

**EXPRESSION OF INTEREST**

**CONSULTANCY ON COLLABORATIVE MARKETING  
IN  
FOREIGN COUNTRIES**

**FROM**



---

**CORPORATE MARKETING DEPARTMENT  
HINDUSTAN AERONAUTICS LIMITED  
101, AUROBINDO PLACE, HAUZ KHAS, NEW DELHI- 110 016  
INDIA**

**REQUEST FOR EXPRESSION OF INTEREST (EoI)**

**1. BACKGROUND:**

- 1.1 **HINDUSTAN AERONAUTICS LIMITED**, with its Corporate Office at 15/1, Cubbon Road, Bengaluru- 560 001 and Corporate Marketing Office at 101, Aurobindo Place, Hauz Khas, New Delhi- 110 016, India (hereinafter referred to as HAL) is a Maharatna Public Sector Undertaking under Ministry of Defence, Government of India with 20 Production Divisions, 10 Research and Development (R&D) Centres.
- 1.2 HAL's expertise encompasses design, development, manufacture, production, repair, overhaul and upgrade of Aircrafts, Helicopters, Aero-Engines, Accessories, Avionics, Software and Systems. HAL provides one stop solutions for all the design needs of aircraft / helicopters in airframes, systems, avionics, mission & combat systems. HAL's core competency and expertise also include manufacture of structures for aerospace vehicles and manufacture and repair / overhaul of Industrial & Marine Gas Turbines.
- 1.3 In its endeavour to emerge as a major force in the global market while supporting India's defence requirement in a significant way and to expand its overseas presence, preference of HAL is to enter into business arrangements with Overseas Partners with strong financial back-up and market knowledge with ability to connect and interact with decision makers in their respective countries / territories on a sustained basis for sale and service of HAL Fixed / Rotary Wing Aircrafts.
- 1.4 The purpose of this **EXPRESSION OF INTEREST** (hereafter referred to as EoI) is to gather inputs about Indian Consultant with capability of execution of the Scope of Work defined herein under.

**2. SCOPE OF WORK:**

- 2.1 The Consultant needs to examine the structures and methodology of defence procurement followed by different countries of interest for HAL and develop a system that suits HAL requirement thereby increase export horizon through best route of engagement.

2.2 Towards this, the consultant is required to identify cooperation opportunities with the target country's Aerospace and Defence Industry, including but not limited to the following:

2.2.1 Analysis, identification and mapping of opportunities vis-à-vis HAL platforms, products and services based on requirement of each geography / country.

2.2.2 Analysis, identification and mapping of the existing and upcoming opportunities in the target countries / regions of interest so as to build a pipeline for exports of HAL platforms, products and services.

2.2.3 Identifying collaboration opportunities in target foreign countries and assist in establishing partnerships through established and defined mechanisms including but not limited to following:

a. Direct Government to Government collaboration / trade opportunities vis-à-vis HAL platforms, products and services.

b. Identification and verification of credibility, capability and competency including prior experience of Trading / Channel Marketing Agencies in the respective target country segments and submission of proposal to HAL for subsequent hiring of same for furtherance of pitching and marketing vis-à-vis HAL platforms, products and services in that specific target county segment. The consultant shall be liable to advise HAL on documentation and approvals therein for such engagement of Trading / Channel Marketing Agencies.

c. Identification and verification of credibility, capability and competency including prior experience of Industry Partner in the respective target country segments and submission of proposal to HAL for furtherance of HAL's goal of collaborative development of overhaul / servicing facilities including O-Level Servicing at operator's premises vis-à-vis HAL platforms, products and services in that specific target county. The

consultant shall be liable to advise HAL on documentation and approvals therein for such engagement of Industry Partner.

