# MEGHALAYA TOURISM DEVELOPMENT CORPORATION LTD.
## (A GOVERNMENT OF MEGHALAYA UNDERTAKING)
## STATE CONVENTION CENTRE: SHILLONG

No. MTDC/341/PWH/2026/6 Dated Shillong the 5th November 2026.

# NOTICE INVITING PROPOSALS

## APPOINTMENT OF INTEGRATED FOOD & BEVERAGE CONCEPT, DESIGN, BRAND AND LAUNCH CONSULTANT FOR THREE OUTLETS AT PINEWOOD HOTEL, SHILLONG

### Notice Inviting Proposals

MTDC Ltd. invites sealed proposals from eligible and experienced firms for appointment as the Integrated Food & Beverage Concept, Design, Brand and Launch Consultant for three outlets at Pinewood Hotel, Shillong: a cocktail bar, a coffee bar and a restaurant. The selected consultant shall act as the single programme lead and shall coordinate approved specialist consultants, designers, vendors, trainers and hotel stakeholders from discovery through launch and handover.

The assignment will be awarded through Quality and Cost Based Selection (QCBS) with technical and financial weightages of 70:30. Conditional proposals and proposals that do not meet the minimum eligibility or technical qualifying score shall be rejected.

Detailed RFP documents can be purchased from the Office of the undersigned during working hours on payment of Rs. 2000.00 (Rupees Two Thousand) Only per set in cash.

### Background

Pinewood Hotel, Shillong, is being repositioned through renovation and the introduction of three distinct but connected food and beverage destinations. MTDC Ltd. seeks a partner capable of combining local authenticity with international service standards and translating Shillong and Meghalaya's cultural, culinary and ingredient heritage into commercially viable guest experiences.

The three concepts must operate as one coherent hotel F&B programme while retaining clear identities, customer propositions, menus, operating systems, staffing plans and launch strategies. Existing hotel operations, institutional catering and Government event requirements must be considered while developing the new dine-in offerings.

### Project Vision and Guiding Principles

- Local authenticity and international appeal shall be treated as complementary requirements.
- Each outlet shall be distinctive, operationally efficient, commercially sustainable and appropriate to the heritage and positioning of Pinewood Hotel.

- Concept, menu, spatial planning, equipment, staffing, service, brand and storytelling shall be developed as an integrated system.
- Recommendations shall favour feasible, maintainable and locally supportable solutions, with clear lifecycle and operating cost implications.
- The programme shall build internal capability through documented recipes, SOPs, training, vendor systems and handover materials.

Indicative Outlet Brief

| Outlet | Positioning direction | Indicative programme |
|---|---|---|
| Cocktail Bar | Neighbourhood by day; destination by night | Ingredient-driven and/or story-driven cocktails drawing on Meghalaya produce, spices, ferments, spirits, people and places; fast and ergonomic service; beer-on-tap readiness; premium but approachable experience. |
| Coffee Bar | Coffees of India, anchored in Meghalaya | Reliable espresso-based everyday service using Meghalaya-grown beans; rotating manual-brew selection; selected Indian single-estate coffees; strong sourcing, equipment, training and quality-control systems. |
| Restaurant | An homage to Meghalaya, told through complementary menus | Refined Khasi, Jaintia and Garo food traditions alongside a European-influenced category rooted in Shillong's culinary history; refinement of the existing menu; Pinewood Specials; continued event and catering capability. |

**Important:** The directions above are an indicative brief, not a pre-selected solution. Bidders shall demonstrate independent thinking and may propose evidence-based refinements or alternatives. Final positioning rests with MTDC Ltd.

Objectives

- Create three market-relevant F&B concepts and unifying brand architecture for Pinewood Hotel.
- Develop complete food, beverage and coffee programmes with recipes, costing, pricing and procurement specifications.
- Coordinate design intent, fit-out requirements and equipment planning with appointed architects, engineers and contractors.
- Build a capable operating team through organisation design, recruitment support, training and performance standards.
- Launch the outlets through structured readiness reviews, soft-opening trials, guest feedback and post-launch stabilisation.

- Provide MTDC Ltd. with complete ownership-ready documentation, vendor records, digital assets and operating manuals.

## Indicative Procurement Schedule

| Activity | Indicative interval | Final date |
|---|---|---|
| RFP publication | T | 5th November 2026. |
| Last date for written queries | T + 7 days | 17th November 2026. |
| Pre-bid meeting and site visit | T + 10 days | 20th November 2026. |
| Issue of clarifications/addendum | T + 14 days | 26th November 2026. |
| Proposal Due Date | T + 21 days | 30th November 2026. |
| Opening of Technical Proposals | Same/next working day | 30th November 2026. |
| Technical presentation | To be notified | To be notified |
| Opening of Financial Proposals | To technically qualified bidders | To be notified |
| Letter of Award | After competent approval | To be notified |
| Agreement / commencement | Within 10 days of LOA | To be notified |

## Communication

All communications, queries and submissions relating to the procurement shall be made in accordance with the instructions and timelines specified in the RFP.

Managing Director
MTDC Ltd, Shillong

Memo. No. MTDC/341/PWH/2026/6-A Dated Shillong the 5th November 2026.

Copy to,

1. The Director of Information & Public Relations, Meghalaya, Shillong with a request to kindly publish this notice for 1(one) issue in the leading newspapers of Meghalaya in Khasi, Jaintia ,Garo and English and one National English News-paper for wide circulation and to submit the bill for payment.
2. The Director printing and Stationary, Meghalaya, Shillong for publication in the Meghalaya Gazette.
3. The State information Officer, NIC Meghalaya, Shillong for displaying in the State website.
4. Office Notice Board.

Managing Director
MTDC Ltd. Shillong.