

APPROVAL NOTE

November 1, 2019

The Director

International Management Institute
IDCO Plot No 1 Gothapatna
Bhubaneswar – 751003

Dear Sir:

Sub: Selection of Digital Marketing Services Provider for IMI Bhubaneswar

1. International Management Institute, Bhubaneswar is a premiere business management school located in Bhubaneswar Odisha came into existence in 2011 and since then has been doing fairly well on all fronts. It is the youngest business school to be ranked 66th All India by NIRF Framework and has had 100% attendance since inception.
2. Over the years IMI Bhubaneswar has built up a decent amount of brand equity but in the past few years it was felt that IMI Bhubaneswar is losing its edge as a national brand – as the number of students from eastern part of India started to dominate the classroom. In a bid to counter this effect, a committee constituting of Prof. Rohit Vishal Kumar (Chairperson – Media & Personal Relations) and Prof. Kapil Pandla (Chairperson Admissions) was formed and was tasked with identifying and selecting a social media agency which could carry out the rebranding the institute and give it a pan India flavor.
3. The committee contacted various known digital marketing organisations in the country and received responses from the following interested parties. All the interested parties were requested to submit the campaign plan and estimated budgets and were asked to present the campaign plan to the committee over video conferencing. Based on the presentation and subsequent question and answers and doubt clearing the committee summarized the following:

Organisation	Scope of Work	Estimated Duration	Estimated Budget	Remarks
PagalGuy (Mumbai)	Promotion of IMI Bhubaneswar on the PagalGuy portal using Banners, Emails, Articles etc.	5 months	Rs. 739,860 (Net Payable inclusive of GST)	Being a single site agency, it could not meet the social media requirements of branding. Not considered further.
Social Champs (Pune)	Branding and Promotion of IMI Bhubaneswar through various social media sites	8 months	Rs. 30,50,000 + 15% of ad spends + GST @ 18%	Considered for second round

Inside IIM (Mumbai)	Promotion of IMI Bhubaneswar on the Inside IIM portal using Banners, Emails, Articles etc. Plus offsite camps	6 months	Rs. 20,40,000 + GST @ 18%	Being a single site agency, it could not meet the social media requirements of branding. Not considered further.
ARM Worldwide (Gurugram)	Branding and Promotion of IMI Bhubaneswar through various social media sites. Full fledged brand development	Monthly Retainer basis	Rs. 2,75,000 x Number of Months + Rs. 30,00,000 for digital media + GST @ 18%	Proposal was excellent. Considered for second round
Unipro Education (New Delhi)	Branding and Promotion of IMI Bhubaneswar through various social media sites.	6 months	Rs. 10,12,500 + GST @ 18%	Considered for second round

4. Based on the shortlisting in the first round three companies were further considered for second round. The companies were – Unipro, Social Champs and ARM Worldwide. The committee met again to deliberate on the three shortlisted digital marketing agencies.

ARM Worldwide was considered to be the front runner because of its well-designed social media campaign plan but the cost was considered to be prohibitive. ARM Worldwide was requested to send in a revised proposal with lower cost – but the agency did not respond to the request and was hence rejected. Social Champs and Unipro Education were evaluated and finally Social Champs was eliminated because it did not have relevant experience in the education field. *Finally, Unipro Education was shortlisted because it had substantial experience in the education field and also because of its low cost.*

The committee is of the opinion that Unipro Education should be awarded the contract for social media branding of IMI Bhubaneswar for a period of 6 months. At the end of 6 months, the work of Unipro Education would be evaluated and if found suitable would be extended further subject to the approval of relevant authority.

The committee would therefore request you to kindly approve the empanelment of Unipro Education, New Delhi as a social media branding agency for IMI Bhubaneswar at the stated terms and conditions.

With kind regards

Prof. Rohit Vishal Kumar

Associate Professor & Chairperson (Media & PR)

Prof. Kapil Pandla

Associate Professor & Chairperson (Admissions)

Encl. Proposal and Costing as given by respective organisations