CORPOKIT

Corporate Gifting

RFP / RFQ Template

A Ready-to-Use Procurement Guide for Indian Buyers

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What's Inside This Template
1. **RFP vs RFQ Decision Guide** — when to use which
2. **100-Point Vendor Scoring Rubric** — objective evaluation matrix
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5. **Sample PO Structure** — line-item format for corporate gifting
6. **Vendor Comparison Matrix** — side-by-side score sheet

This template is prepared by Corpokit (corpo-kit.com) based on 200+ RFP/RFQ responses processed since 2022. Adapt freely to your organisation's procurement policies.

How to Use This Template

This template is designed for procurement, HR, and admin teams in Indian companies that run corporate gifting programmes — Diwali hampers, employee welcome kits, client appreciation gifts, channel-partner recognition, or event giveaways.

Step 1: Define Your Programme Scope

State recipient count, budget per kit, occasion, delivery date, delivery model (bulk to HQ vs pin-code-routed), customisation requirements, and packaging expectations. Replace the bracketed placeholders in the vendor questionnaire with your actual values.

Step 2: Decide RFP or RFQ

Use the decision guide on the next page. RFP for long-term partner selection. RFQ for a defined spec with a known vendor shortlist.

Step 3: Send to 3–5 Vendors

Attach the questionnaire and T&C clauses. Give 10–14 calendar days for response.

Step 4: Score Responses

Use the 100-point rubric. Require a minimum 70/100 to qualify. Never let price alone decide.

Step 5: Shortlist and Negotiate

Invite the top 2–3 vendors for a sample round. No bulk production until physical sample is signed off.

Step 6: Award and Document

Issue PO with programme classification, delivery SLA, and replacement clause. Retain all records for 36 months.

RFP vs RFQ: When to Use Which

Corporate gifting procurement in India typically uses one of two instruments. Choosing the wrong one creates scope creep, delayed responses, or vendor confusion.

Dimension	RFP (Request for Proposal)	RFQ (Request for Quotation)
Best for	Long-term gifting partner selection; annual framework agreements; complex customisation; multi-occasion programmes	Single PO with defined spec; known vendor shortlist; price and speed are primary variables
Scope	Open — vendor proposes categories, methods, and packaging	Fixed — buyer defines SKU, quantity, branding, and delivery model
Evaluation weight	Quality 25%, Customisation 20%, Price 20%, Logistics 15%, Support 10%, Compliance 10%	Price 50%, Speed 25%, Quality 15%, Logistics 10%
Typical response time	10–14 calendar days	3–5 business days
Vendor count	5–8 invited; 3–5 respond	2–3 invited; all typically respond
Sample round	Mandatory — 2–3 vendors shortlisted for sample after document review	Optional — may skip if prior relationship exists
PO value	■2 lakh to ■50 lakh+ annual framework	■50,000 to ■5 lakh one-time order

Recommendation for first-time buyers: Start with an RFP even if your immediate need is small. The RFP process surfaces capability gaps you won't discover in an RFQ. Once you have a qualified vendor, use RFQs for repeat orders.

100-Point Vendor Scoring Rubric

Use this rubric to score every vendor response objectively. Assign points within each category based on the quality of the vendor's submission. Any vendor scoring below 70/100 is disqualified regardless of price.

Category	Max Points	What to Look For
1. Product Quality & Range	25	Categories match your programme; physical samples available; QC process documented; certifications (BIS for electronics, FSSAI for food) provided; material specs stated honestly.
2. Customisation Capability	20	Branding methods offered (screen, DTF, UV DTF, laser, embossing); in-house design support; sample-to-bulk turnaround <7 days; artwork-retention commitment; error-correction process.
3. Pricing Transparency	20	Per-SKU itemised quote; GST split (CGST/SGST or IGST) shown; freight included or clearly separated; no hidden setup/artwork charges; volume-discount thresholds stated.
4. Logistics & Pan-India Reach	15	Delivers to your full recipient list; pin-code-routed dispatch with per-recipient POD; Tier 3 coverage proven; courier partners named; returns/replacement process stated.
5. Post-Delivery Support	10	Replacement policy for defects (100% at vendor cost); response time SLA; dedicated account manager or ticket system; escalation path to leadership.
6. Compliance Documentation	10	KYC pack complete (PAN, GSTIN, MSME, ITR); sample HSN-coded invoice; data-handling policy (DPDP-compliant); anti-bribery declaration (for regulated buyers); artwork-retention 24–36 months.
TOTAL	**100**	**Minimum qualifying score: 70**

Scoring Tip: Have at least two evaluators score independently, then reconcile differences. This reduces individual bias and creates an audit trail.

