REQUEST FOR PROPOSAL (RFP)

Appointment of Strategic Sales Partner for Marketing and Sale of Residential & Retail Units at Al Warsan-1, International City, Dubai By NBCC Overseas Real Estate LLC, Dubai

1. INVITATION FOR PROPOSAL

NBCC Overseas Real Estate LLC ("NBCC"), Dubai, which is wholly owned subsidiary of NBCC (India) Limited (Govt. of India Enterprise) invites proposals from reputed, experienced, and RERA-registered real estate brokerage firms for marketing, lead generation, promotion, and sale of residential and retail units in its upcoming mixed-use development located at International City – 1, Al Warsan, Dubai, UAE.

The selected Sales Partner(s) shall be responsible for promoting the project, generating qualified leads, conducting sales activities, facilitating customer engagement, and supporting transaction closure in accordance with applicable Dubai Land Department (DLD), RERA, AML Compliance and other applicable regulations as per law of land.

2. PROJECT OVERVIEW

Project Name

Mixed-Use Residential Development at International City – 1, Al Warsan, Dubai

Developer

NBCC Overseas Real Estate LLC (NBCC)

Location

International City – 1, Al Warsan, Dubai, UAE

Development Details

Particulars	Details
Plot Area	1,372.81 Sq.m (14,776.79 Sq.ft)
Permitted Use	Mixed Use (Residential + Ground Floor Retail)
Building Configuration	G + 2 Podium + 8 Floors + Roof
FAR Allowed	3.5
FAR Achieved	3.5
Gross Floor Area (GFA)	4,805 Sq.m (51,720 Sq.ft)
Total Built-up Area	Approx. 9058 Sq.m (97,500 Sq.ft)

Particulars	Details
Total Residential Units	62 Units
Unit Mix	47 Nos. 1-BHK – Avg 650 sqft; 15 Nos. 2-BHK – Avg 1050 sqft
Retail Units	Ground Floor Retail Space (645 sqft)
Parking Provision	72 Parking Spaces
Saleable Area	Approx. 4,805 Sq.m (51,720 Sq.ft)

Key Amenities

- Podium parking
- Swimming Pool
- Gymnasium
- BBQ and open seating area
- Retail space at ground floor
- Modern lobby and common facilities
- Dedicated parking for residents and visitors

3. OBJECTIVE OF APPOINTMENT

NBCC intends to appoint Strategic Sale Partner(s) with proven expertise in the Dubai residential real estate market to:

- Market and promote the project.
- Generate qualified domestic and international buyer leads.
- Facilitate sales bookings and closures.
- Support customer documentation and transaction processes.
- Enhance project visibility through digital and offline channels.
- Achieve targeted sales velocity within prescribed timelines.

4. SCOPE OF SERVICES

The selected Sales Partner shall undertake, but not be limited to, the following activities:

Branding

- Project branding
- Logo and brand identity
- Marketing collaterals
- Brochures
- Walkthroughs
- Digital creatives

Marketing & Promotion

- Launch strategy
- Digital marketing campaigns.
- Social media promotions.
- Investor outreach.
- Corporate sales initiatives.
- International roadshows and exhibitions.
- Database marketing and CRM campaigns.

Lead Generation

- Identification and qualification of prospective buyers.
- Generation of walk-ins and virtual inquiries.
- Organization of customer presentations.

Sales Support

- Project presentations and demonstrations.
- Site visits and virtual tours.
- Price negotiation support within approved limits.
- Assistance in booking and reservation formalities.

Documentation Support

- Collection and verification of customer documents.
- End to End AML compliances
- Coordination for SPA (Sale Purchase Agreement) execution.
- Support in DLD and RERA compliance requirements.

Reporting

- Weekly sales pipeline reports.
- Monthly marketing activity reports.
- Lead conversion analytics.
- Forecasting and market intelligence reports.

