

ARMoured VEHICLES NIGAM LIMITED

A Government of India Enterprise — Ministry of Defence
HVF Road, Avadi, Chennai — 600054, India

Expression of Interest for Analysis of Market Potential for AVNL Defence Products

Reference No.	AVNL/MKTG/EOI/2026/1
Issuing Authority	Marketing & Business Development Division, AVNL
Response Due Date	15/08/2026
Contact Email	export@avn1.co.in

1. BACKGROUND AND CONTEXT

Armoured Vehicles Nigam Limited (AVNL) is a Defence Public Sector Undertaking under the Ministry of Defence, Government of India, engaged in the design, development, manufacture and supply of armoured fighting vehicles, logistics vehicles, protected mobility platforms, engine assemblies, engine spares and associated defence systems. AVNL invites responses from qualified Market Research firms with proven expertise in the global defence sector.

The primary objective of this EOI is to identify and assess global market opportunities for AVNL's priority product portfolio, namely:

- Logistics Vehicles and their variants
- Mine Protected Vehicles (MPVs)
- KAVACH Mobility and Protected Vehicle Family
- T72, T90, BMP2 and Engine spares

The study shall focus on identifying commercially viable export opportunities, potential customers, procurement pipelines, and market-entry strategies in priority regions.

No classified, restricted or export-controlled technical information shall be disclosed by AVNL during the EOI stage. Any subsequent sharing of information shall be governed by appropriate confidentiality obligations and applicable Government security requirements.

As part of its strategic initiative to expand exports and identify new market opportunities under the Government of India's Defence Export Policy, AVNL is seeking to conduct a comprehensive assessment of global market potential for its products and services.

This EOI is issued solely for the **purpose of identifying and shortlisting qualified firms** for a potential engagement. The information submitted will be used by AVNL to assess the capabilities of interested organizations and determine the most suitable agencies for subsequent stages of the selection process, including issuance of an RFP, technical presentations, negotiations, or direct engagement, as applicable.

2. OBJECTIVES OF THE STUDY

The primary objectives of this market potential analysis are:

- **Global Demand Assessment:** Identify countries and regions with existing or emerging requirement for armoured vehicles, engine spares, and related systems.

- **Competitive Landscape Mapping:** Map features of key global competitors (OEMs and state-owned enterprises) supplying products comparable to AVNL's portfolio and assess their market share, pricing, and strategic positioning.
- **Opportunity:** Rank target export markets by strategic priority, procurement readiness, political alignment, and regulatory compatibility with Indian export control regimes.
- **Pricing Intelligence:** Benchmark AVNL's pricing against comparable international suppliers to assess competitiveness.
- **Regulatory and Policy Environment:** Evaluate import regulations, offset obligations, ToT (Transfer of Technology) requirements, and defence procurement frameworks in target countries.
- **Strategic Recommendations:** Provide actionable recommendations for market entry, partnership models, and positioning strategy.

3. SCOPE OF INFORMATION SOUGHT

3.1 Product Categories

a. Respondents are requested to provide technical positioning, indicative international pricing, estimated market size, demand forecast, competing platforms, procurement trends and potential customer profile covering the following AVNL products:

- KAVACH
- Logistics vehicles
- Mine protected Vehicles
- T72,T90,BMP2 Engine spares

b. The information furnished shall be based upon publicly available, lawfully obtained and verifiable sources. Respondents shall clearly indicate the source and reliability of all market intelligence submitted.

3.2 Geographic Markets

a. Above Information is specifically sought for the following regions, though respondents may include additional markets of strategic relevance:

- **Africa:** Sub-Saharan Africa, East Africa, North Africa — countries with Soviet/Russian armoured inventories
- **South-East Asia:** ASEAN nations with armoured vehicle modernisation programmes
- **Central Asia:** CIS nations with seeking new vehicle spares and upgrades
- **Middle East & Gulf:** Countries in active procurement or upgrade cycles for armoured platforms
- **Friendly Foreign Countries identified by the Government of India from time to time:** Countries under India's Act East and Neighbourhood First policies

b. AVNL reserves the right to modify, expand or reduce the geographical scope during any subsequent stage of procurement.

4. ELIGIBILITY CRITERIA FOR RESPONDENTS

AVNL invites responses from organisations meeting the following criteria:

- **Experience:** Minimum 5 years of experience in defence market research, strategy consulting and defence procurement advisory
- **Sector Expertise:** Demonstrated expertise in land systems, armoured vehicles and broader defence capital equipment markets

- **Geographic Coverage:** Established research capability or network in African and Southeast Asia and Central Asian countries
- **Credentials:** Reputed research firms with verifiable track records
- **Customer References:** Firms who have worked in the defence domain will be given preference
- **Positive Net worth:** Positive Net Worth during the last financial year supported by audited financial statements.
- Not blacklisted, banned or debarred by any Government Department, Ministry, PSU or International Funding Agency.

