

REQUEST FOR QUOTATION (RFQ)

Production of Institutional Showcase Film, Homepage Hero Video and Professional Photography for the *National Institute of Bank Management (NIBM)*

1. Introduction

National Institute of Bank Management (NIBM) is an apex level institute for Education, Training, Consultancy and Research Work in the Banking Industry. NIBM is an autonomous institute established by the Reserve Bank of India and other Public Sector Banks in India.

The National Institute of Bank Management (NIBM) invites quotations from experienced and professionally qualified audio-visual production agencies for the conceptualization, production, post-production, and delivery of a premium-quality institutional showcase film, homepage hero video, and professional photography for the Institute.

These visual assets will serve as the primary digital content for NIBM's upcoming website and various digital communication platforms. The objective is to present the Institute's rich legacy, academic excellence, state-of-the-art infrastructure, vibrant campus life, lush green environment, research ecosystem, and institutional culture through compelling visual storytelling.

The selected agency shall provide a comprehensive **end-to-end creative production solution**, including creative concept development, scripting, filming, aerial cinematography, professional photography, post-production, digital optimization, and final delivery in multiple formats suitable for web, social media, and digital display platforms.

2. Objective

The objective of this assignment is to produce a visually engaging, cinematic, and contemporary institutional film that effectively communicates the identity and values of NIBM.

The visual content should:

- Showcase the Institute's rich legacy, heritage, and reputation.
- Highlight the lush green campus and architectural beauty.
- Present world-class academic and administrative infrastructure.
- Capture modern classrooms, library, auditoriums, conference facilities, laboratories, and other learning spaces.
- Showcase student life, faculty engagement, research activities, and campus culture.

- Present recreational, residential, dining, and sports facilities.
 - Reflect excellence, innovation, professionalism, and trust.
 - Create a strong first impression for prospective students, researchers, faculty, industry partners, recruiters, alumni, and other stakeholders visiting the Institute's website.
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3. Scope of Work

The selected agency shall provide complete end-to-end production services including, but not limited to, the following:

A. Pre-Production

The agency shall undertake:

- Creative consultation and concept development
 - Script writing
 - Storyboarding
 - Visual treatment and mood board preparation
 - Production planning
 - Location recce
 - Detailed shot planning
 - Production scheduling
 - Coordination with designated NIBM representatives
 - Obtaining all necessary approvals and statutory permissions required for production activities
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B. Production

The agency shall undertake comprehensive filming and photography across the NIBM campus, covering, but not limited to:

Campus and Infrastructure

- Main entrance
- Academic buildings
- Administrative buildings
- Landscaped gardens
- Roads and pathways
- Campus vistas
- Green surroundings
- Architectural highlights

Academic Environment

- Classrooms
- Lecture theatres
- Library
- Seminar halls
- Conference facilities
- Computer laboratories
- Learning spaces
- Research facilities

Campus Life

- Faculty interactions
- Student engagement
- Academic discussions
- Collaborative learning
- Recreational activities
- Sports facilities
- Hostel facilities (where permitted)
- Dining facilities
- Common areas

Aerial Cinematography

Professional aerial coverage of the campus shall be undertaken in compliance with applicable regulations and safety requirements.

Professional Photography

The agency shall also undertake professional still photography of:

- Campus exteriors
- Architecture
- Landscapes
- Academic facilities
- Faculty
- Students
- Learning environments
- Research activities
- Campus life
- Administrative facilities
- Lifestyle imagery
- Website banner imagery
- Marketing and publication requirements

The agency shall employ contemporary cinematic techniques and creative visual storytelling to produce a premium institutional film.

C. Post-Production

The agency shall provide complete post-production services including:

- Professional editing
 - Motion graphics
 - Typography
 - Logo animation (where required)
 - Colour correction
 - Cinematic colour grading
 - Licensed background music
 - Professional sound design
 - Audio mastering
 - Voice-over synchronization (if required)
 - Subtitle generation (if required)
 - Image enhancement
 - Professional retouching of photographs
 - Digital optimization of all deliverables
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4. Deliverables

The agency shall deliver the following:

A. Institutional Showcase Film

Duration: Approximately **1.5 to 2 minutes**

The film shall present the Institute's identity, heritage, academic excellence, campus infrastructure, student experience, and institutional values through a compelling cinematic narrative suitable for long-term institutional branding.

B. Homepage Hero Video

The agency shall create a dedicated homepage hero video optimized for the Institute's website.

The homepage video shall consist of either:

- A single **60-second cinematic hero video** designed for seamless looping;

OR

- Multiple **10-second cinematic snippets**, professionally edited and seamlessly stitched together to create a continuous looping visual experience.

The agency shall recommend the most suitable approach based on best practices for user experience, website performance, and visual storytelling.