Ready-to-Send Vendor Questionnaire

Send this questionnaire to 3–5 vendors. Replace bracketed placeholders with your organisation name, programme details, and evaluation deadlines.

Section A: Company Profile

- Legal registered name and year of incorporation
- Registered address and operational city/warehouse location
- PAN number and GSTIN (attach certificate)
- MSME / Udyam registration status (if applicable)
- Number of employees (production + admin + logistics)
- Annual turnover for last 3 financial years (attach ITR summary)
- Three client references in the corporate gifting sector (with contact permission)

Section B: Product & Customisation

- Product categories you offer (tick all that apply): T-shirts / Drinkware / Notebooks / Tech Accessories / Bags / Gift Hampers / Other: _______
- Minimum order quantities (MOQ) per SKU
- Sample production turnaround time (days from artwork approval to physical sample dispatch)
- Bulk production lead time (days from sample sign-off to dispatch)
- Branding methods available: Screen Print / DTF / UV DTF / Laser Engraving / Embossing / Embroidery / Other
- Do you provide in-house design support for artwork adaptation? Yes / No
- Packaging options: Standard polybag / Rigid box / Custom-printed mailer / Other
- Maximum personalisation capability: Name printing / Engraving / Per-recipient custom cards / None

Section C: Pricing

- Itemised quote for the SKUs and quantities in our scope (attach separate sheet)
- Per-unit base price (excl. GST) for each SKU
- GST rate applicable per SKU and split (CGST/SGST or IGST)
- Freight cost: Included in unit price / Separately quoted / Recipient-borne
- Artwork / setup charges (one-time or per-order)
- Sampling charges: Free / Chargeable (refundable against order: Yes / No)
- Volume discount thresholds (if any)

Section D: Logistics

- Delivery models offered: Bulk to single address / Pin-code-routed per-recipient / Hybrid
- Pin codes you can deliver to (attach coverage list or state 'All India')
- Courier / logistics partners used
- Average delivery timeline: Metro cities ____ days | Tier 2 ____ days | Tier 3 ____ days | Northeast ____ days
- Do you provide per-recipient Proof of Delivery (POD)? Yes / No
- Returns process for defective / damaged goods: Describe timeline and responsibility
- Replacement SLA: ____ business days from notification

Section E: Compliance

- Attach KYC pack: PAN / GSTIN certificate / MSME / Cancelled cheque / ITR summary
- Attach a sample HSN-coded invoice (showing per-line HSN, GST split, and buyer GSTIN)
- Data-handling policy: How do you store, use, and destroy recipient address lists?
- Do you agree to an NDA for recipient data? Yes / No
- Anti-bribery self-declaration (for BFSI/pharma/regulated buyers): Yes / No / N/A
- Artwork retention period: ____ months from delivery date
- Industry-specific certifications: BIS / FSSAI / ISO / Other: _______

Submission Instructions: Return completed questionnaire, pricing sheet, and KYC documents to [your-email@company.com] by [DATE]. Late submissions will not be considered.

Standard T&C Clauses

Include these clauses in your vendor agreement or PO terms. Adapt legal language to match your organisation's standard contracting framework.

1. Sample Approval Gate

No bulk production shall commence until the Buyer has approved a physical sample in writing or by email. The Vendor bears all sample-production costs. The approved sample becomes the quality benchmark for the entire order.

2. Delivery SLA & Liquidated Damages

Delivery shall be completed by [DATE]. Liquidated damages of 1.5% of the order value per week of delay shall apply, capped at 10% of the total order value. Force majeure events (natural disasters, government shutdowns) are exempt with 48-hour written notice.

3. Quality & Replacement

All goods shall conform to the approved sample in material, dimensions, branding, and packaging. Defective, damaged, or incorrectly branded items shall be replaced at the Vendor's cost within 7 business days of Buyer notification. The Vendor shall bear return freight for defective goods.