- 2.2.4 Various countries and industry majors are focusing on developing their own systems and platforms in collaboration with experienced industry partners. The consultant shall identify such opportunities in these countries and assist HAL to forge partnerships for joint marketing or identify the appropriate route of engagement.
- 2.2.5 The Consultant shall share information on capabilities / competencies in defence manufacturing of the domestic ecosystem of the specific countries with clarity on recent developments and detailed offering from such defence manufacturers with whom HAL can partner.
- 2.2.6 The Consultant shall identify prominent companies / industry house / group of companies of the target country with whom HAL can partner with and offer solutions for their country's requirement of Aerospace & Defence equipment from the portfolio of HAL. The Consultant shall locate relevant technological solutions for specific requirements.
- 2.2.7 The consultant shall formulate and submit to HAL comprehensive reports including all actionable points, strategies including advantages and disadvantages of various modalities of engagements, Government regulations, etc vis-à-vis pitching / marketing HAL platforms, products and services in target country.
- 2.2.8 The consultant shall advise HAL on documentation needs, certification and regulatory needs, etc including point of contacts vis-à-vis pitching / marketing HAL platforms, products and services in target country.
- 2.2.9 The consultant shall advise HAL on defining business objectives, defining Scope of Works, drafting Memorandum of Understandings, Agreements /

Contracts vis-à-vis pitching / marketing HAL platforms, products and services in target country.

2.2.10 HAL would render necessary support in terms of information / discussions / documents and logistics, wherever considered necessary vis-à-vis pitching / marketing HAL platforms, products and services in target country and will interact with the Consultant for exchange of relevant documents, information and discussions.

2.2.11 **TARGET COUNTRIES:**

The Target Countries under the scope of this EoI are as below. However, the indicated target segment / countries can be amended with prior written approval of HAL.

**AFRICAN REGION:**

Algeria, Egypt, Angola, Chad, Democratic Republic of Congo, Gabon, Nigeria, Niger, Botswana, Namibia, South Africa, Tanzania, Zimbabwe, Madagascar, Mauritius, Seychelles.

**LATIN AMERICA:**

Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela.

**SOUTH EAST ASIA:**

Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, Timor-Leste, Myanmar, Cambodia, Laos.

3. **RFI REQUIREMENTS:**

It is mandatory for the participating consultancy firm to submit following in Paper Signed Copy towards participation in herein EoI.

- a. **FORMAT- 1:** Applicant's Expression of Interest
- b. **FORMAT- 2:** Organizational Details
- c. **FORMAT- 3:** Experience Mapping

- d. **FORMAT- 4:** List of experts / consultants on payroll
- e. **FORMAT- 5:** Financial strength of the company
- f. **FORMAT- 6:** Additional information for submission by participating consultancy firm
- g. **FORMAT- 7:** Declaration

Each format detailed herein above need to be submitted by the participating consultancy firm. Non-submission of same or submission of incomplete information therein shall lead to rejection of the EoI.

**4. QUALIFICATION CRITERIA:**

<b>SL NO.</b>	<b>PRE-QUALIFICATION CRITERIA</b>	<b>SUPPORTING COMPLIANCE DOCUMENTS</b>
a.	The applicant shall be a firm / company / partnership / proprietorship firm registered under the Indian Companies Act / the partnership Act with registered offices in India.	Copy of Certificate of Incorporation / Partnership Deed
b.	The applicant should be in the business of providing consultancy services and market research for at least 03 years as on 31.03.2025.	Certificate by Company Secretary of the participating consultancy firm
c.	The applicant should not be a loss making organisation in preceding 03 consecutive Financial Years (FY 2022-23, 2023-24 & 2024-25)	Profit-Loss statement for stated Financial Year duly certified / validated by Chartered Accountant of the participating consultancy firm
d.	The applicant should have a minimum annual turnover of Rupees 50 Lakh in preceding 03 consecutive Financial Years (FY 2022-23, 2023-24 & 2024-25) from only consultancy Services rendered in India.	Annual Turnover from only consultancy Services rendered in India duly certified / validated by Chartered Accountant of the participating consultancy firm
e.	The applicant should have following: i. Working knowledge of the Foreign Military Sales Process from Letter of Request (LOR) to Letter of Offer & Acceptance (LOA). ii. Experience in building international sales campaigns for aerospace and / or defence companies.	Copy of Work Order / Contract (Financial figures therein may be blanked / removed)

	iii. Experience in handling projects of similar nature in the Aerospace and / or Defence sector in full / part with Overseas Companies / Governments and / or Central / State Government and PSUs under Central / State Governments in preceding three Financial years.	
f.	The consultancy firm should have at least 03 Nos. full time consultants on its pay rolls.	Certificate by Statutory Auditor or Company Secretary of the participating consultancy firm
g.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies.	Certificate signed by the Authorized signatory
h.	PAN No. and GSTN Registration Certificate.	Copy of Certificate to be enclosed.
i.	Zero Value Original Cancelled Bank Cheque	Original Cancelled Bank Cheque to be enclosed.

**5. EVALUATION CRITERIA AND METHOD OF EVALUATION:**

- a. Screening of Eols shall be carried out as per eligibility conditions detailed herein and verification of testimonials submitted.
- b. Eol will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm.
- c. Firms / Agencies who qualify as per the eligibility conditions will be required to make a presentation to a selection committee show-casing their proposals.
- d. Limited Tender shall be floated on the short listed Firms / Agencies for submission of commercial bid.

- e. Selection / shortlisting of firms / agencies for limited tender shall be the sole discretion of the Selection Committee and decisions of the Selection Committee shall be firm and binding on all participating consultancy firms.

6. **RESPONSE:**

- a. Participating consultancy firms herein this EoI are required to submit their response in compliance to the formats attached herein.
- b. Special comments and additional information (if any) on the objectives and scope of the service projected herein the EoI may also be submitted along with the response herein.
- c. Application in sealed cover super scribed with “**EOI FOR CONSULTANCY ON COLLABORATIVE MARKETING**” is required to be sent by **POST / COURIER to CORPORATE MARKETING OFFICE, 101, AUROBINDO PLACE, HAUZ KHAS, NEW DELHI- 110 016, INDIA** so as to reach on or before the due date.
- d. Late receipt of response to this EoI, beyond the indicated herein due date, for reasons what-so-ever, are liable for rejection without assigning any reasons thereof.

7. **CONFLICT OF INTEREST:**

Self-declaration indicating conflict of interest (if any) that they know and which may impact the objective performance and impartial advice of the participating consultancy firm shall be the sole responsibility of the participating consultancy firm. Participating consultancy firm may detail such conflict of interests as an attachment to this EoI.

8. **CONDITION UNDER WHICH EoI IS ISSUED:**

The EoI herein is not an offer and is issued with no commitment. HAL reserves the right to withdraw EoI and / or amend the terms and conditions herein, partly or in whole at any stage. HAL further reserves the right to disqualify any bidder, should it be so necessary at any stage.

9. **EoI RESPONSE TIMELINES:**

EoI Issue Date : **21<sup>st</sup> November, 2025**

EoI Response Due Date : **14<sup>th</sup> December, 2025**

10. **DISCLAIMER:**

- a. The purpose of this EoI is to gather inputs about Consultants with capability of execution of the Scope of Work defined herein above. Participation / submission of response herein this EoI and presentations thereafter by any individual / organisation / company does not entitle any order / contract / agreement confirmation. HAL reserves all rights for order / contract / agreement confirmation (if any).
- b. Participation / submission of response herein this EoI and presentations thereafter by any individual / organisation / company does not entitle to claim any reimbursement / payment. No claim of reimbursements / payment shall be admissible by HAL.
- c. HAL or any of its designates reserves the right to cancel this request for EoI and / or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason thereof. Information provided at this stage is indicative and Corporate Marketing Department, Hindustan Aeronautics Limited reserves the right to amend / add further details in the EoI.
- d. HAL at its sole discretion shall seek any additional information / data as may be required for furtherance of EoI requirements.

FORMAT – 1

**APPLICANT'S EXPRESSION OF INTEREST**

**(To be submitted in Letter Head of Participating consultancy firm)**

Date: \_\_\_\_\_

To,

**THE ADDL GENERAL MANAGER (MARKETING)  
HINDUSTAN AERONAUTICS LIMITED  
101, AUROBINDO PLACE, HAUZ KHAS  
NEW DELHI- 110 016**

Dear Sir

Sub: **CONSULTANCY ON COLLABORATIVE MARKETING THROUGH  
ESTABLISHED INDUSTRY PARTNERS IN FOREIGN COUNTRIES.**

In response to the Invitation for Expressions of Interest (EOI) published on \*\*/\*\*/\*\*\*\* for the above purpose, we would like to express interest to carry out the above proposed task.

