



INDIAN INSTITUTE OF MANAGEMENT SHILLONG
UMSAWLI, SHILLONG: 793018
MEGHALAYA

Fax No: 0364-2230041

www.iimshillong.ac.in

ENQUIRY NO: IIMS/S&P/NIQ/26-27/016

Dated: 07.08.2026

Sub: Notice Inviting Quotations for Production of a High-End Institutional Branding Film at IIM Shillong

Offers are invited on behalf of Director, IIM Shillong from registered/ reputed dealer, supplier for tentative requirement of services addressed to the Director, IIM Shillong, Umsawli, Shillong-793018 with the subject ***“Quotations for Production of a High-End Institutional Branding Film at IIM Shillong”*** Enquiry No. with due date and the offer to be sent by E-mail to **srmgr.stores@iimshillong.ac.in** latest by 14 August 2026 by 03:00 pm.

(Detailed Description)

Sl. No.	Description of Items	Qty	Unit	Rate (Rs.)	Total (Rs.)
1	Production of a High-End Institutional Branding Film for Indian Institute of Management Shillong (IIM Shillong)	1	Nos.		
Total (Rs.)					
GST (Rs.)					
Grand Total (Rs.)					

The above mentioned rates is inclusive of all taxes.

A. Scope of Work

Production of a High-End Institutional Branding Film for Indian Institute of Management Shillong (IIM Shillong)

1. Background

The Indian Institute of Management Shillong (IIM Shillong), an Institution of National Importance under the Ministry of Education, Government of India, invites proposals from experienced professional film production agencies for the conceptualization, production, and delivery of a world-class institutional branding film.

The objective is to produce a cinematic, emotionally engaging, and globally benchmarked institutional film that showcases IIM Shillong as a premier management institution committed to academic excellence, leadership, innovation, sustainability, research, and the unique cultural and ecological richness of Northeast India.

The film shall serve as the Institute's flagship branding asset for national and international outreach, student admissions, faculty recruitment, executive education, collaborations, media engagement, conferences, and global partnerships.

2. Objectives

The production agency shall develop a compelling visual narrative that effectively communicates:

- Academic excellence and intellectual leadership
- World-class faculty and research ecosystem
- Student life and holistic development
- Executive education and industry engagement
- International collaborations
- Innovation and entrepreneurship ecosystem
- Sustainability initiatives
- Leadership development philosophy
- The unique location and natural beauty of Meghalaya
- State-of-the-art campus infrastructure
- Alumni achievements and institutional impact
- Vision of becoming a globally respected management institution
- Recognition and Accreditations received by IIM Shillong

The film should inspire prospective students, corporate leaders, policymakers, international universities, recruiters, and global stakeholders.

3. Scope of Services

The selected agency shall be responsible for end-to-end execution including but not limited to:

A. Creative Development

- Concept development
- Script writing
- Visual treatment

The agency shall submit at least one creative concepts before commencement of production.

B. Pre-Production

The agency shall undertake:

- Detailed production planning
 - Recce of campus
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- Shooting schedule
 - Production timeline
 - Crew deployment
 - Equipment planning
 - Production logistics
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C. Video Production

The agency shall undertake high-quality filming of:

Campus Infrastructure

- Academic blocks
 - Administrative buildings
 - Library
 - Auditorium
 - Hostels
 - Faculty residences
 - Sports facilities
 - Dining areas
 - Innovation and incubation centres
 - Learning spaces
 - Smart classrooms
 - Conference facilities
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Academic Activities

- Classroom interactions
 - Faculty lectures
 - Group discussions
 - Case study sessions
 - Student presentations
 - Executive education programmes
 - Research activities
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Student Experience

- Student interactions
 - Student Clubs, Cultural activities & Sports
 - Community engagement
 - Entrepreneurship activities
 - Hostel life & Campus events
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Faculty

- Faculty interviews & Research discussions
 - Classroom teaching
 - Informal faculty interactions
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Leadership

Professional interviews of:

- Director (in IIM Shillong Campus)
- Chairpersons (in Kolkata)

Optional:

- Deans ,Faculty ,Students
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4. Drone Cinematography

The agency shall undertake professional drone filming including:

- Campus overview
 - Sunrise & Sunset aerials
 - Building fly-throughs
 - Campus approach
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5. Technical Specifications

Production shall include:

- Minimum 4K UHD acquisition
 - Professional lenses
 - Time-lapse photography
 - FPV drone (where approved)
 - Professional lighting
 - Professional sound recording
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6. Creative Style

The film shall have:

- International cinematic quality
- Corporate branding aesthetics
- Modern editing with Dynamic transitions
- Minimal staged sequences
- Authentic interactions & Natural performances
- Premium colour grading with luxury visual identity

Reference quality:

- Apple Brand Films
 - Stanford University
 - Harvard University
 - MIT
 - Oxford
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7. Voice Over

The agency shall provide:

- Professional English voice artist
 - Script synchronization
 - Studio-quality recording
 - Broadcast-quality audio
 - Hindi version (if required)
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8. Music

The agency shall provide:

- Royalty-free music rights
 - Sound design
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9. Motion Graphics

Professional motion graphics including:

- Animated titles
 - Infographics
 - Typography animation
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10. Post Production

The agency shall undertake:

- Video editing
 - Colour correction & Colour grading
 - Motion graphics
 - Audio mastering
 - Subtitle integration
 - Final mastering
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11. Deliverables

The selected agency shall provide:

Primary Film

- 6–7 minute flagship institutional branding film

Additional Versions

- 30-second teaser

Vertical Content

- Three Instagram Reels

Photography

- Minimum 50 professionally edited high-resolution photographs
- Campus , Students ,Faculty ,Events ,Infrastructure
- Drone imagery

Raw Assets

- All original footage (Images and Video)
 - Drone footage
 - Audio files
 - Project files
 - Source files
 - Licensed assets
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12. Quality Expectations

The production shall demonstrate:

- International production standards ,Premium storytelling ,Strong institutional branding
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13. Intellectual Property

All deliverables, including:

- Raw footage , Edited films ,Scripts, Graphics , Photographs ,Audio
- Project files

shall become the exclusive property of IIM Shillong.

The production agency shall have no rights to reuse any content without written approval.

14. Timeline

The project shall be completed within **25 days** from the date of issue of Work Order.

15. Agency Eligibility

The agency should have:

- Minimum **5 years** of experience in institutional or corporate film production.
 - Successfully produced **at least 5** high-end corporate or institutional films.
 - Experience working with **IIMs, IITs, Central Universities, Government Institutions, PSUs, Fortune 500 companies, or reputed educational institutions.**
 - Availability of an in-house creative team, cinematographers, editors, drone operators.
 - Valid GST registration, PAN, and other statutory registrations.
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17. Acceptance Criteria

The final film should:

- Reflect IIM Shillong's vision, values, and global aspirations.
- Be suitable for presentation at national and international forums.
- Be adaptable for admissions, executive education, conferences, exhibitions, and digital marketing.
- Meet broadcast and digital platform standards.
- Be approved by the competent authority of IIM Shillong.

18. Inclusions

- Travel of Crew

19. Exclusions

- Stay of crew in Shillong
- Hard-drive for Data Backup

Recommendation

For a flagship institutional film that represents IIM Shillong for the next 5–7 years, the production quality should be benchmarked against leading global universities and premium brand films rather than conventional educational promotional videos. The institute should consider engaging a production house with demonstrated expertise in cinematic storytelling, aerial cinematography, ensuring the final film serves as a long-term strategic branding asset rather than a routine promotional video.

B. Terms and Conditions:

1. No counter proposal is acceptable and conditional/late quotes are liable to be rejected.
2. Vendors/Suppliers are required to submit copies of GST Registration, PAN, and copies of work orders of similar works carried out in the quote.
3. Validity of quoted rates is for a period of 60 days.
4. Time schedule of delivery is within 25 days of receipt of supply order or else deduction on gross bill @0.5% per week or part thereof will be made as liquidated damages/delay in supply subject to maximum of 10% of the value of the delayed supplies.

5. Bills should be submitted in quadruplicate along with a receipted copy of challan duly endorsed in the desk of the Receiving section of the Institute.
6. Payment of the approved vendor for supply of items at IIM Shillong shall be made through cheque or electronic clearing system. In case of cheque, the same will be dispatched by registered post and postal charges shall be deducted from their bills. No advance payment will be made.
7. The Institute reserves the right to reject any tender or all tenders without assigning any reason.
8. Director, IIM Shillong or his authorized representatives shall be the final authority in settling all disputes and the decision will be binding on all concerned.

Sd/-
Senior Manger Stores
IIM Shillong