

**H.P. STATE ELECTRONICS DEVELOPMENT CORPORATION LTD.**

(A Unit of H.P. Government Undertaking)

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No: HPSEDC/EOI/STE/Hologram/2k23-16731

Date: 23/01/2023

**Expression of Interest (EOI) For Finalization of Hologram  
Specifications**

HP State Electronics Development Corporation Ltd (HPSEDC), was incorporated under the companies Act 1956 in the year 1984. The main objectives and functions of this Corporation include promotion of Computerization in the State (particularly in the State Government Departments and its undertakings), development of software packages, procurement and supply of computer hardware, software and other related electronic products, office automation and medical equipments at reasonable rates. In addition to this the Corporation is expected to give fillip to electronic & IT industry in the State by developing adequate infrastructure.

HPSEDC intends to procure EALs/holograms for sealing the liquor bottles to prevent sale of spurious and duplicate/ illicit liquor in the State thereby augmenting the revenue and ensuring sale of genuine liquor to the common people. The approximate volume of holograms that would be required for 1 year would be approximate 10 Crores in number. These EALs/Holograms will be used by the Department of State Taxes and Excise.

This EOI is published for finalisation of specifications of EALs/Holograms with high security features along with Track and Trace capabilities as per specifications finalized by the Department.

Only those bidders will participate in this meeting who will fulfil the following conditions. The participant will ensure submission of documents and presentations till 31/01/2023 upto 11:00 AM through email at [hpsedc@hpsedc.in](mailto:hpsedc@hpsedc.in). The meeting link will be sent/shared through return mail/mobile only to those participants who have submitted the requisite documents and presentations. The participants will be allowed to showcase his detailed presentation/demonstration in the presence of Committee on 02/02/2023 at 2:30PM:

- a. The bidder should be registered under the Indian Companies Act, 1956/ 2013 or Partnership Firms (LLP) registered under LLP Act 2008 or subsequent amendments.
- b. Turnover: Should have Turnover of at least 50 cr.
- c. Experience: At least 5 years' experience with an in-house master origination lab in India.
- d. Orders executed: Should have supplied EALs/Holograms to at least one State Excise Department/UT.

Sd/-

**Managing Director**