

Annex 5 - Preparation of the Bid Price

Marketing promotion in India to support the launch of a direct air link to Czechia

VFS Global

Position		Account Manager		Summary Totals
Hourly rate (CZK/hour, excluding VAT) (salary/ rent/ office utilities/ dedicated Czech Tourism services for 5 months)		833 Kč		
B. Performance sub-tasks	Number of hours on the given type of tasks		Total price in CZK	
Representation of VFS Global and the destination marketing of Czechia on a daily basis with services provided on a daily basis for at least 30 hours per week will include the following -				
complete preparation and implementation of the B2B roadshow according to point 1.1.2 and 8.B3 of the TD	288		600,000 Kč	
complete preparation and implementation of the B2C campaign according to point 1.1.3 and 8.B2 of the TD	312		1,450,000 Kč	
Ad Hoc - Additional B2C and B2B activities suggested			300,000 Kč	
Total			2,350,000 Kč	2,350,000 Kč
			Total price in CZK	
A. Monthly lump sum for the representation of the Client and destination marketing of Czechia on a daily basis for at least 30 hours per week according to point 1.1.1 of the TD (Retainer cost inclusive of social media CZK 5000 per month)			100,000 Kč	500,000 Kč
				(5 months retainer cost)
C. model pricing of B2B roadshow according to the performance in points 1.1.2. and 8. B3 of the TD				
Delhi				
Venue Rental			nil	
Catering including drinks (soft drinks, alcoholic drinks) for 50 persons			20,141 Kč	
AV equipment rental			28,169 Kč	
Entertainment at the venue			33,380 Kč	81,690 Kč
Bangaluru				
Venue Rental			140,845 Kč	
Catering including drinks (soft drinks, alcoholic drinks) for 50 persons			42,254 Kč	
AV equipment rental			42,254 Kč	
Entertainment at the venue			14,085 Kč	239,437 Kč
Mumbai				
Venue Rental			154,930 Kč	
Catering including drinks (soft drinks, alcoholic drinks) for 50 persons			46,479 Kč	
AV equipment rental			52,113 Kč	
Entertainment at the venue			14,085 Kč	267,606 Kč
Travel for Account Manager for the Roadshow in all three cities			11,268 Kč	11,268 Kč
Total price CZK			600,000 Kč	600,000 Kč
			Total price in CZK	
D. model pricing of B2C campaign(s) according to the performance in points 1.1.3. of the TD and 8.B2 of the TD				1,450,000 Kč
Joint campaign with OTA - Pick Your Trail			281,690 Kč	
Joint campaign with OTA - Make My Trip			281,690 Kč	
Digital Campaign - Media Planning and Influencer Collaboration			886,620 Kč	
*exchange rate considered : 1 CZK=3.55 INR				
Total Bid Cost exclusive of taxes				2,550,000 Kč
ADDITIONAL ACTIVITIES SUGGESTED FOR CZK 300,000				300,000 Kč
Option 1 - Collaboration with Travstars Global for B2B workshops in 3 cities				
Option 2 - Participation in WeddingSutra Influencer Awards				
Total Bid Cost (inclusive of ad hic activities) exclusive of taxes				2,850,000 Kč