

EXPRESSION OF INTEREST FOR EMPANELLEMENT OF ADVERTISING AGENCIES

Spices Board, Ministry of Commerce and Industry intends to empanel technically competent and experienced advertising agencies 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 fulfil 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 May 31, 2017.
3. The firm should have a full-fledged office in Kerala preferably in Kochi with adequate man power.
4. Minimum five years experience in advertising and publicity activities.
5. Agency should have been on panel of at least 2 Government /PSU departments.
6. Minimum annual turnover of Rs. 5 crores during last three years with documentary proof for the year 2014-15, 2015-16 and 2016-17, certified by Chartered Accountant.

General Terms and Conditions:

1. Rates of publication in newspapers and publication will be as per DAVP rates.
2. Agency should be able to meet and respond to urgent publication requirements.
3. 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.
4. No advance payment will be made to the advertising agency for any of the work assigned. The payments shall be released by Board against the bills received from the agency along with the original invoice in name of agency from concerned newspaper or publications.
5. The Board 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. The Board 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 Spices Board of its right to release advertisement directly without routing them through the empanelled advertising agencies.
7. The Board reserves the right to reject any application without assigning any reason.
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. DAVP empanelment certificate / letter desirable.
5. Copy of PAN card and Service tax registration certificate
6. Supporting documents of five years' experience in field of Advertising and Publicity
7. Supporting documents of 2 years experience working with minimum two Government/PSU departments, in releasing the advertisements through newspapers and publication.
8. 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.
9. EMD of Rs 20,000/- in the form of DD from any nationalized bank, drawn in the favour of 'Secretary, Spices Board, Cochin'.

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 and time mentioned above 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.
2. The decision of empanelling number of agencies shall be vested with the Board.
3. Board 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.

The completed bids must be submitted along with necessary documents in a sealed cover superscribed "**EXPRESSION OF INTEREST FOR ADVERTISING AGENCY**" and addressed to **Shri. Prathyush TP, Asst. Director, Spices Board, NH Bypass Road, Palarivattom – 682025** on or before 29th June 2017, 5.00 pm.

Expression of Interest – For selection as Advertising Agency for Spices Board

Sl no.	Specifications	Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Kerala	
6	Details of branches/associates outside Kerala	
7	Company profile :	
8	Legal status of Bidder :(proprietor/partnership/private ltd/public ltd)	
9	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 or Public Account or Chamber of Commerce

Turnovers during last 3 years:

Amount	2014-15	2015-16	2016-17

(Signature & Name of Applicant)