As instructed, we attach following documents in separately sealed envelopes for your evaluation.

- a. **FORMAT- 2:** Organizational Details
- b. **FORMAT- 3:** Experience Mapping
- c. **FORMAT- 4:** List of experts / consultants on payroll
- d. **FORMAT- 5:** Financial strength of the company
- e. **FORMAT- 6:** Additional information for submission by participating consultancy firm
- f. **FORMAT- 7:** Declaration

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Encl.: As above.

**FORMAT – 2**

Sl. No	<b>ORGANIZATIONAL DETAILS</b>	
1.	Name of Organization	
2.	Main areas of business	
3.	Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956 / the partnership Act, 1932	
4.	Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous?  If yes, details thereof.	
5.	Address of registered office with telephone no. & fax	
6.	Address of offices in i) National Capital Region of Delhi ii) All other State / UT's	
7.	Contact Person with telephone no. & e-mail ID	

Enclose:-

- a. Copy of Certificate of Incorporation.
- b. Copy of Article of Association in respect of 3 above.
- c. Undertaking in respect of 4 above.

Signature of the applicant  
Full name of the  
applicant Stamp & Date

**FORMAT – 3**

<b>EXPERIENCE MAPPING</b>				
Overview of the past experience of the Organization in all related aspects				
S. No	Items	Number of Consultancy Service based on Scope of Work executed during last 03 years	Order Value of each Consultancy Service valuation in Rs. Lakhs	Mention the name of Client / Organization (Enclosed completion certificate)
1	Experience of assignments of similar nature			
2	Experience in carrying out similar assignments in Government			
3	Experience in carrying out similar assignments in Public sector.			

Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.

Signature of the applicant  
Full Name of applicant  
Stamp & Date

**FORMAT – 4**

<b>LIST OF DOMAIN EXPERTS / CONSULTANTS ON PAYROLL</b>				
<b>S. No</b>	<b>Name</b>	<b>Designation</b>	<b>Qualification</b>	<b>Relevant Experience</b>
1.				
2.				
3.				
4.				
5.				
6.				

Signature of the applicant  
Full name of applicant  
Stamp & Date

**FORMAT – 5**

<b>FINANCIAL STRENGTH OF THE ORGANIZATION</b>					
S. No	Financial Year	Whether profitable Yes/NO	Annual net profit (in Crores of Rs.)	Overall annual turnover (in Crores of Rs.)	Annual turnover from only Consultancy services rendered in India (in Crores of Rs.)
1	2022-23				
2	2023-24				
3	2024-25				
Note: Please enclose auditor's certificate in support of your claim.					

Signature of the applicant

Full name of applicant

Stamp & Date

**FORMAT – 6**

**(To be submitted in Letter Head of Participating consultancy firm)**

**ADDITIONAL INFORMATION**

Additional information (if any) related to the Scope of Work herein may be submitted by the participating firm for consideration of the EoI Evaluation Committee. If no additional information is available for submission, kindly submit “Nil Additional Information”.

Signature of the applicant

Full name of applicant

Stamp & Date

**FORMAT -7**

**(To be submitted in Letter Head of Participating consultancy firm)**

**DECLARATION**

1. We have read and understood the EoI Terms and Condition and have submitted our response accordingly.
2. All documents submitted herein in response to this EoI are genuine and accurate. We shall be solely responsible for any erroneous data therein. HAL at its discretion shall reject the application in the event of detection of faulty / erroneous data on a later date.
3. We understand and accept that the EoI herein is not an offer and is issued with no commitment. HAL reserves the right to withdraw the EoI and / or amend the terms and conditions herein, partly or in whole at any stage. HAL further reserves the right to disqualify any bidder, should it be so necessary at any stage.

Signature of the applicant  
Full name of applicant  
Stamp & Date