5. ELIGIBILITY CRITERIA

Interested firms must satisfy the following minimum requirements:

Mandatory Requirements

1. Valid UAE Trade License.
2. Valid RERA Brokerage Registration.
3. Minimum 2 years of experience in Dubai residential real estate sales
    - The bidders must provide sales track record in off-plan and ready properties.
    - The bidders shall submit the details of Projects sold. Details to be provided in Annexure-III.
4. Self-Certification of Dedicated sales team based in UAE on company letter head duly signed by authorized signatory.
5. Affidavit for correctness of documents submitted as per Annexure-I on Company letter head.
6. Undertaking with respect that No record of blacklisting by any government authority, developer, or regulatory agency on company letter head.
7. Net Worth of the company /firm as on last day of preceding Financial Year, should be positive.
8. The Bidder should at least have earned profit in minimum one year in the available last three consecutive balance sheets.
9. The bidders are required to submit the page of summarized Balance Sheet (Audited) and page of summarized Profit & Loss Account (Audited) for immediate last three years.

Preferred Qualifications

- Experience in selling projects in International City, Warsan, Silicon Oasis, Dubai South, and similar mid-market communities. (Details to be submitted in Annexure-III)
- Strong overseas investor network. – Bidders to submit the details of offices in countries other than UAE.

6. EARNEST MONEY DEPOSIT (EMD)

The bidder shall submit:

EMD Amount: AED 25,000

Form:

- Manager Cheque
- EMD can be submitted online from bank located in DUBAI.
- The details of **NBCC OVERSEAS REAL ESTATE L.L.C** account is as mentioned below:

  Account Name : NBCC OVERSEAS REAL ESTATE L.L.C
  Bank Name : Bank of Baroda
  Account no : 90010200035561
  Customer ID : C94011563

Validity: 180 Days

The EMD shall be payable to NBCC without any condition(s), recourse or reservations.

1. The Bid will be rejected by NBCC as non-responsive and shall not be considered in case EMD is not received of the requisite amount in the form mentioned above.
2. The EMD of bidders other than successful bidder will be returned within 15 days, after opening of Financial Bid.
3. The EMD of the successful Sales Partner will be discharged after the Sales Partner has furnished the required acceptable Performance Guarantee/ Security.
4. No interest shall be paid by NBCC on the EMD.

EMD shall be forfeited in case of:

- If a Sales Partner withdraws the bid after bid opening during the period of validity;
- If, any unilateral revision in the offer is made by the bidder during the validity of the offer.
- Upon non acceptance of LOI/LOA, if and when placed
- In the case of a successful Sales Partner ; if the Sales Partner fails to Sign the Agreement within the 15 days from the date of issue of LOA or furnish the required performance security or fail to commence the work within the stipulated time period prescribed in the contract.
- If the bidder furnishes any incorrect or false statement/information/document.
- If the bidder does not intimate the names of persons who are working with him in any capacity or are subsequently employed by him who are near relatives to any officers of NBCC and/or name of bidder's near relative who is posted in the project office/concerned zonal/SBG/RBG office of NBCC.

7. PERFORMANCE SECURITY

Successful bidder shall furnish:

Performance Security	:	a. 2.5% on Brokerage Value payable on sale value derived @AED1300/Sqft. b. 2.5% of the computed profit sharing calculated @50% for additional 100 Dhms per sqft above Dhms 1300 per sqft i.e. (100*51720*50%*2.5% = 64,650 Dhms)
Validity	:	Agreed Sale realization Period + 90 Days

***__Sale Realization Period__ – The period proposed by the bidder during which the actual funds will be credited in NBCC Overseas Real Estate LLC account by the bidder / sales partner.

1. For the due performance of the contract in accordance with the terms and conditions specified, the Sales Partner shall on the day or before signing the contract which shall not be later than 15 (Fifteen) days of the issue of the Letter of Award/ Letter of Intent, furnish performance security in the form of Manager Cheque in Favor of "**NBCC OVERSEAS REAL ESTATE LLC**" to the extent as mentioned in s.no. a & b of above table. The EMD paid by the Sales Partner shall be returned to the Sales Partner after receipt of Performance Security.