4. Invoice Compliance

Every invoice shall carry per-line HSN codes, GST split (CGST/SGST or IGST as applicable), the Buyer's legal name and GSTIN, and the PO reference number. Invoices missing any of these fields may be rejected and payment deferred.

5. Data Handling & Confidentiality

Recipient lists, artwork files, and programme details shared by the Buyer are confidential. The Vendor shall use them solely for order fulfilment, retain them no longer than 12 months post-delivery, and destroy them securely thereafter per DPDP Act 2023 requirements. The Vendor agrees to an NDA where requested.

6. Artwork Retention

The Vendor shall retain production artwork, print files, colour-match records, and dispatch manifests for 36 months from the date of delivery. These records shall be made available to the Buyer or their auditors on 48 hours' notice.

7. Subcontracting

The Vendor shall not subcontract bulk production or final-quality-check without prior written consent from the Buyer. Any approved subcontractor must meet the same KYC and compliance standards as the primary Vendor.

8. Governing Law

This agreement shall be governed by the laws of India. Disputes shall be subject to the exclusive jurisdiction of the courts at [City — typically Delhi, Mumbai, or Bangalore].

Sample Purchase Order Structure

Use this format as a reference when raising your corporate gifting PO. Itemised line items and HSN coding make audit and GST reconciliation straightforward.

Field	Example Value
PO Number	CORPOKIT/DIWALI/2026/001
PO Date	15 September 2026
Vendor Name	Corpokit Private Limited
Vendor GSTIN	07AAVFC8220D1ZF
Programme Classification	Internal Employee Recognition — Diwali 2026
Delivery Date	25 October 2026
Delivery Model	Pin-code-routed per-recipient dispatch with POD

Line-Item Format

#	SKU	HSN	Qty	Unit Price	GST	Total
1	Stainless Steel Bottle 750ml — Laser Engraved	7323	500	■280	18%	■1,65,200
2	Cotton T-Shirt 180 GSM — Screen Printed	6105	500	■180	12%	■1,00,800
3	Hardbound Notebook A5 — Embossed	4820	500	■120	12%	■67,200
4	Canvas Tote Bag — Screen Printed	4202	500	■90	18%	■53,100
5	Freight — Pan-India Pin-Code Routed	9965	1	■18,000	18%	■21,240
				Grand Total		**■4,07,540**

Note: The HSN codes above are illustrative. Confirm with your CA for your specific product mix.

Vendor Comparison Matrix

Score each vendor side-by-side. Use the 100-point rubric from Page 4. This matrix becomes your audit trail for vendor selection.

Criteria	Weight	Vendor A	Vendor B	Vendor C
1. Product Quality & Range	25	____ / 25	____ / 25	____ / 25
2. Customisation Capability	20	____ / 20	____ / 20	____ / 20
3. Pricing Transparency	20	____ / 20	____ / 20	____ / 20
4. Logistics & Pan-India Reach	15	____ / 15	____ / 15	____ / 15
5. Post-Delivery Support	10	____ / 10	____ / 10	____ / 10
6. Compliance Documentation	10	____ / 10	____ / 10	____ / 10
TOTAL SCORE	**100**	____ **/ 100**	____ **/ 100**	____ **/ 100**
Per-Kit Landed Cost (incl. GST & freight)	—	■_______	■_______	■_______
Sample Turnaround (days)	—	_______	_______	_______
Bulk Lead Time (days)	—	_______	_______	_______
Qualifies (min 70/100)?	—	Yes / No	Yes / No	Yes / No

Evaluator Notes (space for qualitative comments):

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About This Template

This RFP/RFQ template was prepared by **Corpokit** (corpo-kit.com), a corporate gifting and branded merchandise partner for Indian businesses across BFSI, pharma, manufacturing, IT, hospitality, and education sectors.

How Corpokit Can Help

- **Vendor Response:** We can respond to your RFP/RFQ as a qualified vendor with full KYC, sample approval, and HSN-coded invoicing.
- **Procurement Consultation:** We can review your RFP draft, suggest evaluation weights, and help you avoid common procurement pitfalls.
- **End-to-End Execution:** From sample to bulk to pan-India dispatch with per-recipient POD, we handle the full gifting programme.

Contact

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This template is provided as a free resource and is not legal advice. Adapt all clauses to match your organisation's procurement policies and consult your legal team before execution.