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EXPRESSION OF INTEREST

EOI REF. NO.: OIL/C&P-CORP/EOI/03/2024

Date: 30.08.2024

LAST DATE OF SUBMISSION: 17:00 HRS (IST) OF 30.09.2024

Subject: Notice Inviting “**Expression of Interest (EOI)**” for “**Empanelment of the Agencies for 360-degree Advertising, Media, Events & Branding Activities carried out by OIL through its Corporate Office**”

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. As a *Maharatna* 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 for “Empanelment of the Agencies for 360-degree Advertising, Media, Events & Branding Activities carried out by OIL through its Corporate Office.”

1.0 SCOPE OF WORK

The empanelled advertising agencies shall be working on various communication assignments. The brief Scope of Work giving an indicative list of assignments is as follows:

- Designing and Publishment of Statutory ads and Notices, Financial ads (UFR/AFR), AGM Speech advertisements, Recruitment Advertisements, Corporate Advertisements, Product Advertisements, Radio & TV Commercials, Outdoor advertisements etc
- Publication of Notices Inviting Tenders (NITs)
- Routine Printing Jobs such as banners, backdrop, Standee, Brochures, Leaflets, Handouts, Flyers, Pamphlets, House Journals etc.
- Corporate Gifts/Mementos/Giveaways
- Media Campaigns: Advertisement & Branding Campaigns

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- Corporate campaigns, Event Management
- All designing and creative jobs
- Routine Printing Jobs such as Banner, backdrop, Standee, Brochures, Leaflets, Handouts, Flyers, Pamphlets, House Journals etc. where amount is more than Rs. 50,000 for a single job.
- Corporate Branding, Designing & Printing of in-house publications like Coffee Table Book, Annual Report and other similar publications.
- Printing jobs with customized effects like Snowing, Spot UV, Raised UV etc
- Printing of Diary, Calendar, Notepad, and other corporate reports.
- Short Films, Audio Visuals and Multi-Media presentations etc
- Exhibition Management - Both India and abroad
- Industrial Photography/videography
- Corporate Gifts/Mementos/Giveaways
- Public Relations activities and organizing media gatherings/Press conferences.
- Strategic PR support to the Management
- Support during Crisis Management
- Social Media/Digital Media management etc
- Web meetings/virtual events etc
- Such jobs for the Ministry for Petroleum & Natural Gas and other organizations with which the company may be associated within the ambit of the broad scope of work above.

Note: The above is an indicative and not an exhaustive list of communication activities that may be undertaken by the company in future. However, the activities would be undertaken in line with the company's business and communication strategy, and it may be possible that the company may not undertake some of the activities mentioned above during the period of empanelment. Further, the empanelment will not guarantee any fixed work assignment for agencies during the tenure of their empanelment.

2.0 ASSESSMENT CRITERIA

Oil India Limited (OIL) intends to empanel INS accredited Advertising Agencies to handle a range of advertising and communications solutions for its Office in Delhi/NCR. The communications and advertising solutions include Advertisement/Branding Campaigns in print, electronic, social media and outdoor media, publishing of Notices, Tender/EoIs, UFRs/AFRs, Recruitment advertisements etc, designing of corporate and event-specific collaterals, providing brand solutions, Events, Exhibitions, Audio Visuals, Social and Digital Media, Public Relations, printing solutions and other Corporate Communication and Public Relations jobs as may be desired from time to time.

The agencies may be assessed as per the three-stage assessment criteria as below:

- Stage 1: PQC/BEC/BRC/Eligibility Criteria
- Stage 2: Quantitative Assessment
- Stage 3: Qualitative Assessment

Stage 1: Eligibility Criteria (PQC)

Sl. No.	Eligibility Criteria	Documents Required
1	Turnover: Annual Turnover should be a minimum of Rs. 10.00 crore in any of the preceding three financial years.	<i>To this effect, the agency shall submit a CA-verified statement (CA certificate should mention UDIN) along with self-attested copies of the turnover statement for the three preceding financial years i.e. 2021-22, 2022-23 and 2023-24. In case, the audited financial statement in respect of FY 2023-24 is not available, the Agency shall submit the same for the year 2020-21.</i>
2	Net Worth: The agencies should have a positive net worth in the preceding financial year	
3	INS Accreditation: Mandatory and should be valid as on the date of empanelment. Further, the validity of INS Accreditation shall be a necessary condition of valid empanelment throughout the tenure of empanelment.	Self-attested accreditation certificate to be submitted by agencies with the bid document. OIL may ascertain accreditation status from INS. The accreditation should be valid till the period of empanelment and if the validity expires before the period of empanelment, the same should be renewed at least one month before the date of expiry
4	Office Setup: A full-fledged office set up in the Delhi or Noida region is a must	Self-attested copy of document ascertaining proof of office premises in Delhi or Noida such as electricity connection, lease agreement etc.
5	Clientele: At least 2 Maharatna/Navratna CPSEs of the Government of India (Preferably in the Energy Sector) or top listed Global energy companies with a presence in India in the preceding three years are to be reckoned from the due date of bid submission.	Documentary Evidence of Empanelment letter from each of the CPSEs.
6	Design/Creative Jobs: Should have designed at least two jobs such as Annual Reports, Sustainability Reports, Brochure, Coffee Table Book or House Journals in their entirety with a job order value above Rs 5 lakh each for the client <i>(as mentioned in para 5 above)</i> in the preceding three years to be reckoned from due date of bid submission.	Creative design of final cover/soft copy/ link of the creative job along with Self-attested copies of the work orders and completion certificates.