The homepage video shall:

- Operate effectively without dialogue
 - Be visually engaging
 - Support autoplay and muted playback
 - Be optimized for fast loading
 - Deliver excellent viewing quality across desktop, tablet, and mobile devices
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C. Social Media Deliverables

Optimized versions suitable for:

- LinkedIn
- YouTube
- Instagram
- Facebook
- Other digital communication platforms

Aspect ratios shall include:

- 16:9
 - 1:1
 - 9:16
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D. Professional Photography

The agency shall provide a professionally curated image library including high-resolution photographs of:

- Campus aerial views
- Infrastructure
- Architecture
- Landscapes
- Classrooms
- Library
- Laboratories
- Auditoriums

- Faculty
- Students
- Academic interactions
- Recreational facilities
- Administrative facilities
- Campus ambience
- Lifestyle imagery
- Feature shots for website design

Photographs shall be delivered as:

- High-resolution print-ready files
 - Web-optimized files
 - Professionally colour-corrected and retouched images
 - Agency shall preferably cover adequate curated image of all facilities
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E. Final Deliverables

The agency shall submit:

- High-quality master film
 - Homepage hero video
 - Social media versions
 - Web-optimized versions
 - Digital display versions
 - High-resolution image library
 - Web-optimized image library
 - Website banner images
 - Thumbnail images
 - Selected key frames extracted from the film for future digital communication
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5. Technical Requirements

The agency shall utilize professional production equipment and experienced technical personnel capable of delivering high-quality institutional content.

Minimum production requirements include:

- Native Ultra High Definition (4K) image & video acquisition
- Recording at **50 frames per second (fps)**
- Professional image quality suitable for commercial and institutional productions
- High dynamic range image capture, wherever appropriate
- Professional image stabilization systems

- Professional aerial cinematography
- Professional lighting equipment
- Professional audio recording equipment wherever synchronized sound is required
- Professional post-production workflow including colour grading and audio mastering

All equipment shall conform to prevailing industry standards and shall be operated by qualified and experienced professionals.

6. Digital and Web Optimization

As the primary application of the visual assets will be the Institute's official website, the selected agency shall possess demonstrable expertise in digital media optimization.

All video and photographic deliverables shall be optimized for:

- Fast-loading website performance
- Responsive desktop and mobile viewing
- Adaptive compression while preserving image quality
- Homepage autoplay compatibility
- Seamless looping for homepage hero videos
- Cross-browser compatibility
- Social media publishing
- Digital display systems

The agency shall recommend suitable encoding standards and file formats that achieve the optimum balance between quality and loading performance.

7. Agency Eligibility Criteria

Interested agencies shall demonstrate:

- Proven experience in producing high-quality institutional, corporate, educational, or government films.
 - Capability to provide complete end-to-end production services.
 - Availability of qualified creative, production, cinematography, photography, editing, motion graphics, colour grading, and post-production professionals.
 - Demonstrated expertise in digital and web video optimization.
 - Compliance with all applicable statutory requirements.
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8. Technical Proposal Submission

The Technical Proposal shall include:

- Company profile
- Organizational structure
- Relevant experience
- Portfolio of institutional or corporate films
- Details of similar assignments executed during the last five years
- At least **three Proof of Concepts (PoCs) or sample films** demonstrating comparable production quality and technical specifications
- Sample photography portfolio
- Proposed creative approach
- Production methodology
- Tentative shooting schedule
- Details of the proposed production team
- Digital optimization methodology
- Quality assurance process

Shortlisted agencies may be invited to present their proposed creative concept, storyboard, mood board, production methodology, and execution strategy before the evaluation committee.

9. Commercial Proposal

The Commercial Proposal shall clearly provide a detailed cost breakup including:

- Pre-production
- Production
- Professional photography
- Aerial cinematography
- Post-production
- Motion graphics
- Music licensing
- Travel and logistics (if applicable)
- Taxes and duties
- Any optional services

The Commercial Proposal shall be submitted as per format in Annexure-I, separately from the Technical Proposal.

10. Evaluation Criteria

The proposals shall be evaluated using a Quality and Cost Based Selection (QCBS) approach.

Indicative technical evaluation parameters are as follows:

Evaluation Parameter:

Understanding of the assignment

Creative approach and storytelling

Quality of portfolio, PoCs and photography

Production methodology and technical capability

Team composition and relevant experience

Digital and web optimization capability

Only technically qualified agencies shall be considered for commercial evaluation.

11. Intellectual Property Rights

All concepts, scripts, storyboards, raw footage, aerial footage, photographs, graphics, animations, edited films, project files, source files, and final deliverables produced under this assignment shall become the exclusive intellectual property of the National Institute of Bank Management (NIBM).

The selected agency shall not reproduce, publish, distribute, or use any material created under this assignment for promotional, commercial, or any other purpose without obtaining prior written approval from NIBM.

Any music, image or any other license pertaining to video output shall be transferable to NIBM at no additional cost

12. Confidentiality

The selected agency shall maintain strict confidentiality regarding all information, documents, recordings, locations, facilities, and materials associated with this assignment during and after completion of the project.

13. Project Timeline

The project is expected to be completed within **3–4 weeks** from the date of issue of the Work Order.

