



"ಕರ್ನಾಟಕ ಸರ್ಕಾರ, ಬೆಂಗಳೂರು ಕಛೇರಿ"



Jungle Lodges and Resorts Ltd.

(A. Govt. of Karnataka Undertaking)

JLR:MKT:2025-26 : 371(4)

11-07-2025

Extension of period for Notice inviting quotations for
Appointment of one time Consultant for Digital Transformation
For - Jungle Lodges & Resorts Limited

Further to the above subject, the Notice Inviting Quotation No. JLR:MKT:2025-26:371(2) dated 30-06-2025 issued by Jungle Lodges & Resorts Limited (JLR) is hereby extended.

All the criteria and conditions for submitting the notice are the same as was mentioned in the previous notice dated 30-06-2025.

The interested may submit their documents related to technical qualifications and financial quotations addressed to the Senior General Manager, Jungle Lodges & Resorts Ltd., No. 49, West Wing, Ground Floor, Khanija Bhavan, Race Course Road, Bangalore, separately in sealed covers, which should be deposited physically in the designated collection box kept in the JLR, Head Office, on or before **14th July 2025**.


11/7/25
Executive Director

- 1) Notice Board, JLR H.O. Bangalore.
- 2) JLR Website & Social Media



"ಕರ್ನಾಟಕ ಸರ್ಕಾರ, ಉದ್ಯೋಗ ಕಲ್ಪನೆ"



Jungle Lodges and Resorts Ltd.

(A. Govt. of Karnataka Undertaking)



JLR:MKT:2025-26: 371(3)

08-07-2025

Extension of period for Notice inviting quotations for
Appointment of one time Consultant for Digital Transformation
For - Jungle Lodges & Resorts Limited

Further to the above subject, the Notice Inviting Quotation No. JLR:MKT:2025-26:371(2) dated 30-06-2025 issued by Jungle Lodges & Resorts Limited (JLR) is hereby extended for a period of 4 days.

All the criteria and conditions for submitting the notice are the same as was mentioned in the previous notice dated 30-06-2025.

The interested may submit their documents related to technical qualifications and financial quotations addressed to the Senior General Manager, Jungle Lodges & Resorts Ltd., No. 49, West Wing, Ground Floor, Khanija Bhavan, Race Course Road, Bangalore, separately in sealed covers, which should be deposited physically in the designated collection box kept in the JLR, Head Office, on or before **11th July 2025**.


Senior General Manager

- 1) Notice Board, JLR H.O. Bangalore.
- 2) JLR Website & Social Media



"ಕರ್ನಾಟಕ ಸರ್ಕಾರ, ಬೀದಾರು ಕಛೇರಿ"

Jungle Lodges and Resorts Ltd.

(A. Govt. of Karnataka Undertaking)



JLR:MKT:2025-26:371(2)

30-06-2025

Notice inviting quotations for Appointment of one time Consultant for Digital Transformation For - Jungle Lodges & Resorts Limited

Sealed quotations are invited from qualified and experienced digital consultants or agencies for conducting a comprehensive digital transformation strategy for Jungle Lodges & Resorts Limited (JLR). The objective of this engagement is to enhance JLR's digital infrastructure, improve marketing efficiency, modernize internal systems and elevate the overall customer experience through data-driven strategies and integrated technology systems.

The selection procedure would be in 3 stages viz., scrutinizing the technical specifications/ documents, evaluating technical presentation and finally the financial quotations, with marking system as in Annexure.

Consultants or agencies are hereby invited to:

- Submit 2 separate quotations in a sealed envelope, one with technical specifications/documents and another quoting your consultancy charges and
- Make a presentation showcasing your new and innovative ideas in digital infrastructure, to improve marketing efficiency, modernizing internal systems and elevating the overall customer experience

Scope of work:

The selected agency is expected to study and analyse the existing system and recommend, and help in seamless implementation of the best possible system to be adapted regarding the following areas.

1. Digital Marketing & Brand Positioning
2. Website & Booking System Optimization
3. Performance Marketing & Campaign Tracking
4. CRM, Automation & Retention Strategy
5. Customer Experience Optimization
6. Data Analytics & Performance Reporting
7. Influencer Marketing & Strategic Partnerships
8. Competitor Benchmarking & Best Practices
9. Accounting & Finance Systems Modernization
10. Strong reporting, documentation, and stakeholder management skills.
11. Ability to explain complex digital topics to non-technical teams and government officials.

Submission Guidelines

A. Technical Qualification

Technical specifications/ documents to be submitted in sealed cover to the Head Office

1. Minimum 10 years of digital transformation or technology consulting in the hospitality, travel, tourism, or public sector.
2. The vendor must signify of having managed a total of more than ₹15 Crore in advertising expenditure over the course of their involvement in the digital marketing industry. (this is not the turnover *per se*)
3. An undertaking which states 'No conflict of interest' with similar clients.

B. Financial Proposal to be submitted in sealed cover to the Head Office

1. Professional fee structure
2. Third-party tool costs or platform licenses (if any)
3. Taxes & applicable statutory charges
4. Payment milestone plan

C. Technical Presentation may include

1. Execution methodology
2. Timeline & milestones
3. Relevant case studies
4. Team structure & expert profiles
5. Tools & systems recommended
6. Deep understanding of digital hospitality technology including booking engines, payment integrations, UX/UI optimization, CRM, campaign attribution, and cloud accounting tools.
7. Coordination experience with cross-functional digital, marketing, and IT teams.

D. Terms and Conditions:

1. Consultant should help in preparation of Tender Documents to the client for implementation
2. Consultant should help in effective implementation of running the module for initial 3 months
3. Consultant should train the selected staff of the client for the effective implementation of the modules
4. Consultant should not take part in bidding for selection of implementing agencies either directly or indirectly

The interested may submit their documents related to technical qualifications and financial quotations addressed to the Senior General Manager, Jungle Lodges & Resorts Ltd., No. 49, West Wing, Ground Floor, Khanija Bhavan, Race Course Road, Bangalore, separately in sealed covers, which should be deposited physically in the designated collection box kept in the JLR, Head Office, within 07 (Seven) days from the date of this notice.

1. The Technical presentation will be evaluated by the JLR Management.
2. Among the qualified technical proposals, the work will be awarded to the lowest financial bidder.


Senior General Manager

- 1) Notice Board, JLR H.O. Bangalore.
- 2) JLR Website & Social Media

Annexure

Marking system:

Technical Qualification

Sl. No.	Items	Marks
1.	Minimum 10 years of digital transformation or technology consulting in the hospitality, travel, tourism, or public sector.	For 10 years – 10 marks For every additional 1 year, 2 marks, upto max. 10 marks. (i.e., additional 5 years)
	Min marks required to qualify - 10	Total 20 marks
2.	The vendor must signify of having managed a total of more than ₹15 Crore in advertising expenditure over the course of their involvement in the digital marketing industry. (this is not the turnover <i>per se</i>)	For 15 crore – 12 marks For every additional 1 crores, 1 marks, upto max. 8 marks. (i.e., additional 8 crores)
	Min marks required to qualify - 12	Total 20 marks
		Grand total 40 marks

Technical Presentation

Sl. No.	Items	Marks
1.	Execution methodology	10
2.	Timeline & milestones	10
3.	Relevant case studies	10
4.	Team structure & expert profiles	5
5.	Tools & systems recommended	5
6.	Deep understanding of digital hospitality technology including booking engines, payment integrations, UX/UI optimization, CRM, campaign attribution, and cloud accounting tools.	15
7.	Coordination experience with cross-functional digital, marketing, and IT teams.	5
	Min marks required to qualify - 40	Total - 60



