NORTH WETERN RAILWAY

DRM's Office, Ajmer

No. सी 45/Tourism/MG/Heritage

Dated:-15.07.2025

The Chief Public Relation Officer,

N.W.Rly, H.Q.Office, Jaipur.

Sub:- Publication of Notification. ...

Copies of Expression of Interest Notice No. C 45/Tourism/MG/Heritage dated 15.07.2025 is sent herewith for publishing in Newspapers

1	Name and designation of the authority issuing Tender Notice	:	Shri Bhal Chandra Singh Choudhary (Sr.DCM/AII)
2	Place of work	:	Khambli Ghat-Phulad setion
3	Name of work	:	Expression of Interest (EOI) for marketing of Tourist Special Train Service and Rail Car in Kambli Ghat-Phulad setion
4	Work to be done	:	Marketing of Tourist Special Train Service and Rail Car
5	Executive Unit	:	Sr. DCM/AII
6	Accounting Unit	:	Sr.DFM/AII
7	Approximate cost of work	:	As per NIT
8	Head of Allocation	:	03-923-A-21
9	No. of insertion required	:	03
10	Date of opening of EOI	:	15TH AUGUST 2025
11	Desired date of insertion	:	20.07.2025
12	Date of uploading EOI notices & EOI documents on NWR website	:	16TH JULY 2025
13	Text material provided English (01 copy)	:	Copy of EOI ("as it is" may be published)

N.W.R.

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उत्तर पश्चिम रेलवे

EOI/C.45/TOURISM/MG/HERITAGE

मंडल कार्यालय,अजमेर
दिनांक : 15.07.2025

विषय : पर्यटन स्पेशल ट्रेन के परिचालन, विपणन के लिए रुचि की अभिव्यक्ति।
(वैली क्वीन 00961/00962)

खामली घाट - फुलाद राजसमंद जिले में एक सुंदर मीटर गेज का घाट खंड है, यह एक हेरीटेज खंड है जिसमें प्राकृतिक सुंदरता और धार्मिक स्थल है। इस खंड में पर्यटन को बढ़ावा देने के लिए, रेलवे पर्यटक ट्रेन बस (वैली क्वीन 00961/00962) को माननीय प्रधानमंत्री द्वारा विडियो कांफ्रेंसिंग के माध्यम से दिनांक 05.10.2023 को प्रारम्भ की गयी है।

अजमेर मंडल घरेलू और अंतर्राष्ट्रीय पर्यटकों के लिए वैली क्वीन ट्रेन के परिचालन, विपणन और बिक्री के लिए संभावित फर्मों और संगठनों की तलाश कर रहा है।

ईओआई दस्तावेज का विवरण
https://nwr.indianrailways.gov.in/cris/webadmin/ पर उपलब्ध है।
ईओआई मेल आईडी srdcm@nwr.railnet.gov.in पर या एक सीलबंद लिफाफे में "ईओआई फॉर ऑपरेशन, मार्केटिंग एंड सेल्स ऑफ टूरिस्ट ट्रेन सर्विस इन हेरिटेज घाट सेक्शन ऑफ खामली घाट फुलाद सेक्शन ऑफ नॉर्थ वेस्टर्न रेलवे" लिखकर 17 अगस्त 2025 को 5:00 बजे अपराह्न (17:00 बजे) तक

निम्नलिखित पते पर जमा किया जाना चाहिए:-

वरिष्ठ मंडल वाणिज्य प्रबंधक, अजमेर मंडल, उत्तर पश्चिम रेलवे, डीआरएम कार्यालय, अजमेर, राजस्थान
फोन: +91-9001196950 कार्यालय 0145-2622163

ईमेल: srdcm@nwr.railnet.gov.in
वेबसाइट: https://nwr.indianrailways.gov.in/cris/webadmin/

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NORTH WESTERN RAILWAY

EOI No. C.45/Tourism/MG/Heritage

Ajmer Division
Date : 15.07.2025

Subject: Expression of interest for operation, marketing of tourist special train (Valley Queen 00961/00962)

Khambli Ghat - Phulad is a beautiful metre gauge ghat section in Rajsamand District, it's a heritage section having scenic beauty & religious place. To promote tourism in this section, Railway Tourist Train Bus (Valley Queen 00961/00962) has been launched on 05.10.2023 by Hon'ble Prime Minister through video conferencing.

Ajmer Division is looking for potential firms and organizations for operating, marketing and selling the Valley Queen train to domestic and international tourists.

Details of EOI document are available at

https://nwr.indianrailways.gov.in/cris/webadmin/

The EOI should be submitted on mail id srdcm@nwr.railnet.gov in or in a sealed envelope superscripted with "EOI for Operations, Marketing and Sales of Tourist Train Service in Heritage Ghat Section of Khambli Ghat Phulad Section of North Western Railway by 5:00 PM (17:00 hrs) on 17th August 2025 at the following address

Senior Divisional Commercial Manager Ajmer Division, North Western Railway DRM Office, Ajmer Rajasthan Phone +91-9001196950

Office 0145-2622163
Email. srdcm@nwr.railnet.gov.in
Website: https://nwr.indianrailways.gov.in/cris/webadmin/

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Expression of Interest For Operations Marketing and Sales of Tourist Train Service in Heritage Ghat Section of KhantbliGhat-Phulad Section (Rajsamand District) of North Western Railway

Issued By:

Ajmer Division, North Western Railway

Dated: 15 July, 2025

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1. Introduction and Background

Ajmer Division of North Western Railway currently operates a heritage train (Valley Queen 00961/00962) which covers various scenic spots of the meter gauge section. The heritage Ghat section has many steep slopes, sharp curves, tunnels, viaducts and bridges that offer a panoramic view of the natural beauty and engineering marvels of the region. The section also passes through some of the most ancient and iconic railway structures.

The Tourist special train will have composition according to demand with up to 5 coaches, including (one special coach that has large windows for panoramic viewing). The train can also have a dining car and a souvenir shop. Ghat Train Bus is self-driven train bus with capacity of 59 passengers. The train will operate on demand from Marwar Junction station to Kamli Ghat and back during daytime on flexible timings. Railway buildings along the route can also be used to host passengers and for camping site etc.

Ajmer Division is seeking potential firms and organizations to partner with for operations, marketing and sales of the Heritage Ghat Express train service to domestic and international tourists. The objective of this partnership is to increase the occupancy rate, revenue, and brand awareness of the train service and to attract more tourists to visit the heritage ghat section and its tourist attractions.

2. Description of EOI Process

This EOI document is being issued by Ajmer Division for inviting expressions of interest from interested parties who have the relevant experience and expertise in marketing and sales of tourism products and services, especially tourist train service.

The EOI process will consist of the following stages

- Submission of EOI by interested parties as per the format and instructions given in this document.
- Evaluation of EOI by Ajmer Division based on the eligibility criteria and selection parameters specified in this document.
- Shortlisting of eligible parties for further discussion and negotiation.
- Issuance of Request for Proposal (RFP) to the shortlisted parties for submitting their technical and financial proposals.
- Final selection of the successful bidder based on the evaluation of the proposals
- Railways reserves the right to cancel or modify the EOI process at any stage without assigning any reason

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3. Scope of Work

The scope of work for the selected bidder will include but not be limited to the following :

- Developing and implementing a comprehensive marketing and sales strategy and plan for promoting the special train service to domestic and international tourists.
- Conducting market research and analysis to identify the target segments, preferences, expectations, and feedback of potential customers
- Designing and executing effective advertising campaigns across various media channels such as print, electronic, digital, social media, etc.
- Creating and managing online platforms such as website, mobile app, social media pages, etc. for providing information, booking payment, feedback, etc related to the train service
- Organizing and participating in promotional events such as roadshows, exhibitions, fairs, etc. in key markets and locations
- Establishing and maintaining liaison with travel agents, tour operators, media houses, influencers, etc. for generating leads, referrals, publicity, etc.
- Providing customer service and support before, during, and after the train journey
- Monitoring and evaluating the performance and impact of the marketing and sales activities and reporting to Ajmer Division on a regular basis.

The selected bidder will be required to work closely with Ajmer Division and other stakeholders state tourism departments, forest department, local authorities, etc. for ensuring smooth coordination and execution of the marketing and sales activities.

The selected bidder will also be required to comply with all the applicable laws, rules, regulations, policies, guidelines, etc related to tourism marketing and sales in India

4. General Information

The interested parties should submit their EOI along with the following documents :

- Profile of the firm/organization including details of registration, ownership structure, management team, staff strength, turnover, etc
- Proof of experience and expertise in marketing and sales of tourism products and services, especially tourist train service
- Samples of previous work done in marketing and sales of tourism products and services, especially tourist train service.
- Any other relevant information or document that may support the EOI

The EOI should be submitted on mail id srdcm@nwr.railnet.gov.in or in a sealed envelope super scribed with "EOI for Marketing and Sales of Tourist Train Service in Heritage Ghat Section of Khambli Ghat-Phulad Section of North Western Railway" by 5:00 PM (17:00 hrs.) on 17th August 2025 at the following address:

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DRM OFFICE
Ajmer
Rajasthan
Phone: +91-9001196950
Email: srdem@nwr.railnet.gov.in
Website: www.nwr.indianrailways.gov.in

The EOI should be submitted in English language only. The EOI should be an authorized representative of the firm/organization. The EOI should be valid for a period of 90 days from the date of submission. North Western Railway will not be responsible for any cost or expense in the interested parties in preparing or submitting their EOI.

Railway will evaluate the EOI based on the following eligibility criteria:

- The firm/organization should be registered under the relevant laws abroad and should have a valid PAN/TAN/GST number.
- The firm/organization should have at least five years of experience marketing and sales of tourism products and services in India or abroad
- Three firm/organization/Bidder's having highest turnover among other considered
- Ajmer Division-NWR will also evaluate the EOI based on the selection parameters
- The quality and relevance of the profile of the firm/organization.
- The quality and relevance of the previous work done in marketing ana tourism products and services.
- The quality and relevance of the samples provided.
- The innovativeness and creativity of the proposed approach.
- The understanding of the scope of work.
- The availability of resources and infrastructure.

Ajmer Division-NWR will shortlist eligible parties based on their EOI submission further discussion and negotiation. Thereafter Railway will issue RF shortlisted parties for submitting their technical and financial proposals. Ajmer Division-NWR will select the successful bidder/s based on their proposals as per the terms and conditions specified in RFP.

5. Key Suggestions

The interested parties are encouraged to provide their key suggestions on would market and sell the tourist train service in heritage ghat section.

The suggestions may include but not be limited to:

- The target segments (domestic/international) that they would focus on
- The unique selling proposition (USP) that they would highlight
- The media mix (print/electronic/digital/social) that they would use
- The promotional events (roadshows/exhibitions/fairs) that they would organize or participate in
- The online platforms (website/mobile app/social media) that they would create or manage
- The customer service (pre/during/post journey) that they would provide
- The expected outcomes (occupancy rate/revenue/brand awareness) that they would achieve

The suggestions should be concise yet comprehensive. They should demonstrate creativity, innovation, and feasibility

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