

**As per enclosed list**

**SECTION I  
FORWARDING LETTER  
TENDER NO. OIL/62/7/ENQ-439**

- 1.0 Oil India Limited (OIL) is a premier upstream Company incorporated under the Indian Companies Act, 1956, under the administrative purview of the Ministry of Petroleum and Natural Gas, Government of India. OIL also has participating interest in NELP exploration blocks in Mahanadi Offshore, Mumbai Deep water, Krishna Godavari Deepwater etc as well as various overseas projects in Libya, Gabon, Iran, Nigeria, Yemen, Timor Leste and Sudan.
- 2.0 With a view to creating a distinct identity for the Company, amongst various stockholders, general public, media, financial community, shareholders, industry professionals, government bodies vendors and policy makers, as per "**Scope of work**", more clearly spelt as per **Annexure-1**, OIL desire to engage a competent and reputed firm for a period of two years, extendable by another period of one year based on mutual consent ,at the discretion of OIL.
- 3.0 One complete set of bid document for hiring the PR firm to carry out the required jobs, in accordance with professional standards such as International Communications Consultancy Organizations (ICCO) Media Transparency Charter or equivalent, ICCI Stockholm Charter etc is being forwarded herewith. You are invited to submit your most competitive bid well before the scheduled bid closing date and time. For your ready reference, few salient points (covered in details in this Bid Document) are highlighted below:

- |       |   |   |  |
|-------|---|---|--|
| (i)   | Tender No.                                | : | OIL/62/7/ENQ-439 Dated 21.12.2009  |
| (ii)  | Type of Bid                               | : | <b>Two Stage Bidding system</b>  |
| (iii) | Techno-commercial Bid Closing Date & Time | : | 15 <sup>th</sup> January 2010 (at 2.30 P.M.)<br><b>[Presentation on the Proposal (Offer) by QUALIFIED bidders to be followed].</b>     |
| (iv)  | Commercial Bid Closing Date & Time        | : | Will be intimated to the eligible Bidders, nearer the time.  |
| (v)   | Bid submission place                      | : | Senior Adviser (Contracts & Purchase)<br>Oil India Limited,<br>Plot No. 19(1 <sup>st</sup> Floor)<br>Sector-16A<br>NOIDA-201 301(U.P.) |

- (vi) Quantum of Liquidated Damages : 0.5% per week subject to a maximum of 7.5% of the Contract value.
- (vii) Performance Bank Guarantee : 10% of the Annual Retainer Fee.
- (ix) Bids to be addressed to : As indicated vide (v) above.
- (x) Jots commencement : 15(Fifteen) days from the date of our Letter of Award (L O A).
- (xi) Duration of the Contract : Two years, extendable by another period of One year based on mutual consent, at the discretion of OIL.

6.0 OIL now looks forward to your active participation in the tender.

Thanking you,

Yours faithfully  
OIL INDIA LIMITED

(G. C. Dev Choudhury)  
Chief Manager (Materials)  
for Senior Adviser (C&P)  
for Chairman & Managing Director

**SECTION - II**

**INSTRUCTIONS TO BIDDERS**

- 1.0 The Bidder shall bear all costs associated with the preparation and submission of bid. Oil India Limited (hereinafter referred as Company, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- 2.0 **BIDDING DOCUMENTS:**
- 2.1 The services required, bidding procedures and contract terms are prescribed in the Bidding document, includes the following:
- (A) A Forwarding Letter highlighting the following points : Section-1
    - (i) Company's Tender No.
    - (ii) Bid closing date and time
    - (iii) Bid opening date, time and place
    - (iv) Bid submission/opening place
    - (v) Amount of Performance Guarantee
    - (vi) Quantum of Liquidated damages for default in timely commencement of job.
    - (vii) Duration of the Contract
  - (B) Instructions to Bidders : Section-II
  - (C) General Conditions of Contract: Section-III
  - (D) Scope of Work : Section-IV
  - (E) Bid Rejection/Bid Evaluation criteria: Section-V
  - (F) Schedule of Rates / Price Bid format : Section-VI
  - (G) Statement of Compliance : Proforma-I
  - (H) Bid Form (Proforma-1A)
  - (I) Form of Performance Bank Guarantee (Proforma-1B)
  - (J) Contract Form (Proforma-1C)
  - (H) Proforma Letter of Authority (Proforma-II)
  - (I) Methodology of awarding the marks on the basis of BRC (Appendix-1)
- 2.2 The Bidders are expected to examine all instructions, forms, terms and specifications of the tender. Failure to furnish all required information or submission of a Bid not substantially responsive to the Bid Document in every respect will be at Bidder's risk and may result in rejection of its Bid.
- 3.0 **AMENDMENT OF BIDDING DOCUMENTS:**
- 3.1 At any time prior to the deadline for submission of bids, the Company may, for any reasons, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bidding documents by issuance of an Addendum.
- 4.0 **PERIOD OF VALIDITY OF BIDS:**
- Bids shall remain valid for 120 days from the date of Bid opening. Bids having short period of validity will be liable for rejection.
- 5.0 **FORMAT AND SIGNING OF BID:**
- The Bidder shall prepare 3 copies of bid clearly marking each "ORIGINAL" "COPY" as appropriate. In the event of any discrepancy between the ORIGINAL & COPY, the ORIGINAL shall prevail.

The original and all copies of the bid shall be typed or written in indelible ink and shall be signed by the bidder or a person duly authorized to bind the bidder to the Agreement. The authorization shall be indicated by written "Power of Attorney" accompanying the Bid. All pages of the Bid, except for unamended printed literature shall be initialed by the person or persons signing the Bid.

The Bid should contain no interlineations, erasures, use of white fluid or overwriting.

**6.0 SUBMISSION OF BIDS:**

**6.1 SEALING AND MARKING OF BIDS:**

(A) The tender is being processed according to Two Stage Bidding System and hence, Bidders are required to submit only the Techno-Commercial 'Unpriced Bids' in the first stage. The 'Priced Bids' will be submitted at a later date when called for by OIL.

(B) The Bidder shall seal the original and each copy of the bid duly marking as "Original" and "Copy"

(C) The cover containing the Techno-Commercial Bid (Original + 3 copies) should be in one sealed cover bearing the following on the right hand top corner :

- (i) Techno-Commercial Bid
- (ii) Tender No
- (iii) Bid Closing date
- (iv) Bidder's name

6.2 If the envelope is not sealed and marked as explained above, the Company will assume no responsibility for misplacement of the Bid or premature opening of the bid submitted. Any bid consequently opened prematurely will be rejected and will be returned to the Bidder.

6.4 Timely delivery of the bid is the responsibility of the Bidder. Offers should be sent as far as possible by Registered post. Company will not be responsible for any postal delay.

6.5 Telex/Cable/FAX/e mail offers will not be accepted.

**7.0 LATE BIDS:**

7.1 Any bid received by Company after the scheduled bid closing date and time will be rejected and returned unopened to the Bidder.

**8.0 MODIFICATION AND WITHDRAWAL OF BIDS:**

7.1 The Bidder after submission of bid may modify or withdraw its bid by written notice prior to bid closing.

7.2 The Bidder's modification or withdrawal notice shall be prepared, sealed marked and dispatched in accordance with the provisions contained herein. A withdrawal notice may be sent by fax but followed by a signed confirmation copy, post marked not later than the deadline for submission of bids.

7.3 No bid can be modified subsequent to the deadline for submission of bids.

7.4 No bid may be withdrawn in the interval between the deadline for submission of bids and the expiry of the period of bid validity specified by the Bidder on the Bid Form. Withdrawal of a bid during this interval shall result in the Bidder's forfeiture of its Bid Security.

## 8.0 **BID OPENING AND EVALUATION:**

- 8.1 Company will open the bids in presence of Bidder's Representative who chose to attend at the date, time and place mentioned in the Forwarding Letter. However, an authorization letter from the Bidder must be produced by the Bidder's Representative at the time of bid opening. Unless this Letter is produced, the Representative will not be allowed to attend the bid opening. The Bidder's representatives who are allowed to attend the bid opening shall sign a register evidencing their attendance. Only one representative against each bid will be allowed to attend.
- 8.2 Bid (s) for which an acceptable notice of withdrawal has been received shall not be opened. Company will examine bids to determine whether they are complete, whether all documents have been properly signed and whether the bids are generally in order.
- 8.3 At bid opening, Company will announce the Bidder's names, written notifications of bid modifications or withdrawal, if any, and such other details as the Company may consider appropriate.
- 8.4 Company shall prepare for its own records, minutes of bid opening including the information disclosed to those present during tender opening.
- 8.5 To assist in the examination, evaluation and comparison of bids the Company may at its discretion, ask the Bidder for clarifications of its bid. The request for clarification and the response shall be in writing and no change in the price or substance of the bid shall be sought, offered or permitted.
- 8.6 Prior to the detailed evaluation, Company will determine the substantial responsiveness of each bid to the requirement of the Bidding Documents. For purpose of these paragraphs, a substantially responsive bid is one, which conforms to all the terms and conditions of the bidding document without material deviations or reservation. A material deviation or reservation is one which affects in any way substantial way the scope, quality or performance of work or which limits in any substantial way, inconsistent way with the bidding documents, the Company's right or the bidder's obligations under the contract, and the rectification of which deviation or reservation would affect unfairly the competitive position of other bidders presenting substantial responsive bids. The Company's determination of bid's responsiveness is to be based on the contents of Bids itself without recourse to extrinsic evidence.
- 8.7 A Bid determined as not substantially responsive will be rejected by the Company and may not subsequently be made responsive by the Bidder by correction of the non-conformity.
- 8.8 The Company may waive minor informality or non-conformity or irregularity in a bid, which does not constitute a material deviation, provided such waiver, does not prejudice or affect the relative ranking of any Bidder.

## 9.0 **COMMERCIAL/PRICED BIDS:**

- 9.1 **Company will call for the commercial bids from the techno-commercially qualified bidders** and the same will be closed and opened on a specific date in presence of qualified bidders. The procedures for 'SEALING AND MARKING OF BIDS' of Commercial/Priced bids will be same as that of 'Techno-commercial bids' excepting marking the bids as 'Commercial/priced bids' in place of 'Techno-commercial bids'.
- 9.2 The company will examine the price quoted by bidders to determine whether they are complete, any computational errors have been made, the documents have been properly signed and the bids are generally in order.
- 9.3 Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price (that is obtained by multiplying the unit price and quantity) the unit price shall prevail and the total price shall be corrected accordingly. If any bidder does not

accept the correction of the errors, their bid will be rejected. If there is a discrepancy between words and figures, the amount in words will prevail.

#### 10.0 **AWARD OF CONTRACT:**

Award criteria: The Company will award the contract to the successful bidder whose bid has been determined to be substantially responsive and has been determined as the lowest evaluated bid, provided further that the bidder is determined to be qualified to perform the contract successfully.

#### 11.0 **COMPANY' RIGHT TO ACCEPT OR REJECT ANY BID:**

Company reserves the right to accept or reject any or all bids and to annul the bidding process and reject all bids at any time prior to award of contract without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder of the grounds for company's action.

#### 12.0 **NOTIFICATION OF AWARD:**

12.1 Prior to the expiry of the period of bid validity or extended validity, the company will notify the successful bidder in writing by registered letter or by cable or telex or fax or e mail that its bid has been accepted.

12.2 The notification of award will constitute the formation of the Contract.

#### 13.0 **SIGNING OF CONTRACT:**

13.1 The company shall notify the successful bidder that its bid has been accepted, the company will either call the successful bidder for signing of the agreement or send the contract form provided in the bidding documents along with the General & Special Conditions of contract, schedule of rates incorporating all agreements between the parties.

13.2 Within 30 days of receipt of the final contract document, the successful bidder shall sign and date the contract and return it to the company.

#### 14.0 **PERFORMANCE SECURITY:**

14.1 The successful contractor shall furnish the Performance Security in the form enclosed herewith, within 30 days of the receipt of notification of award of contract failing which OIL reserves the right to cancel the contract . **Bidders should undertake in his bid to submit Performance Security as stated above.**

14.2 In the event of contractor's failure to discharge their obligations under the contract, the Performance Security shall be encashed and the proceeds thereof shall be forfeited without any further reference to the contractor.

14.3 The Performance Security shall be in the form of bank guarantee or irrevocable Letter of Credit from any Scheduled Indian Bank.

14.4 In case, the Performance Security in the form of bank guarantee is found to be not genuine or issued by a fake banker or issued under the signatures of fake official of the Bank, the LOA/Contract issued/placed on the contractor shall be treated as cancelled forthwith and the contractor shall be debarred from participating in future trends. Further, the Bid Security shall be invoked without any further reference.

14.5 The Bank guarantee/LC shall be enforceable in NOIDA/New Delhi.

14.6 The amount of Performance Security shall be 10% of Annual Retainer Fees, unless specified other wise.

- 14.7 The Performance security will be discharged by OIL and returned to the contractor within 30 (Thirty) days of its expiry of validity including any extension sought thereof or on completion of obligations under the contract.
- 14.8 The Performance Security will not accrue any interest.
- 14.9 The Performance Security shall be valid during the tenure of the contract (24 months) plus 3 months to lodge claim, if any) after the date of expiry of the tenure of the contract to cover the warranty obligations. The same will be discharged by company not later than 30(Thirty) days following its expiry.
- 15.0 **LIQUIDATED DAMAGES /FAILURE AND TERMINATION:**
- 15.1 Time and date of completion shall be essence of the contract. If the contractor fails to complete the contract or any part thereof within the period fixed for such completion in the schedule or at any time repudiates the contract before the expiry of such period, the Company may, without prejudice to any other right or remedy available to him, recover damages for breach of the contract.
- 15.2 Recover from the contractor as agreed liquidated damages and not by way of penalty, a sum equivalent to 1/2 % of the contract per week or part thereof for delay in completion subject to a maximum ceiling of 7.5% of contract value as determined in the contract.
- 15.3 In case of delay in execution/completion of the contract beyond the scheduled dates, OIL may cancel the contract in full or a portion thereof, by serving prior notice of 15(Fifteen) days to the contractor, unless during these 15 days notice period the contractor initiated remedial actions acceptable to the Company. In case of cancellation of contract, the Company may recover LD and forfeit security deposit made by contractor besides getting the work completed by other means at the cost and risk of the contractor.
- 15.4 It may further be noted that clause above provides for recovery of Liquidated Damages (and not by way of penalty) on the contract price of delayed completion (whole unit). LD for delay in contract thus accrued will be recovered by the paying authorities of the contractor specified in the contract, from the bill for payment of the cost of contract/milestone payments submitted by the contractor in accordance with the terms of contract or otherwise.
- 15.5 The Company may without prejudice to its right to effect recovery by any other method, deduct the amount of liquidated damages from any money belonging to the Contract in its hands (which includes the company's rights to claim such amount against contractor's bank guarantee) or which may become due to the Contractor. Any such recovery of liquidated damages shall not in any way relieve the Contractor from any of its obligations to complete the works or from any other obligations and liabilities under the contract.
- 15.6 Notwithstanding anything stated above, works will be deemed to have been completed only when all its components and parts are also completed. If certain components of works are not completed in time, the works will be considered as delayed until such time all the balance jobs are also completed.

\*\*\*\*\*

**SECTION - III**

**GENERAL CONDITIONS OF THE CONTRACT**

**1.0 CONFIDENTIALITY, USE OF CONTRACT DOCUMENTS AND INFORMATION:**

Contractor shall not, without Company's prior written consent, disclose the contract or any provisions thereof, or any specification, plan, drawing, pattern sample or information furnished by or on behalf of company in connection therewith, to any person other than a person employed by contractor in the performance of the contract.

Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.

1.1 Contractor shall not, without company's prior written consent, make use of any document or information except for purposes of performing the contract.

1.2 Any document supplied to the contractor in relation to the contract other than the contract itself remain the property of company and shall be returned (in all copies) to company on completion of contractor's performance under the contract, if so required by the Company.

1.3 You are requested not to divulge the contents of this NIT except to the person who has a clear need to know in order to submit the offer to us.

1.4 You are also responsible to ensure that all persons to whom the contents of this enquiry are disclosed shall keep such content confidential and shall not disclose or divulge the same to any unauthorised person.

**2.0 INVOICES:**

2.1 Contractor shall submit four sets of invoice (s) to the Company at its office at NOIDA for processing of payment.

2.2 All payments due by Company to Contractor shall be made at Contractor's designated bank. All bank charges will be to Contractor's account.

2.3 Payment of any invoices shall not prejudice the right of Company to question the validity of any charges therein, provided Company within one year after the date of payment shall make and deliver to Contractor written notice of objection to any item or items the validity of which Company questions.

2.4 Company shall within 30 (Thirty) days of receipt of the invoice (s) notify the Contractor of any items under dispute, specifying the reasons thereof, in which event, payment of the disputed amount may be withheld until settlement of the dispute, but payment shall be made of any undisputed portion on or before the due date. This will not prejudice the Company's rights to question the validity of the charge at a later date as envisaged in clause 3.3 above.

2.5 Income tax will be deducted at source from the invoice at the applicable rates as per Indian Law.

2.6 Contractor shall maintain complete and correct records of all information on which Contractor's invoice is based for two years from the date of invoice. Such records shall be required for making appropriate adjustments or payments by either party in case of subsequent audit query/objections.

**3.0 INSURANCE:**

The contractor shall arrange insurance to cover all risks in respect of their personnel, materials and equipment belonging to the contractor or its subcontractor during the currency of the contract.

#### 4.0 **TAXES AND DUTIES:**

Tax levied as per the provisions of Indian Income Tax Act and any other enactment/rules on income derived/payment received under the agreement will be on Contractor's account.

Tax will be deducted at source from all payments released to the Contractor, at the specified rate of income tax as per the provisions of Indian Income Tax Act.

Contractor shall be responsible for and pay the personnel taxes and Service Tax, if any.

Contractor shall furnish the company, if and when called upon to do so, relevant statements of accounts or any other information pertaining to work done under this agreement for submitting the same to the tax authorities, on specific request by them. Contractor shall be responsible for preparing and filing relevant returns within the stipulated time to the appropriate authority.

Tax clearance certificate for personnel and corporate taxes shall be obtained by the contractor from appropriate Indian Tax Authorities and furnish to Company.

Corporate and personnel taxes on Contractor and Contractor's sub-contractors shall be the liability of the Contractor and Company shall not be held responsible on this account.

#### 5.0 **SUBSEQUENTLY ENACTED LAWS:**

- 5.1 Subsequent to the date of technical bid opening if there is a change in or enactment of any Indian law which results in an additional cost or reduction in cost under the Contract to Contractor, such additional cost shall be reimbursed by Company to Contractor on submission of documentary evidence that the Contractor has duly borne the additional implication as envisaged under the said law or such reduction in cost shall be refunded by the Contractor to Company as the case may be.

#### 6.0 **CONSEQUENTIAL DAMAGE**

- 6.1 Neither party shall be liable to the other for special indirect or consequential damages resulting from or arising out of this Agreement, including but without limitations to loss of profit or business interruption, howsoever, caused by the negligence (either sole or concurrent) of either party, its officers, employees, agents, Contractors or sub-Contractors.

#### 7.0 **FORCE MAJEURE**

- 7.1 In the event of either party being rendered unable by "Force Majeure" to perform any obligation required to be performed by them under this Agreement, the relative obligation of the party affected by such "Force Majeure" will stand suspended as provided herein. The word "Force Majeure" as employed herein shall mean acts of God, war, revolt, agitation, strikes, riot, fire, flood, sabotage, civil commotion, road barricade (but not due to interference of employment problem of the CONTRACTOR) and any other cause, whether of kind herein enumerated or otherwise which are not within the control of the party to the Agreement and which renders performance of the Agreement by the said party impossible.
- 7.2 Upon occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid thereby, shall notify the other party in writing within seventy two (72) hours of the alleged beginning and ending thereof, giving full particulars and satisfactory evidence in support of its claim.

