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## **EXPRESSION OF INTEREST**

**EOI REF. NO.: OIL/C&P-CORP/EOI/01/2025**

**Date: 04.09.2025**

**LAST DATE OF SUBMISSION: 17:00 HRS (IST) OF 06.10.2025**

**Subject:** Notice Inviting “**Expression of Interest (EOI)**” for “**Empanelment of the Advertising Agencies for OIL 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**

For designing, creating, branding, printing, organising exhibition & events etc works, wherein Advertising agencies will be empanelled. The detailed scope of work is as under:

1. Media campaigns: Designing and Publishing of Statutory ads and Notices, Financial ads (UFR/AFR), AGM Speech advertisements, Recruitment Advertisements, Corporate Advertisements, Product Advertisements, Radio & TV Commercials, Outdoor advertisements, Internet advertisements, Hoardings and others etc
2. Institutional campaigns;
3. Advertising & Brand Communications
4. Exhibition Management, Designing, fabrication etc - Both India and abroad
5. Event management such as press conferences, investor meet, vendor meet etc
6. Public Relations, Media Management & Digital Communications including crisis communications
7. Publication of Notices Inviting Tenders (NITs)
8. Corporate Gifts/Mementos/Giveaways

**EOI NO. OIL/C&P-CORP/EOI/01/2025**

9. Media Campaigns: Advertisement & Branding Campaigns
10. Corporate campaigns;
11. Comprehensive communication services encompassing though leadership positioning for executives, strategic investor relations
12. Investor Relations and Capital Markets Communication
13. Strategic Communications; Investor Relations with measurable outcomes through Community Impact metrics; Media Coverage metrics; Digital engagement metrics; Investor Relations Metrics etc
14. All designing and creative jobs
15. Routine Printing Jobs such as Banner, backdrop, Standee, Brochures, Leaflets, Handouts, Flyers, Pamphlets, House Journals etc.
16. Corporate Branding, Designing & Printing of in-house publications like Coffee Table Book, Annual Report and other similar publications.
17. Printing jobs with customized effects like Snowing, Spot UV, Raised UV etc
18. Printing of Diary, Calendar, Notepad, and other corporate reports.
19. Short Films, Audio Visuals/ reels and Multi-Media presentations etc
20. Social Media/Digital Media management; Digital Engagement etc
21. Web meetings/virtual events etc
22. Industrial Photography/videography
23. Support during crisis management
24. Organizing in total the media gatherings/Press conferences in hotels or suitable venues
25. Such jobs for ministry of Petroleum & Natural Gas and other organisations 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 communications activities that maybe undertaken by 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 Company may not undertake some of the activities mentioned above during the period of empanelment.

## 2.0 Empanelment of agencies will be a three-stage process:

- *Stage I: Fulfillment of Eligibility Criteria*  
Agencies have to qualify the Eligibility Criteria (EC) as under to be eligible for the next stages of the empanelment process. Further agencies shall submit all the required information and documents mentioned in the Techno-commercial bid

### Stage 1: Eligibility Criteria (PQC):

Sr. No	Eligibility Criteria	Documents Required
1	<b>Turnover:</b> Annual Turnover should be a minimum of Rs. 15.00 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. 2022-23, 2023-24 and 2024-25.</i>
2	<b>Net Worth:</b> The agencies should have a positive net worth in the preceding financial year	<i>In case, the audited financial statement in respect of FY 2024-25 is not available, the Agency shall submit the same for the year 2021-22.</i>
3	<b>INS Accreditation is mandatory:</b> It 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.	<ul style="list-style-type: none"><li>• Self-attested INS accreditation certificate to be submitted by agencies with the bid document.</li><li>• OIL may ascertain accreditation status from INS.</li><li>• 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</li></ul>
4	<b>Office Setup:</b> A full-fledged office set up in the Delhi/ NCR region is a must	<ul style="list-style-type: none"><li>• Self-attested copy of document ascertaining proof of office premises in Delhi / NCR such as electricity connection, lease agreement etc.</li></ul>
5	<b>Clientele:</b> At least one listed Oil & Gas Companies or Maharatna / Navratna PSU Companies in the preceding 03 years to be reckoned from due date of bid submission.	<ul style="list-style-type: none"><li>• Documentary Evidence of Empanelment letter/ Work-order as clients from the companies in the preceding 03 years to be reckoned from due date of bid submission.</li></ul> <p>Note: A listed Company is defined as a company whose equity shares are listed on NSE/BSE as on due date of submission of response to the EOI and also during the period when the job was executed.</p>

<p><b>6</b></p>	<p><b>Design/Creative Jobs:</b> 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 <b>Rs 5 lakh</b> 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.</p>	<p>Creative design of final cover/soft copy/link of the creative job along with Self-attested copies of the <b>work orders and completion certificates</b></p>
<p><b>7</b></p>	<p><b>Media Campaign:</b> Should have worked on at least two media campaigns of value <b>above Rs 25 Lakh</b> in each case for the client <i>(as mentioned in para 5 above)</i> in the preceding two years to be reckoned from the due date of bid submission. <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 print media or copy of TV commercial along with self-attested copies of the work order or completion certificate.</p>
<p><b>8</b></p>	<p><b>AV/Films:</b> <b>AV/Films:</b> Should have completed at least one audio-visual/multimedia production work/ film for the client <i>(as mentioned in para 5 above)</i> with a job order value <b>above Rs 4 lakh</b> 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>
<p><b>9</b></p>	<p><b>Exhibition:</b> Should have designed, fabricated and installed at least three pavilions at a national or international exhibition for the client <i>(as mentioned in para 5 above)</i> with a job order value <b>above Rs 50 lakh</b> 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>