7	<p>Media Campaign: Should have worked on at least three media campaigns of value above Rs 25 Lakh in each case for the client (<i>as mentioned in para 5 above</i>) in the preceding three years to be reckoned from the due date of bid submission.</p> <p><i>(A media campaign is defined as one or more print advertisements/TVC/social media/Digital media campaigns designed/developed and published/released in media at a pre-determined frequency based on a specific brief. Tender/Notice/EOI advertisements will not be considered as a campaign.</i></p>	<p>Creative (preferably colour) along with self-attested tear sheets/photocopy of at least 3 different publications for print media and/ or copy of TV commercial along with self-attested copies of the work order and completion certificate.</p>
8	<p>Exhibition: Should have designed, fabricated and installed at least three pavilions at a national/international exhibition for the client (<i>as mentioned in para 5 above</i>) with a job order value above Rs 50 lakh in the preceding three years to be reckoned from the due date of bid submission.</p>	<p>Audio-visual evidence including photographs of the Pavilions/Stalls put up along with Self-attested copies of the work orders and completion certificates.</p>
9	<p>Events: Should have completed at least two events for client (<i>as mentioned in para 5 above</i>) with a job order value above Rs 10 lakh each in the preceding three years to be reckoned from due date of bid submission.</p>	<p>Self-attested copies of the work orders and completion certificates along with the audio-visual evidence.</p>
10	<p>AV/Films: Should have completed at least one audiovisual/multimedia production work/ film for the client (<i>as mentioned in para 5 above</i>) with a job order value above Rs 4 lakh in the preceding three years to be reckoned from the due date of bid submission.</p>	<p>Self-attested copies of the work orders and completion certificates from each of the clients from the consideration set* along with the audio-visual evidence.</p>

Stage 2: Quantitative assessment

- Scoring based on documents submitted – 40 marks.
- **Top 20 agencies** scoring the highest marks in Stage 2 will move to Stage 3

The quantitative assessment criteria is as follows:

Sr. No.	Parameters	Max. Marks
1	Average turnover# in last three years: <ul style="list-style-type: none">• Rs 30 crore and above – 10 Marks• Rs 20 crore – 30 crore – 7.5 Marks• Rs 10 crore- 20 crore – 5 Marks	10
2	Advertising campaigns executed* in the last three years to be reckoned from the due date of submission of response against Notice for Inviting EOI: Each campaign above Rs. 50.00 Lakhs No. of campaigns: <ul style="list-style-type: none">• 6 & above: 10 Marks• 4-6: 7 Marks• 1-3: 5 Marks (Marks are for each unique campaign)	10
3	Exhibition/pavilions/roadshows executed* in the last three years to be reckoned from the due date of submission of response against Notice for Inviting EOI: Job order value <ul style="list-style-type: none">• Above Rs 2.00 Cr above – 4 (India); 5 (overseas)• Rs 1.00 Crore to Rs. 2.00 Crore: 3 (India); 4 (overseas)• Rs 50.00 lakhs to Rs. 1.00 Crore: 2 (India); 3 (overseas) <i>(Marks are for each completed assignment of exhibition/pavilion/roadshows executed in its entirety by the agency)</i>	10
4	Events executed* in the last three years to be reckoned from the due date of submission of response against Notice for Inviting EOI: Job order value <ul style="list-style-type: none">• Above Rs 1.00 Cr above – 5 each• Rs 50.00 lakhs to Rs. 1.00 Crore: 3 each• Rs 20.00 lakhs to Rs. 50.00 Lakhs: 2 each <i>(Marks are for each completed assignment of event management executed in its entirety by the agency)</i>	10
	TOTAL	40

IMPORTANT NOTE:

- (i) *The agencies shall be required to submit Self-attested copies of each Work Order along with a completion certificate containing the Name, Designation, contact number and official e-mail ID of the client/(s) as documents to support their claim.
- (ii) *For calculation of average Turnover, the total turnover in each of the three preceding financial years i.e., 2021-22, 2022-23 and 2023-24 shall be added and divided by 3. The agency shall submit a CA-verified calculation sheet (the CA certificate should mention UDIN) along with self-attested copies of the turnover statement.

Stage 3: Qualitative Assessment

The shortlisted agencies shall be invited to make a presentation. The presentation is required to be used as a tool for evaluation since the jobs to be carried out by the agencies are creative and an assessment of their creative strengths and approach is required to be done.

Scoring based on qualitative assessment - 60 marks

2.1.1 The qualitative assessment shall be done based on the below-mentioned criteria:

Sr. No.	Criteria	Maximum Marks
1	<p>Plan a 360-degree pan India brand campaign projecting Oil India Limited as a national brand and the youngest & aspirational Maharatna oil company.</p> <p>Please elaborate in terms of thought, execution and creative rendition for the same. If given a media budget of Rs 2.00 crore for the campaign, how will you ensure maximum reach and impact?</p> <p>[Creative options along with a media plan would help in better evaluation]</p>	30
2	<p>Internal campaign:</p> <p>a. Suggest an internal campaign to engage with employees to become positive brand ambassadors for the company.</p> <p>b. Suggest an internal campaign so that safety at the workplace becomes an integral part of the work behaviour of employees</p>	10
3	<p>PR campaign:</p> <p>Problem: OIL is facing agitation from the communities in a region due to the recent accidents at one of its operation sites. Assume that the issue is impacting the operations and brand image of the company.</p>	10

	<p>Suggest a PR campaign to mitigate the brewing crisis and presenting informed opinion to the agitating communities as well as public at large.</p> <p>How will you manage the PR crisis and build a positive brand image for the company?</p> <p>Note: Agencies are free to choose the region and accordingly tailor the suggested PR plan.</p>	
4	<p>a. Event Management/Virtual Event work carried out (3.5 marks)</p> <p>b. Exhibitions handled (exhibition space of 120 sq m and above). (3 marks)</p> <p>c. Brand awareness campaigns carried out (3.5 marks)</p> <p>The above should be either for Maharatna/Navratna CPSEs of the Government of India (Preferably in the Energy Sector) or the top 50 listed Global/Indian energy companies with a presence in India</p>	10
	TOTAL	60

A total of 5 (Five) Nos. of Agencies are to be empanelled based on the Scores. The top (5) five agencies with the highest scores shall be empanelled. OIL shall have the discretion to increase or decrease the number of empanelled agencies.

SPECIAL TERMS & CONDITIONS:

Duration of the empanelment	Duration of the empanelment shall be for two years
Performance Evaluation	<p>Periodic evaluation of performance(s) of the empaneled advertising agencies would be done by the PR Department on the following parameters:</p> <ul style="list-style-type: none">• If the agency fails to adhere to the specified delivery schedule repeatedly on two occasions, or• The agency does not participate in pitching at least three times in a year without seeking prior excuse, or• does not adhere to the laid down specifications or• the performance of the agency is non-satisfactory, or• violates terms and conditions of this empanelment is declared insolvent, <p>Empanelment of the agency can be discontinued based on the non-adherence to the above parament without sufficient justification.</p> <p>Agencies shall be required to have valid INS accreditation during the entire period of empanelment for media release whenever required.</p>
Rejection criteria	<p>OIL at its discretion may reject the offer of any party if the party has:</p> <ol style="list-style-type: none">i. Submitted the Proposal documents after the response deadline.ii. Made misleading or false/forged representations/ documents in the forms, statements and attachments submitted in proof of the eligibility requirements.iii. Submitted a proposal that is not accompanied by required documentation or is non-responsive.iv. Failed to provide clarifications in reasonable time related thereto, when sought.v. Submitted more than one Proposal.vi. Been declared ineligible/banned by the Government of India/ PSU for corrupt and fraudulent practices or blacklisted in any PSU / GoIvii. Submitted Original bids which are not signed manually.
Creatives	<p>OIL will have the right to call any other empaneled advertising agency across its spheres for pitching of any content/design/exhibitions etc for the competitive pitch. The design and artwork will be done by the same agency finalized for a particular job. The best suitable creative work will be selected by OIL. In case of a media campaign, the agency whose creative is selected may be given the responsibility of releasing the campaign. In print campaigns, since trade discount per</p>

	industry practice/INS guidelines on the agreed publication cost with OIL is availed directly by the agency from the publication, no additional creative compensation from OIL shall be paid. The media plan for any campaign shall be prepared & shared by OIL to the agency.
	Agencies shall undertake that OIL's photographs, finalized designs commissioned by OIL shall be the Intellectual Property (IP) of OIL and shall not be reproduced or shared with any other entity without the approval of the PR department of OIL. Further, the agencies undertake that all creative submissions shall be the original work of the agency and do not infringe any copyrights or IP.

3.0 Validity of Empanelment: The empanelment of selected Inspection Agencies will be valid for a period of 02 (two) years, subject to satisfactory performance and compliance with the terms and conditions of the empanelment.

4.0 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 **30.09.2024 till 17:00 Hrs** (IST) to the following address:

General Manager (C&P)
Oil India Limited, Plot No. 19, Sector-16A,
Noida-201301

Bidders must ensure that submissions through post reaches the above address before 17:00 hours on the last date of submission (**30.09.2024**). Any application received after the deadline will be summarily rejected.

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

For any inquiries or clarifications regarding this EOI, interested parties may contact: shashank.tripathi@oilindia.in