

Expression of Interest (EOI) for 3D Image Creation and Upload Services for E-commerce Platform

APCO Handlooms is a renowned brand specializing in high-quality handwoven fabrics, offering a diverse range of products, including sarees, fabrics, and home furnishings. Our commitment to preserving traditional weaving techniques while embracing contemporary designs has positioned us as a leader in the handloom industry, promoting sustainable and artisanal craftsmanship. While we have successfully been conducting business through our online platform, we are now enhancing our website to improve its visibility and offer an even better shopping experience. As part of this effort, we are expanding the reach of our offline showrooms by bringing them online, enabling customers to explore our full range of products digitally.

To further elevate our e-commerce presence, we are pleased to invite firms to submit their Expression of Interest (EOI) for the creation and upload of high-quality 3D images for our product listings on our e-commerce platform. The selected firm will be responsible for following a detailed process to generate and upload interactive 3D models of products, ensuring that the user experience is enhanced, and customers can fully engage with the product before purchasing.

Scope of Work:

The firm chosen will be expected to complete a series of steps to deliver the final 3D images in a suitable format for our e-commerce platform. The first step in the process is preparation. The firm will need to gather all necessary materials and resources, including the physical product to be imaged. It is essential that the firm has access to the appropriate hardware and software to generate 3D images. This includes ensuring that all necessary tools for capturing high-quality images and creating 3D models are in place before starting the project.

The next phase involves the capture of images. The firm should set up a controlled environment with consistent lighting to ensure that the product is captured accurately from multiple angles. The images should be taken with a high-resolution camera to ensure that the product's key features and details are clearly visible. This step is crucial for creating an accurate and high-quality 3D model that will allow customers to interact with the product.

Once the images are captured, the firm will move on to processing them. This includes importing the images into 3D modeling software, where the firm will stitch the images together to create the 3D model. The model will need to be refined and edited to ensure that it accurately represents the product and meets the necessary quality standards. The firm will also be required to apply realistic textures and colors to the model, ensuring that the 3D version of the product is as close to the real thing as possible.

After the 3D model has been finalized, the firm will be required to export it in a format compatible with our e-commerce platform. It is important that the firm optimizes the file size of the 3D model, so that it loads quickly for customers without compromising the quality of the image. A smooth, fast loading experience is critical to maintaining a positive user experience.

The next step is uploading the 3D model to the relevant product page on the e-commerce platform. The firm will need to log into the platform's admin panel and navigate to the product management section. After selecting the product, the firm will use the platform's upload tools to add the 3D model file. It will also be necessary to ensure that the 3D model displays and

functions correctly on the product page, allowing customers to rotate and zoom in on the product as needed.

Following the upload, the firm will be responsible for testing and reviewing the functionality of the 3D model. The firm must preview the product page to verify that the 3D model loads correctly. Additionally, the interactive features, such as the ability to rotate the model and zoom in on details, should be tested. If any adjustments or improvements are necessary, the firm should make them promptly to ensure the model provides a smooth and engaging experience for customers.

Once the firm is satisfied with the 3D model and its functionality, the final product page will be published on the e-commerce platform. The firm should continue to monitor the page for any issues that may arise and be prepared to gather user feedback for future improvements. Continuous monitoring ensures that any potential issues with the 3D model can be addressed quickly, providing an optimal experience for the customer.

Eligibility Criteria:

We invite qualified firms to submit their Expression of Interest. To be eligible, the firm must provide certain key details as part of their submission:

- **Firm GST number** – A valid GST number is required for participating firms.
- **Past experience** – Firms should provide details of any previous experience in creating and uploading 3D images for e-commerce platforms, if applicable.
- **Registered office address** – Firms must include the address of their registered office.
- **Official email ID** – A valid email ID for official communications.
- **Phone number** – A contact phone number for communication purposes.

We encourage **Micro, Small, and Medium Enterprises (MSEs)** in the relevant field to apply. Additionally, firms holding a **UDAM card** are also eligible to participate in this bid. This ensures that we promote inclusive participation and provide opportunities to smaller businesses and organizations with relevant experience.

Submission Details:

Firms interested in participating must submit their Expression of Interest by **Date**. Along with their EOI, firms must include all the necessary details mentioned above. Submissions should be made to [insert submission email or address], where the firm can send their application, and any additional documentation required.

We look forward to receiving your proposals and working together to enhance the product presentation on our e-commerce platform.