



DMIC INTEGRATED INDUSTRIAL TOWNSHIP GREATER NOIDA LIMITED

Registered Office: H-169 Chitvan Estate, Sector Gamma II, Greater Noida – 201 308, Uttar Pradesh

CIN: U74900UP2014PLC063430 Phone: 0120-4256300 e-mail: iitgnltd@gmail.com

No: DMIC IITGNL/2018-19/.1.9...

Dated: 13/Apr/2018

EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES

DMIC Integrated Industrial Township Greater Noida Limited (DMIC IITGNL) intends to empanel technically competent and experienced advertising agency for advertising and publication of Newspaper advertisements. The eligible firm shall be empanelled for a period of one year, extendable based on performance.

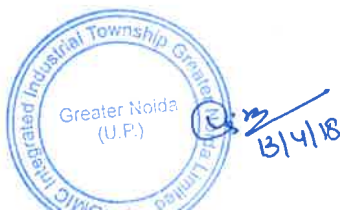
Essential Eligibility Criteria:

The advertising agency should fulfill the following criteria:

1. The applicant should be a legal entity registered in India.
2. The agency should have accreditation with the Indian Newspaper Society (INS) as on proposal submission date.
3. The firm should have a full-fledged office in Delhi/NCR with adequate man power.
4. Minimum three years experience in advertising and publicity activities.
5. The agency should have handled at least two (2) clients as Government/ PSU/Banking & Financial Institutions in the past.
6. The agency should have an average annual turnover of INR 10 crores for the last three financial years i.e., 2014-15, 2015- 16 and 2016-17.

General Terms and Conditions:

1. Agency should be able to meet and respond to urgent publication requirements.
2. Agency should not be involved in any litigation that may impact or compromise the delivery of services as required under this EOI of empanelment and in execution of agreement.
3. No advance payment will be made to the advertising agency for any of the work assigned. The payments shall be released by company against the bills received



from the agency after having completed the job to the satisfaction of officer concern.

4. The decision of empanelling any number of agencies shall be vested with DMIC IITGNL. DMIC IITGNL may empanel more than one advertising agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit DMIC IITGNL of its right to release advertisement directly without routing them through the empanelled advertising agencies.
5. DMIC IITGNL reserves the right to remove any such agency from the empanelled list along with forfeiture of EMD, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
6. DMIC IITGNL reserves the right to reject any application without assigning any reason.
7. DMIC IITGNL reserves the right to amend, modify, add or delete, accept or reject in part or full, one or all conditions mentioned above without assigning any reason thereof.
8. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.

Submission of Tender:

The interested agency should submit the Expression of Interest with following details:

1. Application Form (Annex I)
2. Agency Profile
3. Accreditation certificate of INS
4. Copy of PAN card and Goods and Service Tax registration certificate
5. Supporting documents of three years' experience in field of Advertising and Publicity
6. Supporting documents of experience of working with minimum two Government/PSU/Banking & Financial Institutions, in releasing the advertisements through newspapers and publication.



7. Copies of Chartered Accountant certified audited balance sheet for the years 2014-15, 2015-16 and 2016-17 along with the turnover details filled and certified by Chartered Accountant in prescribed format – Annex II.
8. EMD of Rs 20,000/- in the form of Demand Draft/ Cheque only issued by Nationalized/Scheduled bank drawn in the favour of 'DMIC Integrated Industrial Township Greater Noida Limited' payable at Greater Noida.

A bidder can submit only one proposal. If the Bidder submits more than one proposal, such proposals shall be disqualified. Bids received after the closing date will be rejected without any further communication on the matter.

Selection Procedure For Empanelment of Advertising Agencies

1. Shortlisting of the agencies will be done strictly on the basis of the information furnished in the bid. The proposals shall be evaluated against each of the categories highlighted under 'Essential Eligibility Criteria' and those applicants meeting all the above mentioned requirements will be considered for empanelment. DMIC IITGNL may also call all the applicants for a presentation to assess the creativity levels, if desired at the time of finalizing the list of empanelled agencies.
2. Work will be awarded to empanelled agencies on the basis of calling separate financial proposals/ based on the discretion of the DMIC IITGNL as the case may be.

The completed bids must be submitted along with necessary documents in a sealed cover super scribed "**EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES**" and addressed to **Chief Financial Officer, DMIC Integrated Industrial Township Greater Noida Limited** on or before 01/May/2018 1700 hrs (IST).



[Handwritten signature]
13/4/18

Expression of Interest – For selection as Advertising Agency for DMIC IITGNL

S no.	Specifications	Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Delhi/NCR	
6	Details of branches/associates outside Delhi/NCR	
7	Profile	
8	Legal status of Bidder :(Proprietor/Partnership/Private Ltd/Public Ltd/Other)	
9	Goods and Service Tax Registration (enclose copy)	
10	PAN no (enclose copy)	
11	Contact details of CEO/head of the agency (name, address, phone, email, mobile)	
12	Work Experience (provide details of Government /Ministries/PSUs clients)	
13	Turnover : (Enclose supporting documents and duly filled Annex II)	



FINANCIAL STATUS OF THE APPLICANT

Fill in the blanks for each of the last three fiscal years, duly certified by Chartered Accountant

Turnovers during last 3 years:

Particulars	2014-15	2015-16	2016-17

(Signature & Name of Applicant)



