

BEC / BRC CRITERIA OF EOI FOR EMPANELMENT OF ADVERTISING AGENCIES

ANNEXURE-II

Sl. No.	Item	Sub-Item	Whether mandatory requirement	Certificates to be attached
1	Agency Profile	Should have registered office in NE India	YES	Necessary certificate to be attached authenticated by Gazetted Officer of Government.
		Should be established not later than 2005	YES	Necessary certificate to be attached authenticated by Gazetted Officer of Government
2	INS accreditation certificate	Should possess INS accreditation Certificate	YES	Necessary certificate to be attached authenticated by Gazetted Officer of Government.
3	Certificates	Income Tax Clearance Certificate for last three years	YES	Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number.
		Service Tax		
		VAT Registration		
		PAN No.		
		PF Certificate		
4	Total turnover for the last three years. FY 2007-08, 2008-09 & 2009-10)	Minimum Rs.9.00 crore (certificate to be provided with the following break-up with i) Oil & Gas Sector PSUs, ii) Other Public Sectors, iii) Govt. organisations & iv) others.	YES	Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number. Balance Sheet and Profit & Loss Account documents are also required to be submitted.
5	Empanelment as advertising agency in organisations	Minimum (8) PSUs/Govt. Organisations out of which (4) organisations should from Oil and Gas Sector PSUs (with necessary certificates of satisfactory performance)	YES	Necessary certificates to be attached authenticated by Gazetted Officer of Government
6	Experience	NIT, Recruitment & display Advertisement	Yes	Necessary certificates to be attached authenticated by Gazetted Officer of Government.
		Outdoor Advertisement	Yes for any two	
		Exhibition		
		Arranging Press Meet/ Media Get together/ Media Planning		
		Release of Press Note, Press Release etc.		
7	Infrastructure Requirement	Minimum five (5) Nos. Computers with Scanner and Leaser Printer	YES	Necessary certificates to be attached authenticated by Gazetted Officer of Government.
		Own Facsimile facilities		
		Internet connection		
8	Manpower Requirement	Minimum eight (8) Nos. employees	YES	Necessary certificates to be attached authenticated by Gazetted Officer of Government.
		Computer expertise		
		Proficient designer		
		Proficiency in translation		
9	Additional experience in creative design	In creative design works during last 3 (three) years - brochure, calendar, souvenir, magazine etc.	NO	Parties have to submit maximum numbers of their best sample designs in original.

NOTE: 1. Only maximum of best four agencies as evaluated by OIL will be empanelled for releasing NITs, Recruitment and display Advertisement etc.