



सत्यमेव जयते

Embassy of India  
Kuwait

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## NOTICE INVITING TENDER/REQUEST FOR PROPOSAL

*Closed bids* are invited from competent and experienced market research agencies:

### Market Study on Pharmaceutical Sector in Kuwait and Opportunities therein for Indian Pharmaceutical Manufacturers / Exporters.

Detailed Terms of Reference are available on Embassy's website  
[www.indembkwt.gov.in](http://www.indembkwt.gov.in).

For further queries, kindly contact the Commerce Wing of the Embassy at Email: [com1.kuwait@mea.gov.in](mailto:com1.kuwait@mea.gov.in) or  
Tel: 00965 22571193 (8:00 AM to 4:30 PM).

**Last Date for Submission of Bids:**  
**14 December 2024 | 04.00 PM Kuwait Time**

**Embassy of India  
Kuwait**

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**Market Study on Pharmaceutical Sector of Kuwait  
and  
Opportunities therein for Indian Pharmaceutical  
manufacturers and Exporters**

**TERMS OF REFERENCE**

1. **Introduction**: The Embassy of India, Kuwait, hereinafter referred to as the 'Client' is seeking proposals from qualified firms, agencies and consultants, hereinafter referred to as the 'Bidder,' with experience in Market Research for conducting a study on '**Pharmaceutical Sector in Kuwait**'.
  
2. **Scope**: The market study will focus on the following aspects:
  - a. **Market Size and Segmentation**: Provide an overview of the pharmaceutical market in Kuwait, with data on market size, growth rate, and segmentation (e.g., branded vs generic medicines).
  - b. **Key stakeholders**: Major pharmaceutical companies, their market share, and pricing strategies, and Major Distributors/Importers
  - c. **Regulatory Environment for Generics vis a vis Branded Pharmaceuticals**: Local regulations governing the import of pharmaceutical products, especially for generics.
  - d. **Perception**: Generic medicines compared to brand-name products, highlighting any biases or quality concerns
  - e. **Local IP laws** i.r.o. entry of generic medicines, licensing, and distribution regulations specific to generics.
  - f. **Pharmaceutical standards**: Certification requirements for Indian manufacturing companies, including any quality assurance, safety, and testing requirements to the Kuwait market.

- g. **Analysis of structure of the healthcare system**, including the role of government procurement vs. private sector purchases.
  - h. **Evaluation of Insurance reimbursement policies** and how they impact the demand for generic medicines, particularly for low-cost options.
  - i. **Identification of key stakeholders** (such as healthcare providers, pharmacists, and distributors) and outline strategies for engagement.
  - j. **Comparison of price** of top 100 high-cost imported branded pharma products vs. generic of top Indian pharma companies.
  - k. **Benefits/Advantages** of setting up of Indian Pharma Manufacturing Plants in Kuwait.
3. **Eligibility**: Market Research Agencies who can establish credentials as a consultant in the concerned field, with documentary proof of having done similar work in the past, is eligible to be a 'Bidder' and participate in the bidding process. The internal evaluation and decision of the 'Client' in this regard shall be binding and as such no explanation is to be offered or expected in this regard.
4. **Deliverables**: Upon completion of the market study, the following deliverables will be expected by the Client:
  - a. **Comprehensive report** in English Language summarizing the research findings, including detailed analysis and recommendations.
  - b. **Statistical data**, charts if any, and comparative analysis – Especially on advantage of cost for Indian pharmaceuticals.
  - c. **Recommendations** with regards to sector specific stakeholders with potential for collaboration between India and Kuwait.
5. **Timeline**: The market study is expected to be completed within a timeframe of **two months**, with the following key milestones:
  - a. Research planning and methodology development.
  - b. Data collection and analysis.
  - c. Comparative analysis and report writing.
  - d. Presentation of the final report.

6. **Confidentiality**: All data and information collected during the market study will be treated with strict confidentiality. Any personal data collected will be anonymized and used for research purposes only.
7. **Custodian of Report**: The end product that is the Market Research shall be the sole propriety of the Client and the Client will have the full freedom to use its contents as deemed appropriate. The report shall prominently carry the emblems and logos as provided and desired by the Client and shall not in any direct or indirect way carry endorsements, emblems, logos, credits or mention of affiliations with the Bidder and/or any agency or individual involved in generating/printing the report.
8. **Submission of Bids**: Closed Financial Bids (in in Kuwaiti Dinar only) for the Market Study on Pharmaceutical Sector in Kuwait, covering all deliverables as per para 4, should be submitted in a large sealed envelope, marked as **Tender for Market Study on Pharmaceutical Sector of Kuwait and Opportunities therein for Indian Pharma manufacturers and Exporters**, addressed to 'Commercial Representative' Embassy of India, Diplomatic Enclave, Arabian Gulf Street, Safat 13015, Kuwait, no later than **14 December 2024 at 04.00 pm Kuwait Time**. Any tender received after this date and time will not be considered.
9. **Opening of Bids**: Bids will be opened at **03.00 pm on 17 December 2024** in the Embassy of India, Kuwait. Applicants may send their representative to be present during opening of bids after obtaining prior permission from the Embassy of India, Kuwait.
10. **Payment Terms**: The payment for the services provided will be 100% upon completion of the assigned task and as such **no advance payment shall be made**. The payment will only be made in the form of a cheque to firm/agency name as provided by the Bidder.

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