



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

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EXPRESSION OF INTEREST

EOI REF. NO. OIL/EOI/O/129

20.05.2021

LAST DATE OF SUBMISSION: 17:00 hours of 10.06.2021

Sub: Notice Inviting “Expression of Interest” (EOI) for Empanelment of Advertising Agencies for a period of three (03) years for Field Head Quarter, Oil India Limited, Duliajan, Assam

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 Field head Quarter, Oil India Limited, Duliajan, Assam for design & release of various advertisement in print media, arranging release of Company’s press release, design & production of Company’s annual report, brochures, journal etc, production of Radio Commercials, TV Commercials, Audio Visuals and Multimedia presentations **foran initial period of three years with a provision of another one year 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 Work** for not less than **Rs. 1.18 Crore (Rupees One Crore Eighteen Lakh only)** 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 of various CPSU/Central & State Government.

- (ii) The bidder should have experience of successfully executing at least 2 (Two) Similar Works i.e. AV/Film/TV Commercials of various CPSU/Central & State Government in preceding **07 (Seven)** years period in this regard shall be reckoned from the original stipulated EOI submission date.
- (iii) The bidder should have experience of successfully publishing at least 2 (Two) Similar Works i.e. Brochure/House journal/Newsletter/Bulletin of various CPSU/Central & State Government in preceding **07 (Seven)** years period in this regard shall be reckoned from the original stipulated EOI submission date.
- (iv) The bidder should have experience of successfully carrying out 2 (Two) Similar Works i.e. Outdoor campaign (hoarding/billboards, etc) of various CPSU/Central & State Government in preceding **07 (Seven)** years period in this regard shall be reckoned from the original stipulated EOI submission date.

In support of above experience criteria, bidders are required to submit documentary evidences like links of AV/publications/pdf of project execution against the similar works stated in point ii, iii, and iv, 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.

- (v) The agency must have registered office in Guwahati, Assam. The agency should have a full-fledged office in the city with all other facilities like creative team, copywriters, media team, account management team and other allied facilities. Self-Certified Copy of the Trade License and Incorporation Certificate certifying that the office is at Guwahati for the last 7 years must be submitted.
- (vi) A minimum of five year's continuous experience as a full INS accredited agency. Self-Certified Copy of the letter from INS confirming accreditation status must be submitted.

B. FINANCIAL:

(i) The bidder must have annual financial turnover of at least of **Rs. 1.18 Crore (Rupees One Crore Eighteen Lakh 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 **10.06.2021**.

2.0 **Other Requirement and Modalities:**

2.1 The empaneled agencies will be asked for service to OIL (Field head Quarter Office) **for routine release of advertisement in rotation. Allocation of jobs, other than press advertisements, creative services like printing/TVC/Publication, etc will be decided based upon tendering amongst the empaneled 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 Field Head Quarter Office at PA Department, Duliajan. The rates then shall be frozen for Display Advertisement, Appointment Advertisement, Notice, Appeal, UFR, AFR, etc for every newspaper.

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 service rendered by Agency for release of various advertisements. The said commission will be included in the rates negotiated by OIL with respective newspapers.

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

- Public notices / Notifications / Appeal / Display Ad / Appointment Ad
- Financial Advertisements/Financial Results
- Chairman's Speech
- Classified/ Goodwill / Announcements Advertisements etc.

(ii) Design and production of:

- Annual Reports
- CMD/Director Communiques
- House Journals

- Newsletter/Bulletins
- Corporate Brochures
- Outdoor advertising like Hoardings, Billboards, Posters etc.

(iii) Production of:

- Radio Commercials
- TV Commercials
- Short Films, Audio Visuals and Multi Media presentations

(iv) Arranging Press Meet/ Media Get together/ Media Planning

***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 screening the applications based on the qualifying criteria, the shortlisted agencies will be evaluated on the following parameters:

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

| | | |
|------|----------------------|-----------|
| (i) | Technical Experience | 70 Points |
| (ii) | Annual Turnover | 30 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 3 (Three) agencies will be empaneled and fourth one shall be kept as stand by to empanel in future in case of poor performance of any one of the first three empaneled agencies.

In case, there is equal mark among bidders which leads to a situation of having more than 3 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.

There will be 3 (three) classes of registered agencies based on points obtained (Class A- securing 95 points & above, Class –B- securing less than 95 points to 85 points and Class C – securing less than 85 points to 60 points). Accordingly, the contract values of agreement will be based on class of registration i.e. with descending amount from Class A to Class C (Class A-45%, Class B-30% and Class C-25%)

5.0 PERFORMANCE BANK GUARANTEE:

The empanelled agencies should submit performance bank guarantee @ 3% 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 **10.06.2021 till 17:00 Hrs** (IST) to the following e-mail IDs:

1. tridivhazarika@oilindia.in
2. jayant_bormudoi@oilindia.in

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

Name of Agency : M/s _____

| Sl. No. | Criteria | Unit Marks | Max Marks | Bidder's Score |
|--|--|---|-------------|----------------|
| TECHNICAL EXPERIENCE | | | | |
| 1 | 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. | a) 10 (Ten) marks for minimum 1 (one) assignment required as per PQC | 40 (Forty) | |
| | | 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. (Only one assignment shall be considered) 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. | | |
| | | c) 4 (Four) marks for 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). | | |
| 2 AV/Film/TV Commercials produced in last three years | | | | |
| a | Minimum of 2 (Two) AV/Film/TV Commercials (Work orders by various CPSU/Central & State Government to be submitted) | 10 (Ten) marks | 20 (Twenty) | |
| b | Minimum of 3 (Three) AV/Film/TV Commercials (Work orders by various CPSU/Central & State Government to be submitted) | 15 (Fifteen) marks | | |
| c | Minimum of 4 (Four) AV/Film/TV Commercials (Work orders by various CPSU/Central & State Government to be submitted) | 20 (Twenty) marks | | |
| 3 Brochure/House journal/Newsletter/Bulletin in last three years | | | | |
| a | Minimum of 2 (Two) Brochure/House journal/Newsletter/Bulletin (Work orders by various CPSU/Central & State Government to be submitted) | 10 (Ten) marks | 20 (Twenty) | |
| b | Minimum of 3 (Three) Brochure/House journal/Newsletter/Bulletin (Work orders by various CPSU/Central & State Government to be submitted) | 15 (Fifteen) marks | | |
| c | Minimum of 4 (Four) Brochure/House journal/Newsletter/Bulletin (Work orders by various CPSU/Central & State Government to be submitted) | 20 (Twenty) marks | | |
| 4 Outdoor campaign (hoarding/billboards, etc) in last three years | | | | |
| a | Minimum of 2 (Two) Outdoor campaigns (hoarding/billboards, etc) (Work orders by various CPSU/Central & State Government to be submitted) | 10 (Ten) marks | 20 (Twenty) | |
| b | Minimum of 3 (Three) Outdoor campaigns (hoarding/billboards, etc) (Work orders by various CPSU/Central & State Government to be submitted) | 15 (Fifteen) marks | | |
| c | Minimum of 4 (Four) Outdoor campaigns (hoarding/billboards, etc) (Work orders by various CPSU/Central & State Government to be submitted) | 20 (Twenty) marks | | |

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: