

## INVITING EOI FOR EMPANELMENT OF MEDIA BUYING AGENCY

The Spices Board intends to empanel reputed Media agencies for organising and conducting multimedia campaign through Theatres/Multiplexes, Televisions, Radio, and Outdoor Media such as hoardings, bus/train panels, kiosks, illuminated signage, display panels, etc. The eligible firm shall be empanelled for a period of 1 years extendable further on mutually agreed terms and conditions, who would render assistance in realizing the objectives as stated above from time to time.

### Essential Eligibility Criteria:

The agency should fulfill the following criteria:

1. The applicant should be legal entity registered in India.
2. Should have pan India presence. Contact office in Kochi, is desirable.
3. The firm should have full-fledged office of their own with state of art infrastructure to facilitating the needs of the mass media campaign, supported by adequate no. of staffs/professionals.
4. Minimum five years experience in field of media buying, promotion and branding through theatres/Multiplexes, Televisions, Radio and outdoor media of at least 2 Government/PSU departments
5. Minimum annual turnover of Rs 5.00 crores during last three years.
6. Rates should be as per DAVP rates applicable at the time of release of the spots/advertisements.

### Terms and Conditions

1. The firm/company should have atleast five years experience in handling similar assignments with Govt/ PSUs.
2. Should have full-fledged office with state of art infrastructure.
3. Minimum annual turnover of Rs. 5.00 crores during last three years supported by documentary proof for the year 2014-15, 2015-16, & 2016-17 certified by Chartered Accountant.
4. Successful Agency shall have to submit a Performance Security of Rs. 50,000/- in the shape of a Demand Draft drawn from any nationalized bank in favour of Spices Board
5. The conversion of the Advertisements/spots to the requisite format as per requisite of the desired media platform, should be performed by the agency.
6. The Censorship certificate for the various media platform of advertisements/spots as per requisite should be procured by the agency.
7. Agency should closely monitor the campaigns as per the schedule and submit the weekly/monthly monitoring report to the Board with the suggestion to make any mid-term correction if required.
8. After completion of the activity agency will have to submit the complete report of each campaign, within two weeks of the conduct of the campaign.
9. The payment shall be arranged in two installments – 40% as advance for each campaign against the proforma invoice and rest 60% on submission of final bills along with bills obtained in name of the agencies after successful completion of the campaign.
10. The Agency shall keep confidential all the information relating to work or to any other aspect of Board's business that comes into its possession as a result of or in connection with its work under this work.
11. Agency should not have been blacklisted by any Central/ State Government/ Public Sector Undertaking Govt. of India.
12. Agency should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in execution of agreement.
13. The Board may empanel more than one Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit Board of its right to release advertisement directly without routing them through the empanelled advertising agencies.
14. The Board reserves the right to reject any application without assigning any reason.
15. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.

## **Selection Procedure -for Empanelment Of Media Buying Agencies**

1. Short Listing of the agencies will be done strictly on the basis of the information furnished in the Application form and the Supporting documents.
2. The shortlisted agencies will be called for a Presentation.
3. The agencies will be finally selected for Empanelment based on their Presentations.
4. The decision of the Board regarding selection of the Agencies will be final and binding.
5. 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.

### **General Instructions for Submission of EOI**

Interested Media Buying agencies shall submit the EOI in sealed cover, superscribed as ***Expression of Interest for Empanelment Of Media Buying Agency***

Bid Documents should include the following details:

1. Application Form (***Annex I***)
2. Agency Profile along with the details of Organization Structure, Employee Strength and infrastructure facilities.
3. DAVP empanelment certificate / letter desirable.
4. Copy of PAN card and Service tax registration certificate
5. Copies of Chartered accountant certified audited balance sheet for year 2014-15, 2015-16 and 2016-17 alongwith the turnover details filled and certified by Chartered Accountant in prescribed format – ***Annex II***.
6. Supporting documents of five experience with Govt /PSUs. in handling similar assignments of Media buying, promotion and branding, experience in food sector preferable. The proofs like work order/ invoice of payment of work/appreciation letter form Govt/PSU firms for projects like branding through theatres/Multiplexes, Radio, Televisions and Outdoor media should be attached.

*All the pages of the supporting documents submitted should be duly signed and sealed by the Bidder/Agency.*

If the contractor shall have any doubt as to the meaning of any portion of the terms & conditions or the scope of the work or any other matter concerning the tender he/she shall in good time, before submitting the EOI, put forth the particulars thereof and submit them to the Board in writing in order that such doubts may be clarified in writing before tendering. Once a tender is submitted the matter will be decided according to tender conditions in the absence of such authentic pre-clarification.

In case of any clarification you may please contact the following officials on any working day during office hours:-

Assistant Director (Publicity)

Tel. No.: 0484-2333610,

Email : sbpublicity@indianspices.com

The technical bid documents shall be forwarded to **ShriPrathyush TP,AsstDirector(Publicity), SpicesBoard,NHByPass, Palarivattom PO,Kochi682025soas toreachtheadresseonor before 18.07.2017, 11.00 a.m.**

Note: The bids shall be opened on **18.07.2017 at 3 p.m.** at the Spices Board, Kochi. The interested agencies who have submitted the EOI are invited to attend the bid opening.

To  
 Shri Prathyush T P,  
 Asst Director (Publicity),  
 Spices Board, NH By Pass,  
 Palarivattom PO,  
 Kochi 682025

**Sub: Expression of Interest – For Empanelment of Media Buying Agency -reg**

Dear Sir,

With reference to the advertisement inviting EOI to empanel reputed Media agencies for organising and conducting multimedia campaign through theaters/multiplexes, TV, Radio, and outdoor media such as hoardings, bus/train panels, kiosks, illuminated signage, display panels, I/we the undersigned offer to provide the services as per the EOI.

Sl no.	Specifications	Details (mention the page nos./flag of the supporting documents )
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Kerala	
6	Company profile : (Organization Structure, Employee Strength and infrastructure facilities in detail)	
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 with	

	proofs - work order/ invoice of payment of work/appreciation letter )	
13	Turnover : (Enclose supporting documents alongwith duly filled Annex II)	

I/We fully understand and agree to comply that on verification, if any of the information provided in the bid document is found to be misleading or unduly favours our company in the short listing process, I/We are liable to be dismissed from the EoI selection process or termination of the contract during the project.

I/We agree to abide by the conditions set forth in this EoI.

I/We hereby declare that our proposal submitted in response to this EoI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

**SIGNATURE & NAME (along with seal)**

**FINANCIAL STATUS OF THE APPLICANT**

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

1 . Turnovers during last 3 years:

Amount of	2014-15	2015-16	2016-17

(Signature & Name of Applicant)