#### 8.0 **SET OFF**

- 8.1 Any sum of money due and payable to the contractor (including Security Deposit refundable to them) under this or any other contract may be appropriated by Oil India Limited and set off against any claim of Oil India Limited (or such other person or persons contracting through Oil

India Limited) for payment of a sum of money arising out of this contract or under any other contract made by the contractor with Oil India Limited (or such other person or person contracting through Oil India Limited).

**10.0 TERMINATION:**

- 10.1 **TERMINATION ON EXPIRY OF THE TERMS (Duration):** The contract shall be deemed to have been automatically terminated on completion of the duration of the contract, unless extended. In case of extension, the contract shall be deemed to have been terminated on the expiry of the extended period of the contract.
- 10.2 **TERMINATION ON ACCOUNT OF FORCE MAJEURE :** Either party shall have the right to terminate the contract on account of Force Majeure.
- 10.3 **TERMINATION ON ACCOUNT OF INSOLVENCY:** In the event that the Contractor at any time during the term of the contract, becomes insolvent or makes a voluntary assignment of its assets for the benefit of creditors or is adjudged bankrupt, then the company shall by a notice in writing have the right to terminate the contract and all the contractor's rights shall stand terminated.
- 10.4 **TERMINATION FOR UNSATISFACTORY PERFORMANCE:** If the company considers that the performance of the contractor is unsatisfactory, or not upto the expected standard, the company shall notify the contractor in writing and specify in details the cause of the dissatisfaction. The company shall have the option to terminate the contract by giving 15 days notice in writing to the contractor, if contractor fails to comply with the requisitions contained in the said written notice issued by the company.
- 10.5 **TERMINATION DUE TO CHANGE OF OWNERSHIP AND ASSESSMENT:** In case the contractor's rights and /or obligations under the contract and/or the contractor's rights, title and interest to the material/information are transferred or assigned without the company's consent, the company may at its absolute discretion, terminate the contract.
- 10.6 **CONSEQUENCES OF TERMINATION:** In all cases of termination herein set forth, the obligation of the company to pay for services as per the contract shall be limited to the period upto the date of termination. Notwithstanding the termination of the contract, the parties shall continue to be bound by the provisions of the contract that reasonably require some action or forbearance after such termination.
- 10.7 Upon such termination of the contract, contractor shall return to company all of company items, which are at the time in contractor's possession.
- 10.8 In the event of termination of contract, company will issue notice of termination of the contract with date or even after which the contract will be terminated.

**11.0 SETTLEMENT OF DISPUTES AND ARBITRATION:**

- 11.1 All disputes or differences whatsoever arising between the parties out of or relating to the construction, meaning and operation or effect of the Agreement or the breach thereof shall be settled by arbitration in accordance with the Rules of Indian Arbitration and Conciliation Act, 1996. The venue of Arbitration will be NOIDA/New Delhi, India. The award made in pursuance thereof shall be binding on the parties.

**11.0 APPLICABLE LAWS:**

- 11.1 The Agreement shall be deemed to be an Agreement made under, governed by and construed in accordance with the laws of India.
- 11.2 Contractor shall ensure full compliance of various Indian Laws and statutory regulations as stated below, but not limited to, in force from time to time and obtain necessary permits/licenses, etc. from appropriate authorities for conducting operations under the Agreement :

- a) Mines Act - as applicable to safety and employment conditions.
- b) Oil Mines Regulations, 1984.
- c) Workmen's Compensation Act.
- d) Payment of Wages Act.
- e) Payment of Bonus Act, 1965.
- f) Agreement Labour (Regulation & Abolition) Act, 1970.
- g) Employees Provident Fund and Family Pension Scheme.
- h) Interstate Migrant Workmen Act, 1979 (Regulation of employment and conditions of service).
- i) Income Tax Act & Sales Tax Act (if applicable)
- j) Customs and Excise Act & Rules
- k) Insurance Act

12.0 OIL implemented e-payments to its vendors and therefore, the forms enclosed as Annexure-I may be filled by the successful bidder enabling us to remit the amount directly to the bank.

\*\*\*\*\*

## **SECTION-IV**

### **SCOPE OF WORK**

#### **I. Objective:**

The basic objectives of retaining a PR firm are:

To create a distinct identity of OIL amongst various stakeholders viz. general public, media, financial community, shareholders, industry professionals, government bodies, vendors and policy makers. OIL's corporate image should be in consistence with the following:

- Strong fundamentals
- Pioneering contribution in the E&P sector in the country
- Strategy/Initiatives to grow globally
- Company's vision

#### **II. Scope of Work / Service**

In order to achieve the stated objectives, we expect the following minimum work is necessary. Any work/service not mentioned here but necessary to achieve stated objectives should be included in the offer.

##### **1. Consultancy & Analysis**

- A. The consultant shall prepare a detailed document articulating the "distinct identity" in terms attributes that are to be communicated in communication opportunities.
- B. Conduct ongoing research, both internally and externally to identify communication opportunities and issues for OIL.
- C. Conduct specific survey-analysis/research, both internally and externally as and when required.
- D. Identify critical elements that influence the company's different stakeholders and frame effective communication strategy to win support of key stakeholder groups.
- E. Provide advice on all aspects of OIL's communication needs, and on issues that impact its corporate reputation.
- F. Identify reputation risks, and recommend communication solutions to mitigate and manage such risks.
- G. Develop a calendar for all predictable events which represent PR opportunities

##### **2. Media Management-both print & electronic**

###### **A. Media Relations: Pan India-**

1. Ensure OIL press releases in National and regional newspapers.
2. Identify and maintain lists of media professionals in mainstream, business, and related sectors.

3. Facilitate in managing one to one relationships with media professionals.
4. Organizing media tours within the country, as and when required by OIL.
5. Developing all editorial communications to be disseminated to the media including backgrounders, pitch notes, press release, features, information kits etc. In this regard the consultant shall obtain relevant information from OIL and prepare the note which shall be reviewed and approved by OIL.
6. Managing different media events like press conferences, select briefings, and one to one meetings as an when required by OIL.
7. Create a communication calendar based on internal and external communication opportunities / needs.
8. Proactively create and map media opportunities for OIL.
9. Conduct monthly analytical studies with OIL officials to identify communication issues and opportunities.
10. Managing Company's media relations during potential crisis and crisis situations, post crisis recovery and damage control.

#### **B. Media Monitoring**

1. Provide OIL with all coverage in identified markets. The coverage is to be monitored and delivered to OIL in electronic format within the same working day within a predetermined time.
  - a. In case of emergency/crisis situations, immediate analysis and reporting of coverage would be required.
  - b. Whenever desired by the company, the consultant shall deliver an analysis of the effect of the coverage on the image of the Company within 48 hours.
2. To monitor the environment and the media round the clock for situations that may have the potential of evolving into crises.
3. Any coverage by any agency involving OIL should be reported and delivered in electronic format within the same day within a predetermined time. The coverage is to be monitored at least in the following:
  - a. National dailies
  - b. Business print media
  - c. TV news/business channels with national viewership

Whenever desired by the company, the consultant shall deliver an analysis of the effect of the coverage on the image of the Company within 48 hours.
4. The consultant shall monitor the following media for any coverage by any agency involving oil and gas and power sectors:
  - a. National dailies
  - b. Business print media
  - c. TV news / business channels with national viewership

The consultant shall deliver all such coverage in electronic format everyday by 11:00AM.

5. A hard copy of all coverage should be submitted at the monthly at a predetermined date.
6. All coverage should be archived in electronic format and delivered to OIL.
7. The coverage shall be archived using a specially created secure website for anytime, anywhere access. The system shall have search facility.
8. To analyze effect of any event/publicity brought to the notice of the consultant by OIL officials for impact on OIL's image.

3. **Markets Covered:** Pan India with focus on at least the following cities:

New Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Kolkata, Chandigarh, Guwahati, Jodhpur, Ahmedabad, Bhubaneshwar, and any other city.

4. **Investor Relations:**

- A. Develop, maintain and update database of core group comprising influential analysts and fund managers.
- B. To deliver communications to their financial stakeholders, through the business media.
- C. To undertake Perception studies, investor audits and benchmarking six monthly and as specified by OIL from time to time. Conduct a detailed opinion survey every six months amongst analysts, fund managers and media analysts.
- D. To design and articulate investor communications.
- E. To ensure that the investor communication is delivered effectively through regular announcements, special briefings, story initiations and road shows.
- F. To design and implement communication programs to reach out retail investors not covered by business/conventional media.
- G. To ensure that all investor communications meet regulatory requirements.
- H. Coordinate queries with analysts and fund managers.
- I. Target analysts and fund managers based on peer group tracking history and investors' appetite in the industry.
- J. Organize one on one meetings with analysts & fund managers.
- K. Monitor on a quarterly basis movement in Oil India's shareholding pattern.
- L. Organize conference calls or analysts meets post quarterly and annual results.
- M. Anticipate and analyze investors' reaction on key corporate initiatives / developments so that effective messages can be developed.
- N. Assist the OIL in preparing MD&A (Management Discussion & Analysis) as a part of annual report.

**5. Miscellaneous & Transactional:**

- A. Preparation of speeches of the top management for special events with inputs from OIL officials.
- B. Preparation/fine tuning of materials for display at OIL website.
- C. Preparation of newsletters as and when required.
- D. To work in unison with any other PR consultant which may be engaged in specific regions / locations.
- E. To provide communication support as and when desired by OIL during specific events/ transactions such as FPOs, M&As, bond issues etc. During such events/transactions the consultant shall work in unison with other advisers such as investment bankers, law firms, other PR consultants as and when required.

**6. Prior Approval:**

The consultant shall obtain prior approval from OIL's authorized/designated spokesperson before releasing any communication in any form.

**7. Reporting/Deliverables:**

The work will lead to the following outcomes:

- A. A detailed document incorporating all points in item 1 i.e. "Consultancy & Analysis". The document shall be prepared within two months of award of the contract.
- B. Daily, weekly and monthly coverage details in electronic format and hard copies as specified in item numbers per item numbers 2.B.1, 2.B.2, 2.B.3, 2.B.4, 2.B.5, 2.B.6 and 2.B.7.
- C. Findings of any study, survey carries out.
- D. Any other report as and when required.
- E. Coverage as per communication calendar.
- F. Weekly status report on work on progress.
- G. Monthly activity report, and next month's plan including media monitoring reports.
- H. Quarterly review and plan presentation with senior management.
- I. Mapping media perception on a six monthly intervals in Delhi, Mumbai, Guwahati. Such studies may also be required to be carried out at any other Indian city if the need arises.

The above represents a broad classification of expected deliverables. The actual output of the Consultant will be governed by the scope of work, the output of which has to be accepted by management of OIL.

**8. Duration of the contract:**

The contract shall be valid for a period of two years from the date of signing of the contract and shall be extendable by another year based on mutual consent at the discretion of OIL .

- III. The work/services as per scope of work notably Media Management, Media Monitoring, Investor Relations, etc shall be provided by consultant directly without outsourcing to other parties.
- IV. **Confidentiality:** Information that has been provided in confidence by OIL and that is not publicly known should not be shared with other parties without prior written consent of OIL.
- V. **Conflict of interest:**
- The Consultant shall inform and explain to OIL's satisfaction on issues regarding conflict of interest before accepting any assignment from any other potential client from the oil & gas sector.
  - If any conflicting interest to OIL approach the Consultant for any specific service related to an event/transaction, work may not commence for a new and conflicting interest without OIL's written consent.
- VI. **Professional Codes/Standards:** The purpose of the work/contract is to take OIL's true story to public/stakeholder groups through conventional / nonconventional media. The consultant shall strictly comply with the provisions of various professional codes applicable PR firms. The consultant shall be solely responsible for any consequences arising out of failure to do so. Some such professional standards are:
1. International Communications Consultancy Organization (ICCO) Media Transparency Charter or equivalent.
  2. ICCO Stockholm Charter or equivalent.
- However, it is not stipulated here that the consultant be a member of ICCO. But it is necessary that the consultant follow some equivalent professional code applicable to PR firms. The bidder should clearly indicate which standards they follow. A copy of the standards followed should be submitted with the bid.
- VII. **Miscellaneous Expenses:**
- In order to deliver the above work/services the consultant may have to avail some third party services. Cost of such expenses as indicated in the following list shall be paid to the consultant as per actuals:
- i. Extraordinary postage, bulk photocopying, bulk couriering and car hire.
  - ii. Translation of press releases and media coverage into different languages as required.
  - iii. Cost of electronic media monitoring and providing CDs of the coverage.
  - iv. Outstation travel expenses including lodging & boarding and other incidental expenses.
  - v. Design and printing of stationery and publications – like printing of newsletter, press kits etc.
  - vi. Cost of venue and F&B charges for facility visits/ press meets/ conferences as also cost of backdrop/ banners/ AVs or equipment hiring etc.

- vii. Arranging and commissioning special projects like market research or organising seminars, conferences or trade workshops or any third party expenses.
- viii. Any other ancillary and incidental third party expenses incurred by the consultant on behalf of OIL.

However, prior approval of OIL shall be necessary for expenses mentioned in 'iv' to 'viii' above.

VIII The qualified bidders have to give presentation to a committee in our Corporate Office at NOIDA to explain the modus operandi adopted.

\*\*\*\*\*

**SECTION-V****BID REJECTION CRITERIA (BRC)/ BID EVALUATION CRITERIA (BEC)****I. BID REJECTION CRITERIA (BRC) :**

The bid shall conform generally to the specifications and terms and conditions given in this bid document. Bids shall be rejected in case the services offered do not conform to the "Scope of the Work" as specified in the Bid. Notwithstanding the general conformity of the bids to the stipulated specifications, the following requirements will have to be particularly met by the Bidders without which the same will be considered as non-responsive and rejected.

**A. TECHNICAL:****1.1 EXPERIENCE**

1.1.1 Bidder must be PR/CSR consultancy firm and must get minimum 60% marks (as detailed in Appendix-1) against the following to qualify for submission of Commercial/Priced bid:

- i) Minimum of five(5) years experience in the PR/CSR consultancy business in India.
- ii) Minimum of five (5) clients in last five (5) years wherein the bidder has been engaged on retainer-ship basis for a minimum period of six (6) months. Out of the five (5) clients, minimum two (2) should be public sector units.
- iii) The value of at least one of the contracts [with the clients served in last five (5) years should be more than Rs. 25 Lakhs].
- iv) Having the capability to offer the services mentioned in scope of work notably Media Management, Media Monitoring, Investor Relations, etc. in-house without outsourcing. The bidder must confirm the same in their offer.
- v) Having its own offices in all the Metro Cities. Documentary evidence in this regard needs to be submitted along with the offer.
- vi) Having the capability to offer similar services if and when required in the North Eastern Region in general and Assam in particular. Documentary evidence in this regard needs to be submitted along with the offer.

The above experience period shall be counted from the date of closing of the tender.

1.1.2 In support of the experience, the bidder must furnish documentary evidences. The bidder must furnish the names and addresses of the clients along with the name & nature of the projects in the bid.

**B. COMMERCIAL BID SUBMISSION**

1.0 Tender is being processed according to a Two Stage Bidding system, i.e. Techno-commercial bid in the first stage and Priced bid in the second stage. Bids shall be rejected outright if the technical bids contain the prices.

- 2.0 Bidder shall offer firm prices. Price quoted by the successful bidder must remain firm during the execution of the contract and not subject to variation on any account.
- 3.0 Bids received after bid closing date and time will be rejected.
- 4.0 The bid documents are not transferable. Offers made by bidders who have not been issued the bid document by the company will be rejected.
- 5.0 Any bid received in the form of Telex/Cable/Fax/E-mail/Telephone call will not be accepted.
- 6.0 Bids shall be typed or written in indelible ink and Original bid shall be signed by the bidder or his authorised representative on all pages failing which the bid will be rejected.
- 7.0 Bids shall contain no inter-lineation, erasures or over writing except as necessary to correct errors made by bidders, in which case such corrections shall be initialed by the person(s) signing the bid. However, white fluid should not be used for making corrections. Any bid not meeting this requirement shall be rejected.
- 8.0 Bidders shall bear, within the quoted rates, the personal tax as applicable in respect of their personnel and Sub-contractor's personnel, arising out of execution of the contract.
- 9.0 Bidders shall bear, within the quoted rate, the corporate tax as applicable on the income from the contract.
- 10.0 Any bid containing false statement will be rejected.
- 11.0 Bidders must quote clearly and strictly in accordance with the price schedule outlined in Price Bid proforma of bidding document; otherwise the bid will be summarily rejected.
- 12.0 Bidder must accept and comply with the following clauses as given in the Tender Document in toto failing which offer will be rejected –
  - (i) Performance Security Clause
  - (ii) Force Majeure Clause
  - (iii) Tax Liabilities Clause
  - (iv) Arbitration Clause
  - (v) Acceptance of Jurisdiction and Applicable Law
  - (vi) Liquidated damage clause
  - (vii) Termination Clause

C. **GENERAL**

- 1.0 To ascertain the substantial responsiveness of the bid the Company reserves the right to ask the bidder for clarification in respect of clauses covered under BRC also and such clarifications fulfilling the BRC clauses in toto must be received on or before the deadline given by the company, failing which the offer will be summarily rejected.
- 2.0 If any of the clauses in the BRC contradict with other clauses of tender elsewhere, then the clauses in the BRC shall prevail.
- 3.0 Any exception/deviation to tender must be spelt out by bidder in their 'Technical Bid' only. Any additional information/terms/conditions furnished in sealed 'Commercial (Priced) Bid' will not be considered by OIL for evaluation / award of Contract.

II. **BID EVALUATION CRITERIA (BEC)**

- 1.0 The bids conforming to the Scope of Work, terms and conditions stipulated in the tender and considered to be responsive after subjecting to Bid Rejection Criteria will be considered for further evaluation as per the Bid Evaluation Criteria given below.
- 2.0 If there is any discrepancy between the unit price and the total price, the unit price will prevail and the total price shall be corrected. Similarly, if there is any discrepancy between words and figure, the amounts in words shall prevail and will be adopted for evaluation.
- 3.0 Commercial Bids shall be evaluated as under taking into account the rates quoted in the **Price Bid Format as given below:**

**Price schedule / Price Bid format**

Bidder shall quote rates for all the items as detailed below :

SL	Service/Work	Quantity	Unit	Unit rate (Rs.)	Total (Rs.)
1	Retainer fee (Monthly)	24	Month		
2.a	Press Conference (In any of the Metros)	8	No.		
2.b	Press Conference (In North East))	2	No.		
2.c	Any other city	2	No.		
2.d	Organizing Teleconference calls with analysts	8	No.		
3	Perception research by detailed opinion survey amongst analysts, fund managers and media analysts, correspondents in addition to the six monthly perception research mentioned in scope of work	1	No.		
4	Press releases in national dailies	24	No.		
5	Press releases in regional papers including NE newspapers	5	No.		
6	Media tours to NE, Rajasthan, KG basin	6	No.		
7	e-newsletters	4	No.		
8	One to one interviews (Print and Electronic media)	8	No.		
Grand Total					

The rates quoted in this Proforma shall only be considered for evaluation of offer. Bidder shall quote for all the activities as above specifying all applicable taxes (including Service Tax), charges and levies etc.; The bidder must also take into consideration of all charges of their personnel including lodging, boarding and daily expenses while quoting the price.

The eligible and acceptable bids shall be compared on the basis of the Grand Total to identify the lowest bidder.

\*\*\*\*\*

**SECTION VI****BID FORMAT****PRICE SCHEDULE / PRICE BID FORMAT**

Sl No	Service/Work	Qty	Unit	Unit Rate (Rs.)	Total (Rs.)
1.	Retainer fee (Monthly)	24	Month		
2.a	Press Conference (in any of the Metros)	8	No		
2.b	Press Conference (in North East)	2	No		
2.c	Any other city	2	No		
2.d	Organizing teleconference calls with analysts	8	No		
3.	Perception research by detailed opinion survey amongst analysts, fund managers and media analysts, correspondents in addition to the six monthly perception research mentioned in scope of work.				
4.	Press Release in national dailies	24	No		
5.	Press Release in regional papers including NE news papers	5	No		
6.	Media tours to NE, Rajasthan, KG basin				
7.	e-news letters	4	No		
8.	One to one interviews (Print & electronic media)	8	No		

The rates quoted in this Proforma shall only be considered for evaluation of offer. Bidder shall quote for all the activities as above specifying all applicable taxes (including service tax) charges, levies etc. The bidder must also take into consideration of all charges of their personnel including lodging, boarding and daily expenses while quoting the price. The eligible and acceptable bids shall be compared on the basis of the Grand total to identify the lowest bidder.

\*\*\*\*\*

**PROFORMA-1**

**STATEMENT OF COMPLIANCE**

**(Only exclusions and deviations to be rendered)**

<b>Section number</b>	<b>Clause no</b>	<b>Compliance / non compliance</b>

**(AUTHORISED SIGNATORY)**

**PROFORMA-1A**

**BID-FORM**

Date :

Enquiry No. :

(Insert Company's name and address)

Dear Sir,

Having examined the General and Special Conditions of Contract, the Terms of Reference including all attachments thereto, the receipt of which is hereby duly acknowledged, we, the undersigned offer to perform the services in conformity with the said conditions of Contract and Terms of Reference for the sum of (Total bid amount in words and figures) or such other sums as may be ascertained in accordance with the Schedule of Prices attached herewith and made part of this bid.

We undertake, if our bid is accepted, to commence the work within (.....) days calculated from the date of receipt of firm letter of intent of awarding the Contract.

If our bid is accepted, we will obtain the Guarantee of a Bank for sum of not exceeding ..... for the due performance of the Contract.

We agree to abide by the bid for a period (.....) days from the date fixed for bid opening and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a formal Contract is prepared and executed, this bid, together with your written acceptance thereof in your notification of award shall constitute a binding Contract between us.

We understand that you are not bound to accept lowest or any bid you may receive.

Dated this ..... Day of ..... 2010

-----  
(Signature)  
-----  
(in the capacity of)

Contractor's Name :

Contractor's Address :

**PROFORMA-1B**

**PROFORMA FOR PERFORMANCE BANK GUARANTEE**

M/s Oil India Limited,  
Plot No. 19, Sector 16A  
NOIDA-201 301(U.P.)

**Attn: Senior Adviser (Contracts & Purchase)**

WHEREAS \_\_\_\_\_ (Name and address of Contractor) (hereinafter called "Contractor") had undertaken, in pursuance of Contract No. \_\_\_\_\_ to execute (Name of Contract and Brief Description of the Work) \_\_\_\_\_ (hereinafter called "the Contract").

AND WHEREAS it has been stipulated by you in the said Contract that the Contractor shall furnish you with a Bank Guarantee as security for compliance with Contractor's obligations in accordance with the Contract.

AND WHEREAS we have agreed to give the Contractor such a Bank Guarantee; NOW THEREFORE we hereby affirm that we are Guarantors on behalf of the Contractor, up to a total of (Amount of Guarantee in figures) \_\_\_\_\_ (in words) (\_\_\_\_\_), such amount being payable in the types and proportions of currencies in which the Contract price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of guarantee sum as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein. We hereby waive the necessity of your demanding the said debt from the Contractor before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or the work to be performed there under or of any of the Contract documents which may be made between you and the Contractor shall in any way cease us from any liability under this guarantee, and we hereby waive notice of such change, addition or modification.

This guarantee is valid until the date \_\_\_\_\_ (calculated at THREE months after Contract completion date).

SIGNATURE AND SEAL OF THE GUARANTORS. \_\_\_\_\_

Designation \_\_\_\_\_  
Name of Bank \_\_\_\_\_  
Address \_\_\_\_\_

Date: \_\_\_\_\_  
Place: \_\_\_\_\_

**PROFORMA IC****CONTRACT FORM**

This Contract is made on \_\_\_\_ day of \_\_\_\_\_ between Oil India Limited, a Government of India Enterprise, incorporated under the Companies Act 1956, having its registered office at **Duliajan** in the State of Assam and Corporate Office at NOIDA in the State of Uttar Pradesh, hereinafter called the "Company" which expression unless repugnant to the context shall include executors, administrators and assignees on the one part, and M/s. \_\_\_\_\_ (Name and address of Contractor), hereinafter called the "Contractor" which expression unless repugnant to the context shall include executors, administrators and assignees on the other part.

WHEREAS the Company desires that Services \_\_\_\_\_ (brief description of services) should be provided by the Contractor as detailed hereinafter or as Company may requires.

WHEREAS, Contractor engaged themselves in the business of offering such services represents that they have adequate resources and equipment, material etc. in good working order and fully trained personnel capable of efficiently undertaking the operations and is ready, willing and able to carry out the said services for the Company as per Section- \_\_ attached herewith for this purpose.

WHEREAS, Company issued a firm Letter of Award No. \_\_\_\_\_ based on Offer No. \_\_\_\_\_ submitted by the Contractor against Company's Tender No. \_\_\_\_\_.

WHEREAS Contractor has accepted Company's Letter of Award vide their letter No. \_\_\_\_\_.

All these aforesaid documents shall be deemed to form and be read and construed as part of this Contract. However, should there be any dispute arising out of interpretation of this contract in regard to the terms and conditions with those mentioned in Company's tender document and subsequent letters including the Letter of Award and Contractor's offer and their subsequent letters, the terms and conditions attached hereto shall prevail. Changes, additions or deletions to the terms of the contract shall be authorized solely by an amendment to the contract executed in the same manner as this contract.

NOW WHEREAS, in consideration of the mutual covenants and agreements hereinafter contained, it is hereby agreed as follows -

1. In this Contract words and expressions shall have the same meanings as are respectively assigned to them in the General Conditions of Contract referred to.
2. In addition to documents hereinabove, the following Sections and Annexure attached herewith shall be deemed to form and be read and construed as part of this agreement viz:
  - (a) Section-I indicating the Forwarding Letter,
  - (b) Section-II indicating the Instructions to Bidders,
  - (c) Section-III indicating the General Conditions of Contract
  - (d) Section-IV indicating the Scope of Work
3. In consideration of the payments to be made by the Company to the Contractor as hereinafter mentioned, the Contractor hereby covenants with the Company to provide the Services and to remedy defects therein in conformity in all respect with the provisions of this Contract.

- 4. The Company hereby covenants to pay the Contractor in consideration of the provision of the Services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of this Contract at the times and in the manner prescribed by this Contract.

IN WITNESS thereof, each party has executed this contract at **NOIDA, Uttar Pradesh**, as of the date shown above.

Signed, Sealed and Delivered,

For and on behalf of  
Company (Oil India Limited)

For and on behalf of  
Contractor (M/s. \_\_\_\_\_)

Name :

Name :

Status :

Status :

In presence of

In presence of

1.

1.

2.

2.

\*\*\*\*\*

**PROFORMA-II**

**PROFORMA FOR LETTER OF AUTHORITY**

M/s Oil India Limited  
Plot No 19, Sector 16A  
NOIDA

Sir,

Sub: OIL's Tender No

We, \_\_\_\_\_ confirm that Mr. \_\_\_\_\_ (name and address) as authorised to represent us to Bid, negotiate and conclude the agreement on our behalf with you against Tender Invitation No. \_\_\_\_\_ for engaging a PR firm for a period of two years.

We confirm that we shall be bound by all and whatsoever our said representative shall commit.

Yours faithfully,

Signature  
Name & Designation  
For & on behalf of

This letter of authority shall be on printed letter head of the Bidder and shall be signed by a person competent and having the power of attorney (power of attorney shall be annexed) to bind such bidder. If signed by a consortium, it shall be signed by members of the consortium.

**ANNEXURE-1****[TO BE FILLED-UP / SUBMITTED BY THE VENDOR ON ITS LETTER HEAD FOR E-REMITTANCE]**

Name	:	
Address	:	
Phone No. (Land Line)	:	
Mobile No.	:	
E-mail address	:	
Bank Account No. (in which you want the remittance against your bills)	:	
Bank Name	:	
Branch	:	
Address of the Bank	:	
Bank Code	:	
IFSC / RTGS Code of your Bank	:	
NEFT CODE of your Bank	:	
PAN No.	:	
VAT Registration No.	:	
Sales Tax Registration No.	:	
Service Tax Registration No.	:	

---

 Signature of Vendor with Official Seal

Date: \_\_\_\_\_

Place: \_\_\_\_\_

.....

**Appendix-1****Methodology of awarding marks on the basis of BRC**

SL	Criteria	Description	Marks on fulfilling the criteria	Additional Marks	Max Marks
1.1	Experience (as on date of closing of the tender)	Minimum of five(5) years experience in the PR / CSR consultancy business in India.	10	1 extra mark for each additional year of experience	20
1.2		Minimum of five (5) clients in last five (5) years wherein the bidder has been engaged on retainer-ship basis for a minimum period of six (6) months. Out of the five (5) clients, minimum two (2) should be public sector units.	10	1 extra mark for each additional client on retainer-ship basis for six (6) months or more in last five (5) years	15
1.3		The value of at least one of the contracts [with the clients served in last five (5) years] should be more than Rs. 25 Lakhs.	10	1 extra mark for every 10 Lakhs increase above 25 Lakhs	15
2	In house Capability	The bidder should have the capability to offer the services mentioned in scope of work notably Media Management, Media Monitoring, Investor Relations, etc in-house without outsourcing. The bidder must confirm the same in their offer.	20	NA	20
3	Network	The bidder must have its own offices in all the Metro Cities.	10	1 Mark for office in every other major city	15
4	NE Network	The bidder must have the capability to offer similar services if and when required in the North Eastern Region in general and Assam in particular.	15	NA	15

Marks would be awarded after examination of documentary evidence as mentioned in BRC.  
Qualifying marks would be 60%.

.....

**LIST OF PARTIES**  
**ENQUIRY NO. OIL/62/7/ENQ-439**

1. M/s. Adfactors PR Pvt. Ltd.,  
E-137, Okhla Industrial Estate Phase-III  
New Delhi-110 020  
Tel : 40565100

2. M/s. Perfect Relations  
6/2, Jangpura-B  
New Delhi-110 014  
Tel : 24379862 - 69  
Fax : 243775979

3. M/s. Good Relations  
706, 7<sup>th</sup> Floor, Ansal Bhawan  
16, K. G. Marg  
New Delhi-110 001  
Tel : 40669900  
Fax : 43742275

4. M/s. Genesis PR  
Corporate Office  
807-B Signature Towers  
South City  
Gurgaon-122 001  
Tel : 0124-4417600  
Fax : 0124-408 6663

5. M/s. Mutual PR Agency  
18, Rouse Avenue  
Kotla Lane  
New Delhi-110 002  
Tel : 43620700 - 730  
Fax : 4362070

6. M/s. 20 : 20 Media  
B-23, First Floor,  
Sector-2  
NOIDA-201 301  
Tel : 4642020

7. M/s. Avian Media  
35, Link Road, Second Floor  
Lajpat Nagar-III  
New Delhi-110 024  
Tel : 46625500-20  
Fax: 46625533

Contd.....P/2.

8. M/s. CMCG India  
307, Deenar Bhavan  
44, Nehru Place  
New Delhi-110 019  
Tel / Fax : 26236470 - 73
9. M/s. Comma Consulting Pvt. Ltd.,  
A 1/288 Safdarjung Enclave  
3<sup>rd</sup> Floor  
New Delhi-110 029  
Tel : 46003200  
Fax : 26161578
10. M/s. Creative Crest  
16, Paschimi Marg  
Vasant Vihar  
New Delhi-110 057  
Tel : 26153300 11 22
11. M/s. PR Pundit  
760, Udyog Vihar, Phase-V  
Gurgaon-121 016  
Tel : 0124-4229300 - 07
12. M/s. Torque Communications  
A-72, 2<sup>nd</sup> Floor,  
Sector-2  
NOIDA-201 301  
Tel : 0120-4243843-48  
Fax : 0120-4243840
13. M/s. Sobhagya Advertising Services  
B-205, Okhla Industrial Area, Phase-I  
New Delhi-110 020  
Fax : 26817569
14. M/s. Concept Communication Ltd.  
LGF-100 G, Milap Niketan  
8A, Bahadur Shah Zafar Marg  
New Delhi-110 002  
Tel : 23701250/51/53/55/56

Fax : 23701252

\*\*\*\*\*