2. The Performance Security shall be in favour of NBCC Overseas Real Estate, Dubai Limited, payable at Dubai.

3. It is expressly understood and agreed that the performance security is intended to secure the performance of entire contract. The forfeiture of Performance Security by the NBCC, would not operate as bar/set off/adjustment from any amount of money which becomes recoverable or is recovered by the NBCC to cover any damages detailed/ stipulated in various clauses in the Contract document. In case of Performance Security being forfeited by the NBCC, the sales partner would immediately replenish the amount of Performance Security.

4. The performance security will be discharged by NBCC and returned to the Sales partner after successful realization of sales amount to NBCC and compliance of RERA / statutory bodies and after completion of Defect Liability Period of contractor, whichever is later.

5. NBCC reserve the right of forfeiture of the performance guarantee in additions to other claims and penalties in the event of the sales partner's failure to fulfil any of the contractual obligations or in the event of termination of contract as per terms and conditions of contract.

8. PROPOSAL SUBMISSION REQUIREMENTS

The proposal shall include:

Envelope-I Technical Proposal

A. Company Profile

- Legal status of organization.
- Ownership structure.
- Year of establishment.
- Office locations.
- Organizational chart.

B. Experience Credentials

- List of projects sold in last 2 years.
- Developer references.
- Sales value achieved.
- Market segments served.

C. Marketing Strategy

The bidder shall submit a detailed sales and marketing strategy covering:

- Target customer segments.
- Marketing channels.
- Lead generation methodology.
- International outreach plan.
- Digital marketing strategy.
- Sales forecast.
- Sale Realization Period.

D. Team Structure

- Key personnel details including CVs & relevant experience.
- RERA certification details.
- Dedicated project team.

Envelope-II Commercial Proposal

The bidder shall provide quotation in Annexure-IV:

- Profit Sharing percentage above baseline sale price i.e. Dhms. 1300.00 per Sqft of GFA for following slab i.e.

Slabs of sale price	**Profit Sharing**	
	Sales Partner %	**NBCC %**
Above 1300 Dhms per sqft		

9. EVALUATION CRITERIA

The proposals of shortlisted bidders shall be evaluated based on the following:

Commercial Proposal – 100%

- The bidder shall consider mandatory baseline payment plan of 30:70 i.e. (Construction Link : Post Construction Plan) in their proposal.

Award Criteria –

- **The bidder quoting maximum profit sharing with NBCC will be reckoned for award of work.**
- In case of tie, any better offer from bidder above baseline payment plan will be preferred.

NBCC reserves the right to conduct presentations and negotiations with shortlisted bidders.

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10. BROKERAGE STRUCTURE

The successful Sales Partner shall be compensated on a success-fee basis linked to actual sales concluded and payments realized by NBCC. The **fixed percentage fee @ 10.00% for marketing and brokerage services** (excluding VAT) on baseline sale price of **Dhms 1300.00 per sqft** is payable to successful sales partner.

In Addition to fixed percentage fees as above, Brokerage based on Profit sharing basis would also be payable as per commercial Proposal to be submitted by bidder.

Brokerage shall be payable only on:

- Executed Sale Purchase Agreement (SPA).
- Receipt of customer payments as per agreed payment plan.

11. PERFORMANCE REQUIREMENTS

The selected Sales Partner shall:

- Maintain active sales funnel targets.
- Achieve agreed sales milestones i.e. within 9 months of launch of project (date of launch will be finalized by NBCC subsequent to the RERA / DLD approvals as per law of land).
- Comply with all RERA, DLD, and UAE regulations including AML Compliances.
- Ensure ethical selling practices.
- Maintain confidentiality of project information.

Failure to meet agreed performance benchmarks may result in termination of the engagement.

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12. SALES TARGETS

The appointed Sales Partner shall achieve sales target as mentioned below:

Milestone	Requirement
Month 3	Minimum 25% of Inventory available for sale
Month 6	Minimum 60% of Inventory available for sale
Month 9	Minimum 100% of Inventory available for sale

Failure to achieve minimum milestones may result in:

- Termination based on performance.
- Appoint multiple sales partners in case of non-performance by selected bidder

***The inventory will be considered sold only when SPA (Sale and Purchase -Agreement) is signed between buyer & NBCC.

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13. CONTRACT PERIOD

Initial appointment shall be for:

12 Months, extendable based on performance and mutual agreement.

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14. EXCLUSIVITY

NBCC reserves the right to:

- Appoint multiple sales partners in case of non-performance by selected bidder.
- Modify sales strategy during the engagement period.

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15. CONFIDENTIALITY

All project information, pricing, customer data, marketing collateral, and commercial terms provided by NBCC shall remain confidential and shall not be disclosed to any third party without prior written consent.

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16. RESERVATION OF RIGHTS

NBCC reserves the right to:

- Accept or reject any proposal.
- Cancel the RFP process at any stage.
- Seek additional information.
- Amend the scope of work.
- Negotiate commercial terms with shortlisted bidders.

NBCC shall not be liable for any costs incurred by bidders in preparation and submission of proposals.

Submission of a proposal does not create any obligation on NBCC to award the assignment.

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17. List of Documents to be submitted by Bidder in Hard Copy within the period of bid submission:

a. Manager Cheque in Favour of NBCC OVERSEAS REAL ESTATE LLC in respect of EMD .

b. Annexure-I: Affidavit on Letter Head for correctness of document/information.

c. Annexure-II: Unconditional letter of acceptance of request for proposal (RFP) conditions (in original) (duly signed on letter head of the applicant/ bidder).

d. Annexure-III to Annexure-IV.

e. Corrigendum / Addendum / Other documents, if any.

f. Power of Attorney/ Board Resolution of the person authorized for signing /submitting the request for proposal (RFP).

NOTE:

1. All documents are required to be submitted in hard copy.

2. In case of non-submission of EMD of the requisite amount in the physical form,, the bid shall be rejected out rightly without seeking any further clarification.

3. Unconditional letter of acceptance duly signed on letter head, Affidavit for correctness of document/information are mandatory documents and are need to be checked carefully for its correctness (strictly as per prescribed format) before submission of bid. The bid shall be rejected out rightly in case of its non-submission in hard copy, without seeking any further clarification/document. No claim of the consultant whatsoever shall be entertained by NBCC on this account.

4. The bidders are advised to submit complete details with their bids. The Technical Bid Evaluation will be done on the basis of documents submitted by the bidders with the bids in hard copy. Please note no fresh document other than in the form of clarification/revision in respect of an existing document shall be accepted after last date of submission of bids.

5. The information should be submitted in the prescribed proforma. Bids with Incomplete/Ambiguous information are liable to be rejected.

6. EMD submitted by the bidders shall be strictly paid Through Manager Cheque in Favour of NBCC OVERSEAS REAL ESTATE LLC. In case, EMD is not found of requisite amount, the bid will be liable for rejection.

7. All the documents duly sealed and signed by the Power of Attorney/Authorized person through Board of Directors should be in readable, printable and legible form (in English Language) failing which the Bids shall not be considered for evaluation.

18. PROPOSAL SUBMISSION SCHEDULE

Activity	Days	Tentative dates
Issue of RFP	7 days	20.07.26 – 26.07.26
Pre-bid Queries	10 days	29.07.26
Pre-bid Meeting	11 days	30.07.26
Response to Queries	12 days	31.07.26
Proposal Submission Deadline	14 days	03.08.26
Technical Evaluation	21 days	10.08.26
Presentation by Shortlisted Firms	24 days	13.08.26
Award of Contract	To be notified	

19. CONTACT DETAILS

NBCC Overseas Real Estate LLC

Dubai, United Arab Emirates

Email: overseas.dubai@nbccindia.com
Telephone: +91-9540031024 – Dinesh Kumar Choudhary, AGM
+971-551906699 – Saheer, Coordinator
+91-8527098114 – Pradeep Sharma, General Manager

Pre-Bid Meeting	30.07.2026 **(Time & Venue will be informed later)**
Proposal shall be submitted :	Before and up to 17.30 PM on 03.08.2026.
Address:	NBCC DWC LLC C/o NBCC OVERSEAS REAL ESTATE LLC, Building A3, Office 425, Business Park, Dubai World Central, PO Box-27661, Dubai, UAE

- The "Request for Proposal" RFO may be downloaded from NBCC website https://nbcc.enivida.com/ and https://wwwcgidubai.gov.in/section/tender/.
- Any amendment/corrigendum shall be uploaded on the said websites only.

Authorized Signatory: Sh. Pradeep Sharma

Designation: General Manager

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20. REFERENCE ATTACHMENTS

1. **Affection Plan**
2. **NAKHEEL Concept Plan Approval**
3. **TRAKHEES Concept Plan Approval**
4. **Concept Presentation and Area details**

ANNEXURE – I

AFFIDAVIT

(To be submitted in ORIGINAL on the letter head of the company by the authorized officer having power of attorney/as per Board Resolution)
(To be submitted in Envelope-1)

Affidavit of Mr.......................................S/o...
R/o
....
I, the deponent above named do hereby solemnly affirm and declare as under:

1. That I am the Proprietor/Authorized signatory of M/s …………………………… Having its Head Office/Regd. Office at …………………………………………………………..

2. That the information/documents/Experience certificates/Bank Guarantee(s) submitted by M/s………………………… along with the request for proposal (RFP) for ……………………(Name of work)…………To NBCC Overseas Real Estate LLC are genuine and true and nothing has been concealed.

3. I shall have no objection in case NBCC verifies those from issuing authority (ies). I shall also have no objection in providing the original copy of the document(s), in case NBCC demand so for verification.

4. I hereby confirm that in case, any document, information & / or certificate submitted by me found to be incorrect / false / fabricated, NBCC at its discretion may disqualify / reject / terminate the bid/contract,forfeit the EMD / All dues and also place under Holiday List as per NBCC policy.

I, ..., the Proprietor / Authorised signatory of M/s..................................... do hereby confirm that the contents of the above Affidavit are true to my knowledge and nothing has been concealed and that no part of it is false.

Verified at ....this................day of ....

Duly Signed by Authorised Signatory

ANNEXURE-II

ACCEPTANCE OF REQUEST FOR PROPOSAL (RFP) CONDITIONS

From: (*To be submitted in ORIGINAL on the letter head of the company by the authorized officer having power of attorney/as per Board Resolution*)

To
NBCC Overseas Real Estate LLC, Dubai,

Sub: Appointment of Strategic Sales Partner for Marketing and Sale of Residential & Retail Units at Al Warsan-1, International City, Dubai By NBCC Overseas Real Estate LLC, Dubai

Sir,

1 This has reference to above referred request for proposal (RFP). I/We have read/viewed all the request for proposal (RFP) terms & conditions and are pleased to submit our request for proposal (RFP) for the above work and I/We hereby unconditionally accept the request for proposal (RFP) conditions and request for proposal (RFP) documents in its entirety for the above work.

2 I/we are eligible to submit the bid for the subject request for proposal (RFP) and I/We are in possession of all the documents required.

Yours faithfully,

(Signature of the Bidder)
With rubber stamp

Dated ___________________

Annexure -III

Details of Projects sold in Dubai,UAE

(To be submitted in Hard Copy)

S.No.	Name of project along with Location	Value of property sold (in AED Million.)	Developer name	Developer contact no.	Developer mail ID	Year of sale

Signature of Bidder

Annexure-IV

FINANCIAL BID / QUOTING SHEET

(To be submitted in Hard Copy)

NAME OF WORK	**:**	Appointment of Strategic Sales Partner for Marketing and Sale of Residential & Retail Units at Al Warsan-1, International City, Dubai By NBCC Overseas Real Estate LLC, Dubai
NAME OF AGENCY	**:**	---

Brokerage Structure – The **fixed percentage fee @ 10.00% for marketing and brokerage services** (excluding VAT) on baseline sale price of **Dhms 1300.00 per sqft** is payable to successful sales partner.

The bidder shall provide Profit Sharing percentage over and above baseline sale price i.e. Dhms. 1300.00 per Sqft of GFA in following table.

Slabs of sale price	**Profit Sharing**	
	Sales Partner %	**NBCC %**
Above 1300 Dhms per sqft		

Signature& Stamp of Bidder