SALAR JUNG MUSEUM, HYDERABAD
MINISTRY OF CULTURE, GOVT OF INDIA

Expression of Interest Inviting Agencies to design, curate and produce High-quality-museum replicas and facilitating their sale and marketing through well-managed E-commerce platforms

Date of announcement: Tuesday, 3rd Nov 2026
Last date for receiving applications: Monday, 16th Nov 2026, 3:00 pm
Address for submission: The Salar Jung Museum, Dar-ul-shifa, Hyderabad 500002

The Salar Jung Museum is an institution of national significance and houses over 48000 objects in its collection that have been put in 40 galleries for the public to enjoy and learn from. Now it has decided to extend the educational role of the collections by fabricating high-quality replicas of select museum objects so that they can be sold for enhancing appreciation for them and also earning revenue for the museum as part of its sustainability goal.

In this regard, this expression of interest is being floated inviting eligible companies to apply in a two-bid-system, and submit their technical and financial proposals for the same. The eligibility criteria, scope of work, and technical requirements of the work have been listed below for reference. Collaboration or consortium is not allowed.

Scope of Work

1. Identification of objects from the Museum that will be made into replicas. The selection will be done in discussion with the Museum.
2. High resolution photography and 3-D scanning of objects with great accuracy.
3. Production of 3-D replicas in reduced/modified sizes and in stone composite or similar materials as compared to originals for sale in the Museum souvenir shop and through the agencies' E-commerce portal in a revenue-share model collected as royalty per replica sale.
4. The term of engagement will be for one year, which can be renewed on the same terms for two more years.

Eligibility Criteria

S.No.	Criteria	Documents required
1.	**Legal Entity** The applicant/agency must be incorporated and/or registered in relevant State or Central Act of government in operation in India for a minimum of Five (5) years	Certificate of Incorporation /Copy of Registration Certificate(s)
2.	The Applicant / Agency shall submit the GST/TAN certificate as a supporting Document	Copy of Certificate Copy of PAN & GST registration
3.	**Annual Turnover** The Applicant / Agency must have an average turnover of minimum INR 100 lakh per year during the last three financial years ending 31st March 2026.	Audited financial statements / balance sheet for the last three financial years Copy of ITR copy for the last three years

4.	**Relevant Work Experience** The Applicant / Agency should have Similar work experience in the last three years. (Similar work experience includes selling/manufacturing souvenirs, monuments miniature, sculptures and Indian antiquities, Traditional skill based cultural in Museums	Copy of work orders highlighting the nature of work
5.	**Not Blacklisted** The Applicant / Agency should not have been blacklisted by any other Government institutions	Self-declaration from the Applicant/ Agency in company letter head, signed by authorized signatory
6.	Experience of creating websites and ecommerce portals	Portfolio evidence of website(s) and ecommerce portal(s) developed (client work orders / completion certificates / live website URLs)

Technical Competence

The technical competence of the agency will be evaluated based on the following criteria

S.No.	Criteria	Documents required	Marks
1.	**Composition of Team** • An experienced team leader who has worked on similar projects before. – 3 marks • Photographers and Scanning technicians who understand museum objects – 2 Marks • Designers who can design good packaging and metadata about replicas.- 1 Marks • Replica-makers in different materials. – 2 Marks • Digital team that can handle e-commerce backend.-2 Marks	CVs of 5 member Team	Out of 10
2.	**Equipment, Software and Facilities** • Cameras, Lights, Scanners	Photographs of all equipment and facilities to be attached. Licences of	Out of 10

	• Relevant software for creating 3-D scans accurately. • A well organised replica production and prototyping unit which can handle quality and scale. • Link to E-commerce website from where the replicas can be sold. • Clean and well-managed storage space for replica stocks	relevant software to be attached.	
3.	**Previous Government Projects** • Copies of work orders from Government organisations.	Copy of work orders	Out of 10 1 project : 3 marks 2 projects: 5 marks 3 projects: 10 marks)
4.	**Previous Museum Projects** • Copies of work orders from Government organisations.	Copy of work orders	Out of 10 1 project : 3 marks 2 projects: 5 marks 3 projects: 10 marks)
5.	**Sample and Images of work done before** • A portfolio of at least 10 museum-grade replicas and their packaging details. • One sample (returnable) replica with packaging.	Visual Portfolio Sample	Out of 20
6.	**Presentation submitted by the organization**	Showcase of live ecommerce portal for museum and cultural institutions with backend dashboard –marks	40 marks Product range, quality (variety, uniqueness, authenticity), simulated visuals, and indicative item rate. Marketing and Promotional and online sales strategy (marketing plan, promotional activities, visitor

			experience, supply chain, inventory management,

Financial Bid

a. The Salar Jung Museum, Hyderabad aims to increase citizen engagement and encourage select agencies to sell affordable souvenirs to a wider audience.

b. The applicant should indicate the value of **'x'** in their financial proposal, which will determine the shareable revenues as a key element of the financial proposal bearing in mind the following.

Basis of Revenue Share

- **Net Sales Revenue Calculation**: Revenue share payable to Salar Jung Museum shall be computed on Net Sales Revenue (Actual MRP minus Discounts, minus E-commerce delivery, minus payment gateway charges, minus marketing expenses, minus return charges, and excluding GST).
- **Royalty Share**: A revised royalty rate of **x%** of Net Sales Revenue will be paid to the Salar Jung Museum on every artefact sold through the platform or any associated channel. This applies uniformly across all SKUs, sales channels, and order types (retail, institutional, B2B).
- **Revenue Component Rate:** Royalty to Museum on every artefact sale **x%**

The format for submitting the financial bid is attached below at Annexure II.

