



ऑयल इंडिया लिमिटेड
(भारत सरकार का उद्यम)
Oil India Limited
(A Government of India Enterprise)

Plot No. 19, Sector 16A, Noida – 201301, U.P.
Phone: 0120 –2419000, 2419200
Fax: 0120-2488310
E-mail: corp_c&p@oilindia.in
Web Site: www.oil-india.com

NATIONAL EXPRESSION OF INTEREST

EOI REF. NO. OIL/C&P-CORP/EOI/02/2019

12.09.2019

LAST DATE OF SUBMISSION: 17:00 HRS (IST) OF 21.10.2019.

Sub: Notice Inviting “Expression of Interest”(EOI) for Empanelment of Advertising Agencies for Corporate Office, Oil India Limited, Noida, UP

Introduction

Oil India limited (OIL) is a premier National Oil Company engaged in the business of Exploration, Production and Transportation of Crude Oil and Natural gas. A Navratna Company under the Ministry of Petroleum and Natural gas, Government of India (GOI), it is the second largest national oil and gas company in India in the upstream sector as measured by total proved plus probable oil and natural gas reserves and production.

OIL (referred to as **Company** in the EOI) hereby invites Expression of Interest from experienced and reputed prospective Bidders meeting following pre-qualifying criteria for Empanelment of Advertising Agencies for Corporate Office, Oil India Limited, Noida, UP for design & release of various advertisement in print media, arranging release of Company’s press release, printing & production of Company’s annual report, brochures, journal etc **for an initial period of three years with a provision of another two years based on satisfactory performance.**

1.0 Pre-Qualifying Criteria (PQC):

Broad requirement for Empanelment of Advertising Agencies are as follows:

A. TECHNICAL:

The following minimum criteria should be met by the Bidder/Applicant failing which their EOI may be liable for rejection:

- (i) The bidder should have experience of successfully executing at least 1 (one) **Similar Works** for not less than **Rs. 1.40 Crores (Rupees One Crore Forty Lakhs)** in preceding **07 (Seven)** years. Period in this regard shall be reckoned from the original stipulated EOI submission date.

Similar Works means design & release of various advertisement including advertising/releasing Company’s UFR/AFR etc in print media, arranging release of Company’s press release, printing & production of Company’s annual report, creative design and publication of brochures, journal etc of various CPSU/Central & State Government.

In support of above experience criteria, bidders are required to submit documentary evidences like relevant pages of contracts/work orders along with completion certificate/payment certificate issued by the clients or any

other documents showing details of work carried out to complete the full scope of work as enumerated in the Scope of Work etc.

B. FINANCIAL:

(i) The bidder must have annual financial turnover of at least of **Rs. 1.40 Crores (Rupees One Crore Forty Lakhs only)** in any of preceding three (3) financial years reckoned from the original EOI submission date.

(ii) "Net Worth" of the bidder should be positive for the preceding financial/ accounting year. In case, Financial Statements of the preceding financial / accounting year are not available with the bidder, then the financial turnover of the previous three financial/accounting years excluding the preceding financial/ accounting year will be considered. In such cases, the Net worth of the previous financial/accounting year excluding the preceding financial/ accounting year will be considered. However, the bidder has to submit an affidavit/undertaking certifying that 'the balance sheet/Financial Statements for the financial year_____ (as the case may be) has actually not been audited so far'.

C. DOCUMENTS:

a) For proof of Annual Turnover & Net worth any one of the following document must be submitted along with the bid:-

i) A certificate issued by a practicing Chartered /Cost Accountant (with Membership Number and Firm Registration Number), certifying the Annual turnover & Net worth as per format prescribed in **Proforma-1**

OR

ii) Audited Balance Sheet along with Profit & Loss account.

b) In case the bidder is a Central Govt. Organization/PSU/State Govt. Organization/Semi-State Govt. Organization or any other Central/State Govt. Undertaking, where the auditor is appointed only after the approval of Comptroller and Auditor General of India and the Central Government, their certificates may be accepted even though FRN is not available. However, bidder to provide documentary evidence for the same.

Note: In case any Bidder submits experience document wherein the value of job done is in currency other than Indian Rupees (INR), the rate of exchange shall be considered as the BC Selling Rate published by State Bank of India (SBI) as on **21.10.2019**.

2.0 Other Requirement and Modalities:

2.1 The empanelled agencies will be asked to service OIL (Corporate Office) **for routine release of advertisement in rotation. Allocation of jobs, other than press advertisements, like printing will be decided based upon tendering amongst the empanelled agencies.**

2.2 The newspapers for release of OIL advertisements shall be selected based on their national/regional outreach, circulation figures (certified by DAVP/ABC) and the discounts offered to OIL on their card rates shall be negotiated by OIL's Corporate Office PR Department. The rates then shall be frozen for NIT/EOI, UFR, AFR, Chairman's Speech etc for every newspaper for a period of 1(one) year.

2.3 The standard agency commission of 15% or such other rates as may be prescribed by the Indian Newspaper Society (INS) from time to time on gross rates as allowed by Media/Publishers shall alone constitute the remuneration for the services

rendered by Agency for release of various advertisements. This agency commission is payable by Media/Publishers.

3.0 SCOPE OF WORK:

The Scope of Work for the agencies shall be as under:

- (i) Design and release of Advertisements in Print media for
 - NITs / Public notices/ Notifications/ EOIs*
 - Financial Advertisements/Financial Results
 - Chairman's Speech
 - Classified/ Goodwill / Announcements Advertisements etc.
- (ii) Arranging release of Company's Press releases.
- (iii) Design & Printing and production of:
 - Annual Reports
 - CMD/Director Communiques
 - House Journals
 - News letter/Bulletins
 - Corporate Brochures
 - Posters etc.
- (iv) Arranging publication of articles and thematic advertorials on Oil India Limited / Oil and Gas sector in leading news dailies/magazines.

***As per directive of Ministry, Oil India Limited is currently not publishing any NIT and EOI in Newspaper.**

4.0 EVALUATION METHODOLOGY:

4.1 After the initial screening of all the applications on the basis of the above criteria, the qualified applicants (Bidder/Agency) will be called for a presentation before the Committee on a predetermined date, time. The date and time of the presentation of the eligible bidders for specified theme will be intimated one week in advance.

4.2 The Applications (i.e. EOI of the bidders) of the bidders shall be evaluated by an authorised team of OIL INDIA LIMITED as per the format given **Proforma-IA**. The points will be as under:

(i)	Eligible MSE Bidders/Applicants (As defined in Public Procurement Policy 2012)	05 Points
(ii)	Technical Experience	40 Points
(iii)	Annual Turn Over	30 Points
(iv)	Award / Accolades from Client	05 Points
(v)	Presentation	20 Points

On the basis of combined points obtained out of 100, the final ranking will be done and top 6 (Six) ranking agencies shall be selected and out of which top 5 (Five) agencies will be empanelled and sixth one shall be kept as stand by to empanel in future in case of poor performance of any one of the first five empanelled agencies.

In case, there is equal mark among bidders which leads to a situation of having more than 6 eligible bidders in top six positions, then lottery will be drawn among the bidders who are in contention, in a transparent way to determine their position for top six rankings.

5.0 PERFORMANCE BANK GUARANTEE:

The empanelled agencies should submit performance bank guarantee @ 10% of estimated annualised contract value. **Agency to confirm acceptance of the same in their application against this invitation of EOI.**

6.0 ADDRESS FOR COMMUNICATION:

Interested Bidders are requested to visit our website www.oil-india.com for further details on the above and submit their Expression of Interest latest by **21.10.2019 till 17:00 Hrs** (IST) to the following address:

**Chief General Manager (C&P)
Oil India Limited, Plot No. 19, Sector-16A,
Noida -201301
email ID: rupakkalita@oilindia.in**

The expression of Interest along with all requisite documents may also be sent though e-mail to the e-mail id rupakkalita@oilindia.in within the closing date and time of this Invitation of EOI.