5. FORMAT AND CONTENT OF RESPONSE

Respondents are requested to structure their response as follows:

Section A — Respondent Profile

- Organisation name, headquarters, and key contact details
- Brief company profile and relevant experience, Last three years revenues
- List of defence customers where similar work done in the last 3 years with project details
- Key personnel proposed and their CVs / profiles

Section B — Approach and Methodology

- Proposed methodology for the market potential study
- Data sources, tools, and frameworks to be used
- Proposed timeline and deliverables
- Customer reference where defence advisory services done in the past

Section C — Market Intelligence

- Market size (in USD) for armoured vehicles and spares over next 5–10 years with source of information and market reports to be attached
- Key procurement decision-making body with relevant contacts
- Current fleet composition and life cycle stage of armoured platforms in service
- Identified or anticipated tender/procurement programmes
- Incumbent suppliers and their contract durations
- Political and diplomatic environment
- Key barriers to entry (Any sanctions, offset requirements, local content mandates, ToT obligations)
- Recommended entry strategy (direct sale, JV, agency, government-to-government)

Section D — Indicative Commercials

- Indicative cost estimate for conducting the study with timelines.
- Detailed profile of team members who will work on this EOI

Section E – Mandatory Declarations

- Non-Blacklisting Declaration
- Conflict of Interest Declaration
- Integrity Declaration
- Litigation Declaration
- Authorisation Letter

6. SUBMISSION INSTRUCTIONS

Submission Mode	Hard copy to be submitted by speed post in English language in address below
Address	ARMOURED VEHICLES NIGAM LIMITED A Government of India Enterprise — Ministry of Defence HVF Road, Avadi, Chennai — 600054, India
Subject	EOI Response — Market Potential Analysis — [Organisation Name]
Response Due Date	15/08/2026 by 17:00 hrs IST

- AVNL does not bind itself to accept any response and reserves the right to seek additional information from any respondent if required.
- Responses shall remain valid for a period of 180 days from the last date of submission. AVNL may accept or reject late submissions at its sole discretion.

7. TERMS AND CONDITIONS

- **Cost of Response:** AVNL will not bear any costs incurred by respondents in preparing and submitting a response to this EOI.
- **Confidentiality:** The Respondent shall treat all information received from AVNL as confidential and shall not disclose, reproduce, copy, publish or communicate such information to any third party without the prior written consent of AVNL. The Respondent shall ensure that access to such information is restricted strictly on a "need-to-know" basis. These obligations shall survive the completion, withdrawal or termination of the EOI process. Respondent shall ensure that all employees, consultants and subcontractors execute confidentiality undertakings.
- **Intellectual Property:** All reports, market studies, databases, analytical models, presentations, recommendations, working papers and other deliverables specifically prepared pursuant to the proposed assignment shall vest exclusively in AVNL. The Respondent shall not reproduce, publish, commercialise or use such deliverables for any purpose without prior written approval of AVNL. The Respondent shall retain ownership only over its pre-existing intellectual property that existed independently prior to the assignment. All copyright and other intellectual property rights in the Deliverables shall vest exclusively in AVNL.
- **Non-Binding:** Nothing in this EOI or any response thereto shall create any legal obligation on either party.
- **Right to Cancel:** AVNL further reserves the right to seek clarifications, conduct presentations, invite one or more Respondents for presentations, discussions or participation in subsequent procurement stages, issue an RFP to shortlisted agencies, appoint one or more consultants, or discontinue the procurement process without incurring any liability.
- **Canvassing:** Any attempt to influence the evaluation process through canvassing, inducement or improper communication shall result in immediate disqualification and may invite further administrative or legal action.

8. CONFLICT OF INTEREST

- 8.1. The Respondent shall disclose any actual, potential or perceived conflict of interest.
- 8.2. A conflict shall include, *inter alia*:
 - advising competing defence manufacturers;
 - representing foreign defence OEMs whose interests conflict with AVNL;
 - financial or managerial interest in competing organisations;

- any circumstance affecting impartiality; or
- conflict discovered after award may result in termination.

8.3. AVNL may reject any response or terminate participation where a conflict exists.

9. SUBCONTRACTING

- No part of the assignment shall be subcontracted without the prior written approval of AVNL. Approval shall not relieve the Respondent of its contractual responsibilities.
- The Respondent shall remain fully responsible for acts and omissions of approved subcontractors

10. DATA SECURITY

- The Respondent shall implement appropriate administrative, technical and organisational safeguards to protect all information received from AVNL.
- Information shall be:
 - securely stored;
 - encrypted where appropriate;
 - accessible only to authorised personnel; and
 - returned or securely destroyed upon completion of the assignment or upon AVNL's request.

11. NATIONAL SECURITY

- The Respondent acknowledges that AVNL is a Defence Public Sector Undertaking.
- The Respondent shall:
 - a. comply with all security instructions issued by AVNL;
 - b. not transmit information outside India without prior written approval;
 - c. immediately report any security incident;
 - d. ensure that personnel engaged for the assignment comply with all applicable Government security requirements.

12. COMPLIANCE WITH APPLICABLE LAWS

The Respondent shall comply with all applicable laws, regulations, export control requirements, sanctions, taxation laws, labour laws, anti-corruption laws and Government directions while participating in the EOI process and during execution of any subsequent assignment.

13. RETURN OF INFORMATION

Upon completion, cancellation or withdrawal of the EOI process, or upon AVNL's request, the Respondent shall immediately return or securely destroy all information, documents and electronic records received from AVNL and certify such destruction in writing. This obligation shall survive completion or termination of the EOI process.