Method of Selection

a. The Evaluation committee will only consider agencies that fulfil the eligibility criteria.
b. The Evaluation committee shall rate the agencies based on predefined parameters (as mentioned in the technical evaluation selection). These parameters have been formed based on the scope of work.
c. The financial proposals of only those agencies (agency) would be opened whose marks are more than or equal to 70 in technical evaluation round out of 100 marks based on predefined parameters (Ref: Technical evaluation matrix).
d. d. If there is more than one technically qualified agency, the agency which scores maximum marks in QCBS (70T:30F) would be considered for the job award. In the unlikely event of a tie in the financial proposal between two agencies (value of 'x' of the agencies being the same), the financial proposal of the agency which secured the highest number of points in the technical round will be considered for award of the job. All proposals that qualify as per the eligibility criteria and the technical evaluation will be eligible for the financial proposal opening. However, in the event of only one applicant qualifying in the technical round, then the financial proposal of the single qualifying applicant will be opened, and work order shall be issued to the qualifying firm as per the General Financial Rules (GFR), 2017 of the Government of India.
e. The Successful applicant will have to deposit performance security deposit of Rs. 1,50,000/- (Exemption is given to the MSME and DPIIT Startup Organisations as per GFR), in the form of FDR for 1 year made in Favor of Salar Jung Museum, Hyderabad. All entries in the proposal form should be legible and filled clearly, If the space for furnishing information is

insufficient, a separate sheet duly signed by the authorized signatory may be attached. No over- writing or cutting / correction is permitted in the Financial Proposal form. In such cases, the EOI shall be summarily rejected. However, corrections, if any, in the technical proposal application must be initialled by the person authorized to sign the EOI. In case of any of the above provisions are violated, the company shall be liable to be blacklisted from the Government of India / State Government. The approval authority reserves the right to cancel any or all the EOIs without assigning any reason.

f. The successful applicant shall have to start work within 30 days (about 1 month) from the date of issue of work order failing which the work order will be cancelled and EMD will be forfeited, and the Agency will be blacklisted. If only one applicant qualifies, the rates quoted by the applicant shall be applicable for the initial contract term of 3 (three) years depending upon the requirement of the Salar Jung Museum, Hyderabad.

g. Regarding any information of the proposed work, applicants should contact the office of the Director, Salar Jung Museum, Hyderabad on any working day, before submission of the EOI. Queries can be emailed at salarjungmuseum@gmail.com

h. The undersigned has right to extend the deadline for submission of EOIs or to cancel the EOI without declaring any reason.

i. The application may be made in a single cover saying '**Design, curation and production of High-quality museum replicas and facilitating their sale and marketing through well-managed E-commerce platforms'.** Inside the single cover, two sealed covers, each of the Technical Bid and Financial Bid will be included, separately sealed. The package will be dropped in the tender box placed in the Museum as per address provided or be posted to the same address.

j. Other information can be obtained and downloaded from the website www.salarjungmuseum.in

Head of Office
Salar Jung Museum, Hyderabad,

Annexure I- Checklist of Documents

S.No.	Company detail	Documentary Proof submitted yes or no	Page no
1.	Registration proof of the applicant		
2.	Name of the Entity or Organization Individual/ Proprietary Firm/ Partnership Firm (Registered under Partnership Act)/ Limited Company (Registered under the companies Act-1956)/Corporation		
3.	Registration Number & Date of Registration. GST No. (Enclose copy of certificate)		
4.	Registered Address		
5.	Tel No./Fax/e-mail		
6.	Name of the Contact Person with Telephone/Mobile/Fax Numbers/e-mail id		
7.	How long have you been in the business? (Attach documentary Proof)		
8.	ITR of last three years (Attach documentary Proof)		
9.	GST No &return - last three years along with the most recently completed quarter (Attach documentary Proof)		
10.	Valid Udyam Registration Certificate (for MSMEs claiming EMD exemption)		
11.	Self-Certificate of Not Blacklisted at the time of applying for this EOI.		
12.	The firm should have a minimum experience of 5 years or above in the field of developing website/ecommerce portals Necessary Certificates / Experience / Appreciation Certificates etc. to be attached		

	in the EOI.		
13.	Documentary proof of in-house replica/souvenir/miniature modelling and production workshop. (if available)		
14.	All the Certificates as needed for the presentation/qualification		
15.	Digital copy of the technical presentation outlining the methodology and other details for the technical qualification		
16.	Demonstration screenshots and live link of the ecommerce web portal as part of the qualification if applicable		
17.	The Applicant/Agency must have an annual turnover of Minimum INR 100 Lakhs per year during the last three financial years ending 31st March 2026.		

Annexure II – Financial Proposal

To
The Director
Salar Jung Museum, Hyderabad
Telangana

Financial Proposal for "Selection of Agency for Establishment and Management of E-Commerce Platform, Curation, Production, and Supply of Souvenirs for the Salar Jung Museum, Hyderabad, Telangana" under the Salar Jung Museum, Hyderabad, Telangana

Rate Schedule:

S.No.	Name of the work	Quoted Rate in %
1	Revenue share percentage for the Salar Jung Museum, Hyderabad (calculated over the sales revenue)	x

Signature of the Applicant:
Name of Applicant:
Address of Applicant:
Email:
Contact No:
Date: -
Place: -
Seal