**(Rupak Kalita)
Deputy General Manager (Materials)
For Chief General Manager(C&P)
Oil India Limited
Plot No. 19, Sector 16A, Noida- 201301
e-mail id: rupakkalita@oilindia.in; Phone No. 9910014067**

Evaluation of the applications (EOI) will be made by OIL as per following format:

Name of Agency : M/s _____

Date & Time of Presentation : _____ at _____

Sl. No.	Criteria	Unit Marks	Max Marks	Bidder's Score
1	MSE APPLICANTS/BIDDERS			
	Micro or Small Enterprise registered for relevant service	5 (Five) marks in case the Bidder is registered as a Micro or Small Enterprise for the relevant service as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012	5 (Five)	
2	TECHNICAL EXPERIENCE			
	Number of SIMILAR WORK (as defined in PQC of the EOI) completed / executed each of minimum value Rs 1.40 Cr in previous 7 (seven) years to be reckoned from the original bid closing date.	<p>a) 10 (Ten) marks for minimum 1 (one) assignment required as per PQC</p> <p>b) Additional 10 marks for Bidders having similar working experience as defined in the "Similar Works" in para A(i) in Maharatna/ Navratna Oil & Gas PSUs under the Ministry of MOPNG.</p> <p>(Only one assignment shall be considered)</p> <p>Note : Submission of working experience of similar works in Maharatna/ Navratna Oil & Gas PSUs under the Ministry of MOPNG will qualify to carry the mark against minimum assignment as mentioned in para (a) above. i.e. eligible to get 20 marks.</p> <p>c) 4 (Four) marks for</p>	40 (Forty)	

Sl. No.	Criteria	Unit Marks	Max Marks	Bidder's Score
		each additional assignment other than the minimum 1 (one) assignment required as per PQC. Maximum of 5 additional assignments will be considered for calculation of Bidder's score against this criteria (Max. marks 20). c)		
3	Bidder's Annual Turnover (in the preceding Three financial / accounting years reckoned from the original bid closing date)			
(a)	Annual Turnover equal or greater than Rs. 1.40 Cr in all the 3 years	30 (Thirty) marks	30 (Thirty)	
(b)	Annual Turnover equal or greater than Rs. 1.40 Cr in any 2 years	25 (Twenty Five) marks		
(c)	Annual Turnover equal or greater than Rs. 1.40 Cr in any 1 year.	20 (Twenty) marks		
4	Miscellaneous			
	Award / Accolades from Client	5 (Five) marks in case the Bidder has received any award / accolade from any client (PSU / Public Limited Company / MNC) for excellence in providing Similar services as defined in the "Similar Works" in para A(i)	5 (Five)	
5	Presentation			
	The presentation should include , but is not limited to their credential, design and quality of works, samples of Annual reports/ house journal /news letter/bulletin/Corporate brochure etc		20 (Twenty)	
TOTAL MARKS (St)			100 (One Hundred)	

Signature of the Member(s)

Name : _____

CERTIFICATE OF ANNUAL TURNOVER & NET WORTH

TO BE ISSUED BY PRACTISING **CHARTERED ACCOUNTANTS' FIRM** ON THEIR LETTER HEAD

TO WHOM IT MAY CONCERN

This is to certify that the following financial positions extracted from the audited financial statements of (Name of the Bidder) for the last three (3) completed accounting years upto**(as the case may be)** are correct.

YEAR	TURN OVER In INR (Rs.)	NET WORTH In INR (Rs.)

Place:

Date:

Seal:

Membership Number and Firm Registration Number :

Signature:

UDIN: