



# **OIL INDIA LIMITED**

(A Govt. of India Enterprise)

## **CONTRACTS DEPARTMENT**

P.O: DULIAJAN, DIST: DIBRUGARH  
ASSAM (INDIA), PIN-786602

Tel: +91-374-280 0548

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## **INVITATION FOR EMPANELMENT/ENLISTMENT**

**for**

**EMPANELMENT OF ADVERTISING AGENCIES TO HANDLE ADVERTISING,  
BRANDING AND COMMUNICATION ASSIGNMENTS FOR OIL'S OFFICE IN  
FIELD HEADQUARTER AT DULIAJAN, ASSAM.**

**(Against Invitation No. G/101/2026-2027)**

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**SECTION-I: FORWARDING LETTER/INTRODUCTION**

**Subject: Invitation for Empanelment of Advertising Agencies to handle advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam.**

M/s \_\_\_\_\_  
\_\_\_\_\_

Dear Sir/Madam,

**1.0** OIL INDIA LIMITED (OIL), a "Maharatna" Category, Government of India Enterprise, is a premier oil Company engaged in exploration, production and transportation of crude oil & natural gas with its Headquarters at Duliajan, Assam. Duliajan is well connected by Air with nearest Airport being at Dibrugarh, 45 km away.

**2.0** In connection with its operations, OIL invites applications from competent and experienced **Indian registered/incorporated** Applicants/Firms through **OIL's Vendor Enlistment Portal** for '**Empanelment of Advertising Agencies to handle advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam**'.

One complete set of Invitation covering the Pre-qualifying criteria and Scope of Work for hiring of above services is uploaded in OIL's Vendor enlistment portal. Applicants are invited to submit their most compliant application on or before the scheduled submission date and time through OIL's Enlistment portal. For ready reference, few salient points of the Invitation are highlighted below:

|    |                             |   |   |
|----|-----------------------------|---|---|
| a) | Type of Invitation          | : | Invitation for empanelment of Advertising Agencies for future tenders to handle advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam. |
| b) | Application Submission Mode | : | Applications must be uploaded online on OIL's Vendor Enlistment portal. <b>Applications submitted through any other mode (e-mail/Fax/Physical copies, etc.) shall not be accepted.</b>        |

**Invitation No. G/101/2026-2027**

|    |   |   |  |
|----|---|---|--|
| c) | Place of opening of enlistment applications | : | Office of <b>Chief General Manager-Contracts</b><br>Contracts Department,<br>Oil India Limited, Duliajan -786602,<br>Assam, India. |
| d) | Period of empanelment                       | : | Three (03) years from the date of issue of enlistment letter.  |
| e) | Applications to be addressed to             | : | Chief General Manager-Contracts,<br>Contracts Department,<br>Oil India Limited, Duliajan-786602,<br>Assam, India                   |

**3.0** “**Applicant**” referred to in this Invitation means the Vendor/Service Provider who submits/intends to submit their application against this invitation.

**4.0** OIL now looks forward to your active participation against the subject invitation.

Thanking you,

Yours faithfully,  
**OIL INDIA LIMITED**

**Sd/-**  
**(B. BORGOHAIN)**  
**Manager – Contracts (Services)**  
**For Chief General Manager – Contracts (HoD)**  
**FOR RESIDENT CHIEF EXECUTIVE**

**Date: 19.05.2026**

**SECTION-II: INSTRUCTIONS TO APPLICANTS**

**1.0 ELIGIBILITY OF THE APPLICANT:**

- 1.1 The eligibility of the applicant is listed under Section-III: PRE QUALIFYING CRITERIA of this Invitation.
- 1.2 Applicants shall bear all costs associated with the preparation and submission of applications. Oil India Limited, hereinafter referred to as Company, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the empanelment/enlistment process.

**2.0 INVITATION DOCUMENTS:**

- 2.1 This Invitation includes the following:
- i) Forwarding Letter
  - ii) Instruction to Applicants (ITA)
  - iii) Pre-Qualifying Criteria (PQC)
  - iv) Scope of Work (SOW)/Terms of Reference (TOR)
  - v) Proformas, Annexures, Exhibits etc.
- 2.2 The applicant is expected to examine all instructions, forms, terms and specifications in the Invitation. Failure to furnish all information required in the Invitation or submission of an application not substantially responsive to the Invitation in every respect will be at the Applicant's risk & responsibility and may result in the rejection of its application.
- 2.3 Applicants shall be deemed, prior to submitting their application, to have satisfied themselves about the weather conditions, working culture in the area, socio-political environment, safety & security aspects, law & order situation and law of the land and obtain for themselves all necessary information as to the risks, contingencies and all other circumstances, which may influence or affect the various obligations under the Contract.

**3.0 AMENDMENT OF INVITATION DOCUMENTS:**

- 3.1 At any time prior to the deadline for submission of application, the Company may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the Invitation through issuance of an Addendum(s)/Corrigendum(s)/Amendment(s).
- 3.2 The Addendum/Amendment will be uploaded in OIL's Vendor Enlistment Portal. The Company may, at its discretion, extend the deadline for submission of application. Applicants are expected to take the Addendum into account in preparation and submission of their application. Applicants are to check from time to time the enlistment portal for any amendments to

the documents before submission of their application. No separate intimation shall be sent to the applicants.

**4.0 PREPARATION OF APPLICATIONS:**

4.1 **Language of applications:** The bid prepared by the APPLICANT and all correspondence and documents relating to the **application** exchanged by the APPLICANT and the OIL shall be written in English language. Supporting documents and printed literature furnished by the APPLICANT may be in another language provided they are accompanied by an accurate translation of the relevant passages in English, duly authenticated by local chamber of Commerce of APPLICANT's country, in which case, for purposes of interpretation of the bid, the translation shall prevail.

4.2 **APPLICANT's/Agent's Name & address:** APPLICANTS should indicate in their **applications** their detailed postal address including the Fax/Telephone /Cell Phone Nos. and E-mail address. Similar information should also be provided in respect of their authorized Agents in India, if any.

4.3 **Documents comprising the application:** The **application** to be uploaded by the APPLICANT in OIL's Vendor Enlistment Portal shall comprise of the following components:

(A) Technical Bid (to be uploaded in 'Technical Attachments' tab)

- a) Complete technical details of the services offered.
- b) Documentary evidence established in accordance with PQC.
- c) Statement of non-compliance (if any) as per **PROFORMA-I**.

**5.0 DOCUMENTS ESTABLISHING APPLICANT'S ELIGIBILITY AND QUALIFICATIONS:**

These are listed in Section-III: PQC of the Invitation.

**6.0 MODIFICATION AND WITHDRAWAL OF APPLICATIONS:**

6.1 The Applicant after submission of applications may modify or withdraw its applications prior to final submission of the application. Withdrawal or modification of applications through physical correspondence shall not be considered and accepted.

6.2 No applications can be modified or withdrawn subsequent to the deadline for submission of Bids.

6.3 No applications can be withdrawn in the interval between the deadline for submission of applications and the date of intimation by OIL about the applicant's status (Whether Accepted/Rejected).

**7.0 EXTENSION OF APPLICATION SUBMISSION DATE:**

Normally no request for extension of application Closing Date & Time will be entertained. However, OIL at its discretion, may extend the date of submission of Closing Date and/or Time due to any reasons.

**8.0 CONTACTING THE COMPANY:**

8.1 No Applicant shall contact Company on any matter relating to its application, from the time of the opening to the time the applicant is empanelled except as required by Company.

8.2 An effort by an applicant to influence the Company in the Company's evaluation, comparison or empanelment decisions may result in the rejection of their application.

**9.0 COMPANY'S RIGHT TO ACCEPT OR REJECT ANY APPLICATION:**

Company reserves the right to accept or reject any or all applications and to annul the empanelment process and reject all applications, at any time prior to empanelment, without thereby incurring any liability to the affected applicant, or applicants or any obligation to inform the affected applicant of the grounds for Company's action.

**10.0 NOTIFICATION OF EMPANELMENT:**

10.1 Company will notify the successful applicant in writing by registered letter or E-mail that its application has been accepted.

10.2 The notification of acceptance of their application will constitute the empanelment of the applicant.

**11.0 IMPORTANT NOTES:**

- i After evaluation of the Applications received, a list of qualified service providers will be created as per OIL's eligibility criteria and all eligible vendors will be notified accordingly.
- ii. The empanelment of vendors does not guarantee of award of contract for the subject service. Evaluation and award of contract shall be done as per provisions of the respective tenders floated by OIL as and when services for **'Handling advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam'** are envisaged.
- iii. OIL reserves the right to (a) accept or reject any/all application) submitted by parties (b) cancel the process at any time without any liability and assigning any reason thereof.

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**SECTION-III: PRE-QUALIFYING CRITERIA (PQC)**

**1.0 VITAL CRITERIA FOR ACCEPTANCE OF APPLICTION:**

Enlistment applications should be complete in all aspects covering entire scope of work of items/services applied for and should conform to the technical specifications specified herewith, duly supported with technical catalogues/literatures (soft copy), wherever applicable. Incomplete and non-conforming applications may be rejected.

**2.0 ELIGIBILITY CRITERIA**

The applicant must be incorporated/constituted in India and must maintain more than or equal to 20% local content (LC) for the offered services.

Regarding calculation of local content and submission of documents during bidding & execution of contracts, provision of Public Procurement (Preference to Make in India) Order, 2017 of Department for Promotion of Industry and Internal Trade (DPIIT), Govt. of India as revised vide Order No. P45021/2/2017-PP (BE-II) dated 16th September 2020 (and as amended time to time) with modifications as notified vide MoP&NG Order No. FP-20013/2/2017-FP-PNG-Part (4) (E-41432) dated 26th April 2022 (including subsequent amendments thereof, if any), shall be applicable.

The applicant must submit an undertaking to comply with the above in their enlistment application.

**3.0 PRE-QUALIFYING CRITERIA:** The applicants interested for enlistment in the Vendor Enlistment portal should fulfil the following condition:

3.1 The bidder must be registered as a business entity in India under the Registrar of Firms and/or Registrar of Companies, as applicable. The bidder shall submit relevant documentary evidence in support of such registration.

3.2 The bidder must have successfully executed/completed the jobs listed below over the last 07 (seven) years reckoned from the Original Closing Date of the EOI in Central/State Government/PSUs/Nationalised Banks/Public Limited Company.

