

**Invitation for  
Expression of Interest (EOI)  
To Prospective Creative Agencies  
For  
Developing a Retail Branding System  
For Stand-alone & co-located  
Retail Outlets**

## **Brief for the Prospective Creative agency**

### **1.0 Background :**

Assam Gas Company Ltd. is a 60 years old Natural Gas transmission and distribution company, wholly owned by the Govt. of Assam with its registered office at Duliajan, Dist. Dibrugarh, Assam 786602. The first gas transportation business started in the year 1967 with supply of natural gas to Namrup Thermal Power Station of ASEB. Subsequently, the company grew from strength to strength and stands today as one of the premier natural gas distribution companies in India.

Assam Gas Company Ltd. has a network of underground natural gas trunk and distribution pipelines that serves about 440+ tea factories, 1200+ commercial establishments, about 44,000+ domestic consumers.

### **2.0 Project Brief :**

AGCL is planning to diversify its business from Gas marketing through pipelines to Retail Business. This will involve opening both Stand-alone Retail Outlets Compressed Natural Gas (CNG) & other fuels and Multi-branded Retail Outlets with CNG co-located with Petrol, Diesel & other fuels and way-side amenities in a short period of time. This marks its entry into a customer facing initiative and requires the fuel station network to make an impact through its branding.

The Target Group at the Retail Outlets are two and three wheelers, cars, trucks and buses.

The Retail Outlets will be opened in the states of Assam, Meghalaya, Nagaland, Arunachal Pradesh and Manipur.

The fuel Retail Outlet is a powerful medium to promote the Company brand with its strategic presence, and it is paramount to have a striking visual identity. To promote and create a strong presence in the market place for this new business venture of the company, AGCL wants to create a powerful Brand Identity for its Retail Business, and through it for the company as a whole. A fuel station offers multiple opportunities through various branding elements to highlight the brand and its colours. AGCL wishes to develop the Retail Outlet brand and its architecture involving designs for the branding elements that will be installed in the Retail Outlet.

Besides its stand-alone Retail outlets that will sell CNG, Petrol, Diesel and other fuels, AGCL will co-locate facilities to sell CNG with other oil companies (OMC) that sell petrol, diesel and other fuels. This will involve co-branding of AGCL and OMC in the same Retail Outlet for which appropriate branding protocol and design arrangements will be required.

AGCL wishes to appoint a creative agency with background of branding / retail design/ architecture / Engineering services / signage design to undertake this assignment.

### **3.0 Work Involved:**

Conceptualizing the Retail Outlet design, use of brand colours, creating multiple branding options and detailed design & structural engineering for the Retail Outlets.

Designs for variants in formats – Stand-alone, co-branded / co-location, with wayside amenities, plot sizes etc.

Deliverables will include –

- Preparing options for the Retail design and architecture for company's approval.
- Presentation of updated / final concepts to AGCL in the form of sketches, Renderings and 3D Computer simulations
- Refine branding elements', their proportions, artworks, and provide suitable templates for scalability and adaptation at different RO typologies and canopies (Assuming ((4 nos.)) variants, overall, in terms of size / proportion / aspect-ratio, as applicable)
- Pre-Engineered, modular and scalable Retail Visual Identity (RVI) elements
- Modular structure with lighting arrangement as per the best Industry practice for the branding element
- Artworks & detailed engineering drawing with BOM with proposed makes as applicable
- Development of Complete Design Details, Options for Material use & Assembly, Dimensioned Drawings and Specifications for all selected elements of the Retail Outlet system
- Provide structural Engineering for Canopy, Sales Building and Branded RO assets

- Preparation of Architectural & Interior-Space Drawings, Design Drawings with BOQs for all RO / RVI assets as well as Civil and Structural elements that are a part of the scope
- Complete Detailed Design for One Prototype Retail Outlet
- Design of a Retail Visual Identity (RVI) Manual that captures the design system and usage / application guidelines in a comprehensive way

#### **4.0 Detailed Scope of Work**

The agency's Scope for the work shall consist of, but not limited to, having a complete branding architecture with structural drawings that are captured in the RVI manual incorporating modifications after the prototype, such works which though specifically not indicated here but will otherwise be required to complete the WORK in all respects.

#### **5.0 Eligibility Norms**

Bidders should be creative agencies with prior experience of 3 years in the areas of branding / retail design/ architecture / Engineering services / signage design with a turnover of a minimum of Rs. 2 crore p.a, in any of the preceding 5 financial years. Previous experience in the retail petroleum industry will be given additional weightage in the final selection.

#### **5.0 Submission by Bidder**

Interested bidders should submit the following –

- a. Expression of Interest in the company letterhead
- b. Credentials presentation with specific instances of similar work done in the past.
- c. Brief Approach Paper (not exceeding two pages) outlining the suggested methodology for the project and phasing of work with milestones.

The submissions should be made on email to [customercare.retail@agclgas.com](mailto:customercare.retail@agclgas.com)

Last date for submission is 06.12.2022.

Date & Venue of Presentation: 13.12.2022 & Assam Gas Company Ltd., 6<sup>th</sup> Floor, Central Mall, G.S.Road, Guwahati-781005

MANAGING DIRECTOR  
Assam Gas Company Limited