## Stage 2: Quantitative assessment

- Scoring based on documents submitted – 40 marks;
- **Agencies** scoring 50% and above in Stage 2 will move to Stage 3

The quantitative assessment criteria are as follows:

<b>Sr. No.</b>	<b>Parameters</b>	<b>Max. Marks</b>
1	<b>Average turnover# in last three years:</b> <ul style="list-style-type: none"><li>• Rs 30 crore and above – 10 Marks</li><li>• Rs 20 crore – 30 crore – 7.5 Marks</li><li>• Rs 15 crore- 20 crore – 5 Marks</li></ul>	10
2	<b>Advertising campaigns executed* in the last three years to be reckoned from the due date of submission of response against Notice for Inviting EOI:</b> Each campaign above Rs. 50.00 Lakhs No. of campaigns: <ul style="list-style-type: none"><li>• Above 6 nos: 10 Marks</li><li>• 4-6 nos: 7 Marks</li><li>• 1-3 nos: 5 Marks</li></ul> <i>(Marks are for each completed assignment executed in its entirety by the agency)</i>	15
3	<b>Exhibition/events/roadshows executed* in the last three years to be reckoned from the due date of submission of response against Notice for Inviting EOI:</b> Job order value <ul style="list-style-type: none"><li>• Above Rs 2.00 Cr above: India – 5 marks each &amp; overseas – 5 marks each</li><li>• Rs 1.00 Crore to Rs. 2.00 Crore: India- 3 marks each &amp; overseas – 3 marks each</li><li>• Rs 50.00 lakhs to Rs. 1.00 Crore: India – 2 marks each &amp; overseas- 2 marks each</li></ul> <i>(Marks are for each completed assignment of exhibition/pavilion executed in its entirety by the agency)</i>	15
	<b>TOTAL</b>	<b>40</b>

### IMPORTANT NOTE:

- \*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.*
- #For calculation of average Turnover, the total turnover in each of the three preceding financial years i.e., 2022-23, 2023-24 and 2024-25 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 on common brief which will be evaluated against the parameters as under: 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

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

<b>Sr. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1	<p>Plan a 360-degree pan India brand campaign projecting Oil India Limited as a national brand &amp; 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>a. Suggest an internal campaign to engage with employees to become positive brand ambassadors for the company, when a crisis such as cyber security breach happens. Campaign budget Rs. 25 lakhs (15 marks)</p> <p>b. Suggest an internal campaign so that safety at the workplace becomes an integral part of the work behavior of employees. Campaign budget 50 lakhs (15 marks)</p> <p>[Creative options along with a media plan would help in better evaluation]</p>	30
	<b>TOTAL</b>	<b>60</b>

**Note:**

- **3 (Three) to 5 (Five) nos of agencies are to be empanelled. The agencies with the highest scores shall be empanelled.**
- **The 3 highest ranked empanelled agencies, will be issued the OIL's statutory notices and financial results on rotation, starting alphabetically with the agency name.**
- **OIL shall have the discretion to increase or decrease the number of empanelled agencies.**

### 3.0 **SPECIAL TERMS & CONDITIONS:**

Duration of the empanelment	Duration of the empanelment shall be for 02 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"><li>a. If the agency fails to adhere to the specified delivery schedule repeatedly on two occasions, or</li><li>b. does not adhere to the laid down specifications or</li><li>c. the performance of the agency is non-satisfactory, or</li><li>d. violates terms and conditions of this empanelment</li><li>e. is declared insolvent,</li></ul> <p>Empanelment of the agency can be discontinued based on the non-adherence to the above parameter.</p>
Rejection criteria	<p>OIL at its discretion may reject the offer of any party if the party has:</p> <ul style="list-style-type: none"><li>i. Submitted the Proposal documents after the response deadline.</li><li>ii. Made misleading or false/forged representations/ documents in the forms, statements and attachments submitted in proof of the eligibility requirements.</li><li>iii. Submitted a proposal that is not accompanied by required documentation or is non-responsive.</li><li>iv. Failed to provide clarifications in reasonable time related thereto, when sought.</li><li>v. Submitted more than one Proposal.</li><li>vi. Been declared ineligible/banned by the Government of India/ PSU for corrupt and fraudulent practices or blacklisted in any PSU / GoI</li><li>vii. Submitted Original documents which are not signed manually.</li></ul>
	<p>Agencies shall undertake 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 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.</p>

**4.0 Validity of Empanelment:** The empanelment of selected 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.

## **5.0 Address for Communication:**

Interested Bidders are requested to visit our website [www.oil-india.com](http://www.oil-india.com) for further details on the above and submit their Expression of Interest latest by **06.10.2025 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 (**06.10.2025**). 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 [corpcnpeoi@oilindia.in](mailto:corpcnpeoi@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](mailto:shashank.tripathi@oilindia.in)