(i) Designing of minimum three publications i.e. Annual Reports/ Sustainability Reports/ Brochure/ Coffee Table Book/House Journals in their entirety for the client;

AND

(ii) Minimum three audiovisual/multimedia production work/film, with a minimum cumulative duration of 20 minutes, executed for the client;

(Links of the production work to be shared to OIL along with their application)

AND

- (iii) Minimum of three media campaigns executed for the client.

*Note: Media campaign shall mean a coordinated set of communication activities executed through any mix of media platforms—such as television, print (newspaper), radio, outdoor (hoarding/billboard), digital, social media, or integrated multi-media channels—designed to disseminate messages, promote initiatives, create awareness, or engage target audiences on behalf of the client. Tender/ Notice/EOI advertisements will not be considered as a campaign.*

- 3.3 The bidder must have a full-fledged office setup in Guwahati and shall submit documentary evidence establishing proof of office premises at the said location.

However, in case, the bidder does not currently have an office in Guwahati, the bidder shall submit an undertaking along with the bid confirming that in case of award of Contract, a full-fledged office shall be established and made operational by them within the mobilization period which shall be intimated during the tendering process. If the office set up is not established within the aforesaid period, the empanelment shall stand cancelled.

**Notes to PQC Clause 3.2 above:**

- A.** For proof of requisite experience (refer Clause No. 3.2 above), the following documents/photocopy (self-attested/attested) must be submitted along with the bid:

- i) Contract document/LOI/LOA/WO showing details of work,

AND

- ii) Job Completion Certificate issued by the end user/client in their official letter head duly sealed and signed showing:

- a) Nature of jobs done and Work Order No./Contract No.  
b) Contract period and date of completion.

OR

SES (Service Entry Sheet)/Certificate of Payment (COP) issued by the company indicating the following:

- a) Work Order No./Contract No.

- b) Period of service
  - c) Nature of service
- B.** Only Letter of Intent (LOI)/Letter of Award (LOA) and/or Work Order(s), Job Completion certificates are not acceptable as evidence of experience. Mere award of contract(s) shall not be counted towards experience. Successful completion of the awarded contract(s) to the extent of value, as stipulated respectively under Clause No. 3.2 shall only be treated as acceptable experience.
- C.** In case the requisite experience is against OIL's contract, the bidder shall only be required to categorically specify OIL's Contract No.
- D.** Following work experience shall also be taken into consideration:
- (a)** In case the start date of the requisite experience is beyond the prescribed 07 (seven) years reckoned from the original EOI closing date, but completion is within the prescribed seven (07) years reckoned from the original EOI closing date.
  - (c)** If the prospective bidder has executed a contract in which work (as mentioned under Clause No. 3.2) is a component of the contract.
    - In case the document submitted as per **Para A** above are not sufficient to establish the period of the work experience against **Para D**, above, the bidder shall also have to submit the breakup of the works executed under such contract(s) clearly indicating the quantity/period of work (as mentioned under Clause No. 3.2) which should be certified by the end user or a certificate issued by a practicing Chartered/Cost Accountant Firm (with Membership Number & Firm Registration Number).
- E.** Experience of executing work (as mentioned under Clause No. 3.2) through 'sub-contracting' shall not be considered for evaluation.
- F.** Work executed (as mentioned under Clause No. 3.2) by a bidder for its own organization/subsidiary cannot be considered as experience for the purpose of meeting PQC.
- G.** Bid will be rejected if not accompanied with adequate documentary proof in support of work experience as mentioned in Para 3.2.
- H.** Bidders submitting their bid based on the experience of their Technical Collaborator/Joint Venture/Parent/Subsidiary/Co subsidiary/Sister Subsidiary/MOU with another party shall not be considered. Bids from Consortium, Joint Venture shall also not be considered.

**4.0 FINANCIAL EVALUATION CRITERIA:**

Financial qualification criteria for tenders shall be governed by prevailing procurement guidelines during the tendering stage.

**5.0 GENERAL:**

- 5.1 To ascertain the substantial responsiveness of the application, the Company reserves the right to ask the applicant for clarification in respect of clauses covered under PQC also and such clarifications fulfilling the PQC clauses in toto must be received on or before the deadline given by the Company, failing which the applications shall be summarily rejected. Company is not obligated to seek any post-application clarification. However, clarifications if decided to be sought at the option of Company, the same shall be limited to the original submissions only and no independent fresh submission shall be called for/permitted.
- 5.2 If any of the clauses in the PQC contradict with other clauses of the Invitation for enlistment elsewhere, then the clauses in the PQC shall prevail.
- 5.3 Applicant(s) must note that requisite information(s)/financial values etc. as required in the PQC & Tender are clearly understandable from the supporting documents submitted by the Applicant(s); otherwise applications shall be rejected.
- 5.4 OIL will not be responsible for delay, loss or non-receipt of applications for participating in the application sent by mail and will not entertain any correspondence in this regard.
- 5.5 The originals of such documents [furnished by applicant(s)] shall have to be produced by applicant(s) to OIL as and when asked for.
- 5.6 Applicants shall submit duly filled checklists on PQC & other relevant technical criteria as prescribed in the tender along with their application. If any applicant fails/declines to submit the same, their application shall not be considered for further evaluation.
- 5.7 **Document Authenticity Undertaking:** Applicants should note that Company (OIL) may verify authenticity of all the documents/certificates/information submitted by the applicant(s) against the tender. In case at any stage of tendering process or Contract execution etc., if it is established that applicant has submitted forged documents/certificates/information towards fulfilment of any of the tender /contract conditions, Company shall immediately reject the application of such applicant(s) or cancel/terminate the contract besides taking action as per OIL's Banning Policy available in the OIL's website. Accordingly, service provider/vendor to submit the Undertaking of authenticity of information/documents submitted as per **PROFORMA-V**.

- 5.8 Applicants should not be under liquidation/bankruptcy/undergoing any insolvency resolution process as on date of submission of enlistment application. Applicants shall submit undertaking towards compliance of above as per **Appendix-1** along with the application. **If any applicant declines to submit the above undertaking, their applications shall be liable for rejection.**
- 5.9 The applicant shall submit an undertaking/declaration as per format **Appendix-2**, confirming that they have read and understood OIL's Banning Policy and that, neither they nor any of their allied concerns or partners or associates or directors, or proprietors involved in any capacity, are currently on OIL's Holiday/Banning List. Further, the applicant shall confirm that neither they nor any of their aforementioned entities have, during the last three years, been involved in any transgression with any company conforming to the Transparency International (TI) approach or with any Public Sector Enterprise of India that could justify exclusion from the tender process. The applicant shall also disclose details of all such allied entities, if any, as required under the Banning Policy.

**6.0 VERIFICATION AND CERTIFICATION OF DOCUMENTS BY INDEPENDENT THIRD-PARTY INSPECTION AGENCIES:**

- 6.1 All documents submitted in support of the Technical Criteria for **Enlistment** should be verified and certified by any one of the following independent third-party inspection agencies:

| <b>Sl. No.</b> | <b>Name of Independent Inspection Agency</b>                         | <b>Contact E-mail ID</b>  |
|----------------|--|---|
| i.             | M/s. Alfred H Knight India Private Limited                           | a. <a href="mailto:rkjain@ahkgroup.com">rkjain@ahkgroup.com</a> ;<br>b. <a href="mailto:Pradeep.mathur@ahkgroup.com">Pradeep.mathur@ahkgroup.com</a> ;<br>c. <a href="mailto:info@ahkgroup.com">info@ahkgroup.com</a> ; |
| ii.            | M/s. TUV India Private Limited                                       | a. <a href="mailto:noida@tuv-nord.com">noida@tuv-nord.com</a><br>b. <a href="mailto:mumbai@tuv-nord.com">mumbai@tuv-nord.com</a><br>c. <a href="mailto:salim@tuv-nord.com">salim@tuv-nord.com</a>                       |
| iii.           | M/s Conformity India International Private Limited                   | a. <a href="mailto:mktg@ciindia.in">mktg@ciindia.in</a>   |
| iv.            | M/s Ravi Energic Private Limited                                     | a. <a href="mailto:baroda@ravienergic.com">baroda@ravienergic.com</a><br>b. <a href="mailto:tpia@ravienergic.com">tpia@ravienergic.com</a>  |
| v.             | M/s SGS India Private Limited  | a. <a href="mailto:dhaval.vora@sgs.com">dhaval.vora@sgs.com</a><br>b. <a href="mailto:sgs.india@sgs.com">sgs.india@sgs.com</a>  |
| vi.            | M/s Assure Quality Management Certification Services Private Limited | a. <a href="mailto:aqmcs@aqmcs.com">aqmcs@aqmcs.com</a>   |

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|       |  |  |
|-------|--|--|
| vii.  | M/s. IRCLASS Systems and Solutions Private Limited | a. <a href="mailto:industrial_services@irclass.org">industrial_services@irclass.org</a><br>b. <a href="mailto:Bhavesht.satam@irclass.org">Bhavesht.satam@irclass.org</a>   |
| viii. | M/s. TÜV Rheinland (India) Pvt. Ltd.               | a. <a href="mailto:Shailesh.deotale@ind.tuv.com">Shailesh.deotale@ind.tuv.com</a><br>b. <a href="mailto:Kaushal.gohil@ind.tuv.com">Kaushal.gohil@ind.tuv.com</a><br>c. <a href="mailto:info@ind.tuv.com">info@ind.tuv.com</a><br>d. <a href="mailto:ravi.kumar@ind.tuv.com">ravi.kumar@ind.tuv.com</a> |
| ix.   | M/s Gulf Lloyds (India) Limited                    | a. <a href="mailto:contact@gulflloyds.com">contact@gulflloyds.com</a><br>b. <a href="mailto:inspection@gulflloyds.com">inspection@gulflloyds.com</a>   |
| x.    | M/s Baltic Testing India Pvt. Ltd.                 | a. <a href="mailto:office@balticcontrolindia.com">office@balticcontrolindia.com</a>  |
| xi.   | M/s Sanmarg Engineering Validation & Assessment    | a. <a href="mailto:Amitra@sanmargeva.com">Amitra@sanmargeva.com</a>  |
| xii.  | M/s Meenar Global Consultants LLP                  | a. <a href="mailto:sales@mgellp.in">sales@mgellp.in</a>  |
| xiii. | M/s Rites Limited                                  | a. <a href="mailto:nrinspn@rites.com">nrinspn@rites.com</a><br>b. <a href="mailto:info@rites.com">info@rites.com</a><br>c. <a href="mailto:sbu.ninsp@rites.com">sbu.ninsp@rites.com</a>  |
| xiv.  | M/s Bureau Veritas (India) Private Limited         | a. <a href="mailto:bvindia.corporate@bureauveritas.com">bvindia.corporate@bureauveritas.com</a>  |
| xv.   | M/s TUV SUD South Asia Private Limited             | a. <a href="mailto:Hemant.chavan@tuvsud.com">Hemant.chavan@tuvsud.com</a><br>b. <a href="mailto:Jayashree.rane@tuvsud.com">Jayashree.rane@tuvsud.com</a>   |
| xvi.  | M/s Adornment Engineers India Private Limited      | a. <a href="mailto:jks@adornmentengineers.com">jks@adornmentengineers.com</a>  |
| xvii. | M/s TCRC Inspections Pvt. Ltd.                     | a. <a href="mailto:admin@tereinspections.com">admin@tereinspections.com</a><br>b. <a href="mailto:ashismallick@teregroup.com">ashismallick@teregroup.com</a><br>c. <a href="mailto:tenders@teregroup.com">tenders@teregroup.com</a>  |

**6.2** Applicants are required to have their documents, as mandated under the Pre-Qualifying Criteria (PQC) of the Invitation, verified and certified by any one of the empanelled Independent Third-Party Inspection Agencies listed above. The Inspection Certificate, duly issued by the selected agency, must be submitted along with the enlistment application. All costs related to verification and certification by the Third-Party Inspection Agencies shall be borne solely by the respective applicants. Payments in this regard shall be made directly by the applicants to the Inspection Agencies. OIL shall not be held responsible for any payment-related dispute between the applicants and the inspection agencies.

**6.3** The verified and certified documents must be submitted along with the application. Any application submitted with un-verified supporting documents shall not be considered. However, in case a applicant submits its application along with all relevant supporting documents as per PQC without getting all/some of them verified by the designated Independent Inspection agency, such application can be provisionally considered, provided it is accompanied

by an **Undertaking by the Applicant on their official letterhead towards submission of the duly verified and certified copies/ Inspection Certificate within 07 (Seven) days from the actual date of submission of enlistment application.** No reminders or clarifications will be issued by the Company in this regard, and failure to submit the verified/ certified documents within the stipulated time shall result in outright rejection of the application, at the sole risk and responsibility of the applicant.

**6.4** The methodology of verification/certification of documents followed by the agencies is broadly as under, but not limited to:

- (a) It is the sole responsibility of the applicants intending to participate in the enlistment invitation to thoroughly understand the requirements of the tender, particularly the documents required under PQC. The applicants must present all relevant documents to any of the empanelled third-party certifying agencies for verification/certification. Neither OIL nor the Inspection Agencies shall be responsible for the selection or appropriateness of the documents submitted for verification. It is entirely the applicant's responsibility to ensure that the appropriate documents are verified/certified in support of PQC compliance.
- (b) The concerned Independent Third-Party Inspection Agencies shall depute their qualified/competent inspector to the Applicant's premises to check the original documents and certify the copies which the applicant shall submit along with their application. OIL will reserve the right to ask the inspection agencies to verify the documents with source, if required at no extra cost to OIL. Verification/Certification of documents by OIL's empanelled third-party inspection agencies shall not automatically make the applicant techno-commercially-acceptable or eligible for empanelment.
- (c) Verification/Certification of documents are normally categorized as under:

**i General Requirement:**

- Check Applicant's PAN Card
- Check Applicant's GST Certificate
- Check Applicant's Certificate of Incorporation
- Power of Attorney

**ii Additional Documents: (If applicable against the tender)**

- Applicants general structure and organization
- Joint Ventures Agreements – To cross-check with JV Partners
- Consortium Agreements – To cross-check with Consortium Partners
- Holding/Parent/Subsidiary/Sister Subsidiary/Co-Subsidiary Company – To check the Share Holding pattern, Corporate Guarantee etc.

**iii Technical Criteria**

- To check Experience Proof- Completion Certificates, Reference contact verification, Original Work Order/Contract Copy and any other document(s), if called for vide PQC/BRC of the Tender.
- Health, Safety and Environmental Management Policy

**iv Financial Criteria**

- Line of credit, if incorporated in the tender.

**Notes:**

- (i) Applicant's self-declared undertakings, Audited Balance Sheet & Profit-loss statement and/or CA certificate having UDIN are not required to be verified by the TPI agency. If any documents, LOI/LOA/Contracts, etc., submitted towards PQC/BRC experience criteria are issued by Oil India Limited, such documents need not be verified by TPI agency.
- (ii) Undertaking from TPI Agency as per format (**PROFORMA-IX**) enclosed should be submitted along with the application.  
In case of clarifications sought by OIL against PQC, supporting documents (historical in nature) to those submitted in the application will also have to be verified from the same TPI agency which has originally verified their application documents. OIL shall categorically mention the documents that are to be submitted with TPI verification in the clarification sought. In case the applicant fails to submit the TPI verified documents, as sought by OIL, as part of their clarification, their application will be liable for rejection.

**7.0 COMPLIANCE OF THE COMPETITION ACT, 2002:** The Applicant shall strictly comply with the provisions of the Competition Act, 2002, more particularly, Section-3 of the Act. Any violation the provisions of the Act shall attract penal action under the Act.

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**SECTION-IV: TERMS OF REFERENCE (TOR)/ SCOPE OF WORK  
(SOW)/TECHNICAL SPECIFICATIONS**

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:

- a) **Advertising**
  - a. Release of radio and TV commercials
  - b. Outdoor advertisements (Hoardings, Gantries, Bus shelters, Rail/Metro wraps, Bus, Railway Station)
- b) **Printing & Creative Design Services**
  - a. Design, printing/installation of banners, standees, brochures, leaflets, handouts, flyers, pamphlets for specified events
  - b. Designing and printing coffee table books, reports, and house journals
  - c. Printing of diaries and calendars
- c) **Audio-Visual & Multimedia**
  - a. Production of films, TV commercials, audio/visual content, multimedia presentations
  - b. Animation
  - c. Industrial photography and videography, Translation, dubbing
- d) **Events & Exhibitions**
  - a. Event management
  - b. Designing and installation of pavilions in exhibitions
  - c. Tableau
  - d. Street Play
  - e. Web meetings and virtual events
- e) **Public Relations & Strategic Communications**
  - a. Public relations activities
  - b. Press conferences
  - c. Strategic PR support to management
  - d. Crisis communication support during exigencies
- f) **Digital & Social Media**
  - a. Social media and digital media management
- g) **Corporate Gifting & Promotional Items**
  - a. Corporate gifts, mementos, and giveaways

**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.

**\*\*\*END OF SECTION-IV\*\*\***

**LIST OF PROFORMAS, EXHIBITS, APPENDICES, ETC. FOR THE TENDER**

***(Applicants are advised to submit all the proformas applicable to them and fill the table below)***

| <b>Sl. No.</b> | <b>Proforma-No.</b>  | <b>Form Description</b>   | <b>Submitted (Yes/No/Not applicable)</b> |
|----------------|----------------------|---|--|
| 1.             | <b>PROFORMA-I</b>    | Statement of Non-Compliance (if any)  |  |
| 2.             | <b>PROFORMA-II</b>   | Letter of Authorisation for attending Bid Opening format                                  |  |
| 3.             | <b>PROFORMA-III</b>  | Letter of Authority format  |  |
| 4.             | <b>PROFORMA-IV</b>   | E-Remittance Form   |  |
| 5.             | <b>PROFORMA-V</b>    | Format of Undertaking by Applicants towards submission of authentic information/documents |  |
| 6.             | <b>PROFORMA-VI</b>   | Certificate of Annual Turnover & Net Worth  |  |
| 7.             | <b>PROFORMA-VII</b>  | Certificate of compliance to financial eriteria   |  |
| 8.             | <b>PROFORMA-VIII</b> | Commercial Check List   |  |
| 9.             | <b>PROFORMA-IX</b>   | PROFORMA FOR UNDERTAKING FROM THIRD PARTY INSPECTION AGENCY                               |  |
| 10.            | <b>Appendix-1</b>    | Declaration about applicant's financial standing  |  |
| 11.            | <b>Appendix-2</b>    | Undertaking confirming that applicant have read and understood OIL's Banning Policy       |  |

**STATEMENT OF NON-COMPLIANCE (IF ANY)**

**(Only exceptions/deviations to be rendered)**

**1.0** The applicant shall furnish detailed statement of **exceptions/deviations**, if any, to the invitation stipulations, terms, and conditions in respect of each Section of invitation Document in the following format:

| <b>Section No.</b> | <b>Clause No. (Page No.)</b> | <b>Non-Compliance</b> | <b>Remarks</b> |
|--------------------|------------------------------|-----------------------|----------------|
|                    |                              |                       |                |

**Signature of Applicant:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**NOTE:** OIL INDIA LIMITED expects the applications to fully accept the terms and conditions of the invitation document. However, should the applicants still envisage some exceptions/deviations to the terms and conditions of the invitation document, the same should be indicated as per above format and submit along with their applications. If the “**Statement of Non-Compliance**” in the above Proforma is left blank (or not submitted along with the application), then it would be constructed that the applicant has not taken any exception/deviation to the invitation requirements.

PROFORMA-II

**PROFORMA LETTER OF AUTHORISATION FOR ATTENDING APPLICATIONS  
OPENING**

**TO  
CGM-CONTRACTS (HoD)  
OIL INDIA LIMITED  
P.O. DULIAJAN-786602  
Assam, India**

Sir,

**SUB: Empanelment of Advertising Agencies to handle advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam.**

I/We \_\_\_\_\_ confirm that Mr. \_\_\_\_\_ (Name and address) as authorised to represent us during applications opening on our behalf with you against **Empanelment of Advertising Agencies to handle advertising, branding and communication assignments for OIL's Office in Field Headquarter at Duliajan, Assam.**

Yours Faithfully,

**Authorised Person's Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Signature of Applicant:** \_\_\_\_\_

**Name:** \_\_\_\_\_

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

**PROFORMA-III**

**PROFORMA LETTER OF AUTHORITY**

**TO**  
**CGM-CONTRACTS (HoD)**  
**Contracts Department**  
**P.O. DULIAJAN PIN-786602**  
**Dist. Dibrugarh, Assam**  
**India**

Dear Sir,

**SUB:** \_\_\_\_\_

We \_\_\_\_\_ of \_\_\_\_\_  
Confirm that Mr. \_\_\_\_\_  
\_\_\_\_\_ (Name and Address) is authorized to represent us to Bid, negotiate  
and conclude the agreement on our behalf with you against IFB for **'Empanelment  
of Advertising Agencies to handle advertising, branding and communication  
assignments for OIL's Office in Field Headquarter at Duliajan, Assam'** for any  
commercial/Legal purpose etc.

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

**Authorised Person's Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

Yours faithfully,

Signature: \_\_\_\_\_

Name & Designation \_\_\_\_\_

For & on behalf of \_\_\_\_\_

**NOTE:** This letter of authority shall be on printed letter head of the applicant and shall be signed by a person competent and having the power of attorney (Power of attorney shall be annexed) to bind such Applicant.

**PROFORMA-IV**

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

Name:

FULL Address:

Phone Number:

Mobile Number:

E-mail address:

Fax Number:

Bank Account Number (in which the Bidder wants remittance against invoices):

Bank Name:

Branch:

Address of the Bank:

Bank Code:

IFSC/RTGS Code of the Bank:

NEFT Code of the Bank:

PAN Number:

GST Registration Number:

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Signature of Bidder with Official Seal

**PROFORMA-V**

**Format of undertaking by Applicants towards submission of authentic information/documents (To be typed on the letter head of the applicant)**

Ref. No \_\_\_\_\_

Date \_\_\_\_\_

**Sub: Undertaking of authenticity of information/documents submitted against the tender for “Empanelment of Advertising Agencies to handle advertising, branding and communication assignments for OIL’s Office in Field Headquarter at Duliajan, Assam”**

**To,  
The CGM-Contracts (HoD)  
Contracts Department,  
OIL, Duliajan**

**Sir,**

With reference to our quotation against your above-referred tender, we hereby undertake that no fraudulent information/documents have been submitted by us.

We take full responsibility for the submission of authentic information/documents against the above cited bid.

We also agree that, during any stage of the tender/contract agreement, in case any of the information/documents submitted by us are found to be false/forged/fraudulent, OIL has right to reject our bid at any stage including forfeiture of our EMD and /or PBG and/or cancel the award of contract and/or carry out any other penal action on us, as deemed fit.

Yours faithfully,

For (type name of the firm here)

Signature of Authorized Signatory

Name :

Designation :

Phone No.

Place :

Date :

(Affix Seal of the Organization here, if applicable)

**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 M/s ..... (Name of the Applicant) for the last 03 (Three) completed accounting years upto.....**(as the case may be)** are correct.

| <b>YEAR</b> | <b>TURN OVER</b><br>In INR | <b>NET WORTH</b><br>In INR |
|-------------|----------------------------|----------------------------|
|             |                            |                            |
|             |                            |                            |
|             |                            |                            |

Place:

Date:

Seal:

Membership Number: \_\_\_\_\_ Signature

Registration No.:

UDIN:

PROFORMA-VII

~~(TO BE EXECUTED BY THE AUTHORIZED SIGNATORY OF THE APPLICANT ON  
THE OFFICIAL LETTER HEAD OF THE APPLICANT)~~

CERTIFICATE OF COMPLIANCE TO FINANCIAL CRITERIA

Ref : Note 'b' under Clause 4.0 of Financial Criteria of BEC/BRC

I \_\_\_\_\_ the authorized signatory(s) of  
\_\_\_\_\_ (Company or Firm name with address) do  
hereby solemnly affirm and declare/ undertake as under:

**The balance sheet/Financial Statements for the financial year \_\_\_\_\_  
have actually not been audited as on the Original Application Closing Date.**

Yours faithfully,

For (type name of the firm here)

Signature of Authorized Signatory

Name:

Designation:

Phone No.

Place:

Date:

(Affix Seal of the Organization here, if applicable)

Note: This certificate is to be issued only considering the time required for preparation of Financial Statements, if the last date of preceding financial/accounting year falls within the preceding six months reckoned from the original Bid closing date/within the due date for furnishing of audit report as per Section 139(1) of IT Act, 1961 (read along with latest circulars/notifications issued by CBDT from time to time).

**COMMERCIAL CHECK LIST****Applicant's Name:** \_\_\_\_\_

This Questionnaire duly filled in should be returned along with each copy of Un-priced Bid. Clauses confirmed hereunder should not be repeated in the Bid.

| <b>Sl. No.</b> | <b>Description</b>  | <b>Applicant's Confirmation</b>         |
|----------------|---|---|
| 1.             | Application structure (Proprietorship Firm/Partnership Firm etc.)   |   |
| 2.             | Applicant's name and address:   |   |
| 3.             | It is noted that deviations to Terms & Conditions shall lead to rejection of offer, as specified in the invitation. |   |
| 4.             | Whether Mobilization and Completion period of contract is complied?   |   |
| 5.             | Confirm that you have submitted all documents as mentioned in the Tender/Annexures.                                 |   |
| 6.             | Confirm acceptance to all terms & conditions of the Invitation.   |   |
| 7.             | Confirm that all correspondence must be in English Language only.   |   |
| 8.             | Indicate Name & Contact No. (Telephone/Fax/E-mail) of person signing the bid.                                       | Name:<br>Contact No.:<br>Fax:<br>Email: |
| 17.            | Confirm that all Bank charges associated with Applicant's Bank shall be borne by Applicant.                         |   |
| 18.            | Please indicate the following:<br>(i) PAN No.<br>(ii) GST Regn. No.   |   |
| 19.            | Confirm that you have duly filled up and submitted the Technical Evaluation Sheet for BEC/PQC                       |   |

**Invitation No. G/101/2026-2027**

Applicant confirms that in case of conflicting version of various terms & conditions at different places, the confirmation furnished as above shall be considered over-riding and final and any other deviation indicated elsewhere shall be treated as redundant.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Office Stamp \_\_\_\_\_

**PROFORMA-IX**

**PROFORMA FOR UNDERTAKING FROM THIRD PARTY INSPECTION AGENCY  
(to be submitted on official letter head of the TPI agency)**

**TO**  
**M/s OIL INDIA LIMITED**  
**P.O. DULIAJAN-786602**  
**Assam, India**

Sir,

**SUB:**

M/s \_\_\_\_\_ having registered office at \_\_\_\_\_ intend to participate in the above referred tender of OIL INDIA LIMITED.

The tender conditions stipulates that the applicant shall submit documents pertaining to Bid Evaluation Criteria (BEC), duly verified and certified by designated independent Third Party Inspection Agency.

In this regard this is to certify that copies of documents pertaining to Bid Evaluation Criteria (BEC) submitted to us by the applicant have been verified and certified by us with originals and found to be genuine and authentic. We have signed and stamped on the copies of all the verified and certified documents having \_\_\_ nos. pages.

Note: In the event of any requirement, OIL reserves the right to ask the inspection agencies to verify the documents with source, if required at no extra cost to OIL.

Thanking you,

**Authorised Person's Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**DECLARATION ABOUT APPLICANT'S FINANCIAL STANDING**

**To,  
CGM-CONTRACTS  
OIL INDIA LIMITED  
DULIAJAN - 786602**

**Sub:** Undertaking/Declaration regarding financial standing

**Ref:** Tender No. \_\_\_\_\_

We, \_\_\_\_\_ (name of bidder), hereby confirm that:

(1) We are neither bankrupt nor undergoing any insolvency resolution process or liquidation or bankruptcy proceeding under any law.

**(OR)**

(2) No insolvency resolution process or liquidation or bankruptcy proceeding is initiated under any law against us.

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

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

\_\_\_\_\_  
(Name & Signature of the authorised  
signatory of the bidder)

**DECLARATION THAT BIDDER IS NOT UNDER HOLIDAY  
LIST/DELISTED/BLACKLISTED/DEBARRED**

**To,  
M/s. OIL INDIA LIMITED**

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**TENDER NO.** \_\_\_\_\_

**Tender Description:** \_\_\_\_\_

**Sub:** Undertaking/Declaration regarding Holiday List, debarment etc.

**Ref:** Tender No. \_\_\_\_\_

- a) We, \_\_ (Name of the bidder) solemnly affirm that we have read and understood OIL's Banning Policy as available at OIL's website <https://www.oil-india.com/banning-policy> and accept the Banning Policy in toto without any demur, protest, reservations and agree to be bound by the said Policy.
- b) We, hereby declare that neither our company nor any of its allied concerns, partners or associates or directors or proprietors involved in any capacity, are currently put on holiday list/banning list by OIL debarring us/them from carrying on business dealings with OIL.
- c) We, also hereby declare that neither our company nor any of its allied concerns, partners or associates or directors or proprietors involved in any capacity, have not been involved in any previous transgressions in the last 3 years with any other company in any country conforming to the TI (Transparency International) approach or with any other Public Sector Enterprise in India that could justify his exclusion from the tender process.

**Invitation No. G/101/2026-2027**

- d) We, disclose the following allied concerns, partners or associates or directors or proprietors involved in any capacity in terms of the definition of Allied firms given in the “Banning Policy” of Oil India Limited:

| <b>Sl. No.</b> | <b>Name</b> | <b>Address</b> | <b>PAN No.</b> | <b>GST No.</b> | <b>OIL Vendor Code</b> |
|----------------|-------------|----------------|----------------|----------------|------------------------|
|                |             |                |                |                |                        |
|                |             |                |                |                |                        |
|                |             |                |                |                |                        |
|                |             |                |                |                |                        |

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

Date: \_\_\_\_\_ (Name & Signature of the authorized signatory of the bidder)

**\*\*\*END OF PROFORMAS/ANNEXURES/APPENDICES\*\*\***

**PROFORMA-XIX**

**UNDERTAKING FOR ESTABLISHMENT OF AN OFFICE AT GUWAHATI**  
**(TO BE FILLED IN CASE THE BIDDER DOES NOT HAVE AN OFFICE AT**  
**GUWAHATI)**

**[On company's Letter Head]**

**To,**

**M/s OIL INDIA LIMITED (OIL)**  
**CONTRACTS DEPARTMENT**  
**DULIAJAN, ASSAM, INDIA, PIN-786602**

Dear Sir,

This has reference to your Tender No. \_\_\_\_\_ dated  
\_\_\_\_\_ 2026 on the subject '**EMPANELMENT OF ADVERTISING AGENCIES  
TO HANDLE ADVERTISING, BRANDING AND COMMUNICATION  
ASSIGNMENTS.**'

We \_\_\_\_\_ (Name of the Company) undertake that, if  
the contract is awarded, we shall establish a set up fulfilling all the requirements as  
per the details mentioned in Clause 3.3 of Pre Qualifying Criteria (PQC) of this tender  
document and submit the relevant documents to OIL as proof of establishment of  
the office at Guwahati during the mobilization period failing to which OIL shall cancel  
the empanelment.

Signature of authorized signatory

(Name & Designation of Authorized person)