

No. Kua/COM/209/01/2023

Kuala Lumpur
Commerce Wing

Subject: Invitation for quotation to hire a Company to commission a report on Market Survey of Malaysia for AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) products

The High Commission of India intends to commission a report on Market Survey of Malaysia for AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) products

2. This call for tender is for a Company to assist the High Commission in conducting the Market Survey of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) to estimate the market size in Malaysia.

3. The **expected outcome** of the market survey is as following:

1. Size of the Malaysian Market for various systems of AYUSH (atleast for Ayurveda and Siddha, the two major systems practiced in Malaysia)
2. Current state of play of licenses and approvals for AYUSH drugs from the Government of Malaysia.
3. Major challenges being faced by the Indian exporters in obtaining the necessary licenses.
4. Nature of assistance (regulatory requirements, application procedures etc.) that could be offered to Indian exporters of AYUSH products
5. Comparison of Indian traditional medicine systems in Malaysia vis-a-vis other traditional medicine systems (Malay and Chinese) to understand the unique challenges faced by the practitioners of Indian traditional medicine systems.
6. Malaysia-specific herbal products market in terms of types of products more in demand.
7. Current health seeking trend of Malaysian people.
8. Whether Indian Ayush Industry can benefit through routing products through Malaysia to it's other trade partner countries? e.g. ASEAN, if so, the details thereof.
9. Opportunities and advantages of setting up Ayurveda/Siddha Herbal Industry in Malaysia.
10. Insights on Nutraceutical/food supplement Market in Malaysia.

4. Interested Companies may respond to this Invitation by **06th November 2023** with a price quotation to carry out the assistance as outlined in para 2 above to com.kl@mea.gov.in



C. Sushma

First Secretary (Commerce & Education)

PRE-QUALIFICATION CRITERIA/PROFORMA FOR SUBMISSION

Sl. No.	Required Documents	Description	Evaluation Mark	Enclosed (Yes/No)
1.	Experience	(a) The company/contractor should have minimum two year's experience.	04	
		(b) Preference will be given to those company/contractor which has experience in working with Diplomatic Mission/Govt. Departments/Hotels/any other reputed organization.	02	
2.	Turnover	Last two years Income Tax Returns and one year balance Sheet with as a proof of minimum Turnover of MYR 100,000/- (One hundred thousand only)	02	
3.	Registration Number	The company/contractor should have a valid Registration Number either in India or Malaysia	02	
4.	Mycard Card	Copy of Mycard Card	Mandatory	
5.	Address Proof	Address Proof of the Bidder/Tenderer	Mandatory	
6.	10% Performance Money of the approved cost has to be submitted by the successful bidder on award of work and will be returned only after successful completion of job without any interest.			
7.	There must be two envelopes, one for Technical Bid and other for Financial Bid with clearly and boldly written over them Technical Bid and Financial Bid. No indication of financial bid is required to be produced/enclosed in Technical Bids.			
8.	All tender documents are required to deposit at the office of office of First Secretary (Com & Edu.) Level 1, Wisma HRIH Lotus, 442, Jalan Pahang, Setapak, 53000 Kuala Lumpur, Federal Territory of Kuala Lumpur			

Note : All documentary proofs to be enclosed for above items.

I hereby agree to abide by all the terms & conditions of the tender document.

Name & Signature of
The Authorized Signatory of the Firm
(With Seal of the Agency affixed)
 Date