An indicative schedule is as follows:

Activity	Timeline
Kick-off Meeting & Concept Approval	Week 1
Script, Storyboard & Production Planning	Week 1
Filming & Photography	Week 2
First Cut Submission	Week 3
Review & Feedback	Week 3
Final Delivery	Weeks 4

The final timeline shall be mutually agreed upon with the selected agency.

14. Submission of Quotations

Interested agencies shall submit two sealed quotations Viz. Technical Bid and Price Bid separately super-scribing as **‘Technical Bid – Production of Institutional Showcase Film’** on the first envelop and **‘Price Bid - Production of Institutional Showcase Film’** on the second envelop. Both the envelope shall have name of company submitting the quotation. Both the envelopes are again to be sealed and put in a single envelope super-scribing “Quotation for Production of Institutional Showcase Film”

Technical and **Commercial** Proposals, accompanied by all supporting documents.

The Technical Proposal shall include:

- Company Profile
 - Portfolio
 - Relevant Proof of Concepts (PoCs)
 - Photography Samples
 - Production Methodology
 - List of similar work executed in last 5 years with client name & contact details
 - Team Details
 - Project Timeline
 - Statutory Registrations
 - GST Registration
 - PAN
 - Any other relevant certifications
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15. Payment Terms:

No advance payment will be paid.

The Agency has to enclose certified copy of Income Tax, PAN Card No. Income tax as applicable from time to time will be deducted while making every payment. GST or any other tax will be the responsibility of the Agency. Bill should be tax invoice. Agency has to comply with KYC (Know your Customer Document)

GST retention clause: The Institute shall be entitled to retain GST component of each payment payable to the service provider / vendor until the GST amount is reflected in GSTR 2B. In cases, where the service provider / vendor has collected applicable GST and not deposited the same with the GST/Tax Department due to which the Institute losses the GST credits, the Institute shall reserve the right to recover such losses from the service provider / vendor along with applicable interest and penalty.

Blacklisting: The Institute has all the right to cancel / terminate the contract on an immediate basis and withheld the balance payment payable if the service provider / vendor is blacklisted or its rating (as per the rating system announced by the government for GST compliance) is downgraded below accepted level due to noncompliance or its actual or alleged act, failure to act, error, or omission in the performance.

Indemnity Clause: The service provider / vendor agrees to defend, indemnify and hold harmless the institute with respect to any claim arising from the service provider / vendor's actual or alleged act, failure to act, error, or omission in the performance of its obligation under this agreement / work order or any governing law or regulation including relating to the GST law.

16. Mandatory Site Visit:

It is mandatory for all bidders to visit the site at their own expenses for all the information which may be necessary for the purpose of the said work and to acquaint themselves with NIBM campus. Bid of the agency who do not visit the site may not be considered for technical or financial evaluation.

Agency may visit the site with pre-intimation to Sr. Executive Officer (Admin) at 020-69046105 / 9359347512 during working hours between 10 a.m. to 4 p.m. on any working day between 22/08/2026 to 29/08/2026

Agency shall enclose the Site Visit form provided at **Annexure-II** alongwith technical bid submission.

17. Contact Details

National Institute of Bank Management (NIBM)

(To be completed by the Institute)

Address: Chief Admin Officer, **National Institute of Bank Management (NIBM), NIBM Post Office, Kondhwa Khurd, Pune 411 048**

Email: purchase@nibmindia.org

Telephone: 020-69046106 / 020-69046105 / 9359347512

RFQ Issue Date: August 18, 2026

Site Visit Dates: 22/8/26 to 29/8/26 between 10 a.m. to 4 p.m.

Last Date for Submission: September 2, 2026

Mode of Submission: Sealed Envelope by Post / Courier or by Hand delivery

NIBM reserves the right to accept or reject any or all quotations, wholly or partly, without assigning any reason thereof. The Institute also reserves the right to cancel or modify this RFQ at any stage of the procurement process without incurring any liability.

QUOTATION FOR PROFESSIONAL PHOTOGRAPHY AND VIDEO FOR NIBM WEBSITE

Sr.	Item Name	Unit Cost	GST %	GST Amount	Total
1	Pre-production				
2	Production				
3	Professional Photography				
4	Aerial Cinematography				
5	Post-production				
6	Motion Graphics				
7	Music Licensing				
8	Travel and Logistics (if applicable)				
9	Optional Services, if any				
	Total				

Terms & Conditions:

- 1) GST Percentage : _____
- 2) Payment Terms, if any : _____
- 3) Delivery Period : _____
- 4) Other Charges/Conditions, if any:
 - a) _____
 - b) _____
 - c) _____

**Authorized Person's
Signature with Company Seal**

National Institute of Bank Management, Pune
Site Visit Form

With respect to the RFQ published by NIBM, I / We hereby submit my / our quotation in a required format.

Before submitting our offer, I / We have visited the site under consideration on ____ / ____ / 2026, in presence of Mr. _____, _____ to understand the purpose & scope of the said work and to acquaint with NIBM campus.

Sign for NIBM

Seal & Signature of Agency