
Submission Deadline	June 26, 2026
Tenure Duration	July 1 to August 31, 2026
Annexure 1 - RFQ DOCUMENTS	

<p>Project Description</p>	<p>Industree Foundation is seeking a strategic branding agency to lead a comprehensive brand repositioning and identity refresh, supporting the Communications team in strengthening the organisation's brand and market positioning.</p> <p>The engagement aims to develop a future-ready brand platform that reflects Industree Foundation's 25+ years of experience in building women-led, regenerative rural economies. The selected agency will undertake brand discovery and research, develop a strategic brand framework, refresh the visual identity, and create a comprehensive suite of brand assets and guidelines. The outcome should be a cohesive, credible, and differentiated brand that strengthens stakeholder engagement, enhances visibility across key audiences, and supports the organisation's next phase of growth.</p>
<p>Targets</p>	<ul style="list-style-type: none"> ● Conduct a comprehensive brand discovery and research exercise, including stakeholder consultations, brand perception assessment, communication asset review, competitor benchmarking, and audience mapping. ● Develop a strategic brand platform comprising the brand purpose, positioning statement, value proposition, messaging architecture, brand personality, and tone of voice. ● Refresh or redesign Industree Foundation's visual identity, including the logo, colour palette, typography, graphic language, iconography, imagery, and layout principles. ● Design and deliver branded applications across key communication touchpoints, including presentation templates, publication templates, social media assets, event branding, stationery, email signatures, and website visual direction. ● Develop a comprehensive brand guidelines manual to ensure consistent application of the brand across all internal and external communications. ● Deliver all approved brand assets, templates, and source files in editable formats for future use by the Foundation. ● Facilitate review and feedback sessions with the Industree Foundation team and incorporate agreed revisions throughout the engagement. ● Present the final brand strategy, visual

	identity system, and implementation roadmap to the leadership team, along with recommendations for phased rollout and adoption.
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Delivery Requirements	<ul style="list-style-type: none"> Mentioning deliverables under 'Targets' is mandatory for payment.
Quality Assurance Requirement	
Prior Experience Requirement	<ul style="list-style-type: none"> Demonstrated experience in delivering end-to-end brand strategy, brand positioning, and visual identity assignments for purpose-led organisations, institutions, or enterprises.

Selection Criteria	
Technical Weightage	70%
Financial Weightage	30%
Other Criteria	<ul style="list-style-type: none"> Agency profile Relevant case studies Proposed methodology and workplan Team structure and key personnel Project timeline Commercial proposal (exclusive of taxes) Client references Sample outputs (where available)
Terms and Conditions	The internal selection process is final

Vendor Response	
Company Name and Credentials	
RFQ Title	
Project Lead & Title	
Phone & Email	
Date Submitted	
Proposed Start Date	

Proposed Completion Date	
Project Management	
Quality Assurance Process: If any	
Prior Experience in Completion of Similar Projects	
Certifications/ Affiliations, if any	
Profile of Key People Undertaking the Project	
Summary of your Approach and Deliverables Plan	
Pricing Template	
Total Cost of Project (Incl. Taxes)	