



**ऑयल इंडिया लिमिटेड**  
(भारत सरकार का उद्योग) पंजीकृत कार्यालय: दुर्गाबाजार, अस्सम  
**Oil India Limited**  
(A Government of India Enterprise) Registered Office: Durgabazar, Assam

OIL HOUSE, PLOT NO. 19, Sector-16A,  
NOIDA-201301  
Fax: 0120 –  
Phone No. 0120-  
E-mail: corp\_c&p@oilindia.in

## NATIONAL EXPRESSION OF INTEREST

**EOI REF. NO.OIL/CORP/C&P/EOI/ PR-1 /2014**

**DT: 04.11.2014**

**LAST DATE OF SUBMISSION : 15 :00 HRS ( IST) OF 04.12.2014**

**Sub: Notice Inviting “Expression of Interest”(EOI) for Empanelment of Advertising Agencies for Corporate Office, Oil India Limited, Noida, UP**

### **Introduction**

Oil India limited (OIL), a Navratna Company under the Ministry of Petroleum and Natural gas, Government of India, is a premier National Oil Company engaged in the business of Exploration, Production and Transportation of Crude Oil and Natural Gas.

OIL (referred to as Company in the EOI) hereby invites Expression of Interest from experienced and reputed prospective Bidders meeting following pre-qualifying criteria for Empanelment of Advertising Agencies for Corporate Office, Oil India Limited, Noida, UP, for design & release of various advertisements, financial results, Chairman’s speech, NIITs etc. in print media, arranging release of Company’s press release, printing & production of Company’s annual report, brochures, journal etc for an initial period of three years with a provision of another two years based on satisfactory performance.

### **1.0 Scope of Work includes the following:**

#### **1.1 Design & release of Advertisements in Print media for**

- NITs/ Public notices/Notifications/ EOIs
- Financial Advertisements/Financial Results
- Chairman’s Speech
- Classified/Goodwill/Announcements Advertisements etc.

#### **1.2 Arranging release of Company’s Press releases**

#### **1.3 Printing and production of:**

- Annual Reports
- CMD/Director Communiqués
- House Journals
- News letter/Bulletins
- Corporate Brochures
- Posters etc.

- 1.4 Arranging publication of articles and thematic advertorials on Oil India Limited/Oil & Gas sector in leading news dailies/magazines

## 1.0 **Pre-Qualifying Criteria (PQC):**

Broad requirement for Empanelment of Advertising Agencies are as follows:

- 1.1 The bidder (agency) must have valid INS accreditation certificate.
- 1.2 The bidder (agency) should be established not later than 2005. They must have registered office in Delhi NCR and should have experienced manpower and relevant infrastructure and tie up printers/press for printing jobs.
- 1.3 The bidder (agency) must have experience (proven experience in financial advertising, NIITs/designing & releasing UFR/AFR/Chairman's speech/printing of Brochures, Annual Reports etc.) in minimum 8 (eight) nos. of PSUs/Govt Organisations out of which 2 organisations should be from Oil & Gas Sector) & proof thereof.
- 1.4 The bidder (agency) at present should be empanelled as advertising agency in Maharatna/Navaratna PSU.
- 1.5 Additional experience in creative design works in last three years- Journal, Brochure, Annual report, Communiqués, Magazine etc.
- 1.6 Average Annual financial turnover during the last 3 (Three) calendar years, ending 31 December 2013, should be at least Rs.1.60 Crore. The proof of Annual Turnover should be either in the form of Audited Balance Sheet/Audited Annual Reports or Certificate from Chartered Accountant Firm indicating their Membership / code number along with Profit & Loss Account. The Net worth of the Bidder shall be positive as per latest Audited Annual Accounts.

## 2.0 **Other Requirement and Modalities:**

- 2.1 The bidder (agency) shall have Financial Certificates-Income Tax clearance, Service Tax, PAN No., PF etc.
- 2.2 Documentary evidence in support of sound financial standing from the Banker.
- 2.3 The empanelled agencies will be asked to service OIL (Corporate Office) for routine release of advertisement in rotation. Allocation of jobs, other than press advertisements, like printing will be decided based tendering amongst the empanelled agencies.
- 2.4 The newspapers for release of OIL advertisements shall be selected based on their national/regional outreach, circulation figures (certified by DAVP/ABC) and the discounts offered to OIL on their card rates shall be negotiated by Corporate Office PR Department. The rates then

shall be freezed for NIT/EOI, UFR, AFR, Chairman's Speech etc for every newspaper for a period of 1(one) year.

- 2.5 The standard agency commission of 15% or such other rates as may be prescribed by the Indian Newspaper Society (INS) from time to time on gross rates as allowed by Media/Publishers shall alone constitute the remuneration for the services rendered by Agency for release of various advertisements. This agency commission is payable by Media/Publishers.

### 3.0 **Evaluation Methodology:**

- 3.1 After the initial screening of all the applications on the basis of the above criteria, the qualified applicants (Bidder/Agency) will be called for a presentation before the Committee on a predetermined date, time. The date and time of the presentation of the eligible bidders for specified theme will be intimated one week in advance.
- 3.2 The Applications (i.e. EOI of the bidders) of the bidders shall be evaluated by an authorised committee of OIL INDIA LIMITED as per the format given **Proforma-E**. The points will be as under:
- (i) Technical criteria = 40 points,
  - (ii) Financial criteria = 30 points
  - (iii) Presentation = 30 points.

On the basis of combined points obtained out of 100, the final ranking will be done and four (4) top ranking agencies will be selected of which the first three(3) ranking agencies shall be empanelled as per OIL's requirements.

The fourth agency shall be kept as standby and may be empanelled in future in case of poor performance of any one of the first three agencies.

Interested Bidders (agencies) are requested to submit their Expression of Interest with the following information in the prescribed formats given in **Proforma – F** as under:

**Form-1:** Profile of the Agency

**Form-2:** Manpower details

**Form-3:** Experience with details of jobs carried out in PSUs/Govt. organizations

**Form-4:** Details of present Empanelment for advertising related work in a  
Maharatna/Navratna PSU

**Form-5:** Annual Turnover and PAT of last 3(three) years with Balance sheets

The Expression of Interest is to be submitted by **04.12.2014 till 15:00 Hrs (IST)** to the following address:

**Chief Adviser (C&P)  
Contract & Purchase Department  
OIL INDIA LIMITED  
Plot No. 19, Sector- 16A  
Noida 201301, UP**

## Proforma-F

**FORM 1: Profile of the Agency**

1	Name of the firm	
2	Address in Delhi/NCR	
3	Contact Details	
	-Mobile	
	-Landline	
	-Fax	
	-E-mail	
4	Year of establishment	
5	Constitution	
	a)Sole Proprietorship b) Partnership Firm c) Private Ltd. Co.	
6	Names of Principal/ Partner /Director	
7	Name of authorized signatory for this assignment	
8	Places & State of business	
9	Full time technical staff employed	
	Creative Designers/Copy writers/Art directors	
	Media team	
	Production team	
	Client servicing team	
10	Name of Printing press engaged for printing jobs	
	<p>Certificates</p> <p>I/We certify that I/We have read the terms of condition of EOI for empanelment of advertising agencies and abide by them.</p> <p>I/We certify that the information given above is true to the best of our knowledge and also understand that if any of the information is found wrong, we shall be liable to be debarred.</p>	
11	Signature of applicant(s)	

**Proforma-F****Form-2: Manpower /Staff Details of the Advertising Agency**

Sl.no.	Name	Qualification	Number of years with the agency	Total experience

**Form-3: Details of advertising jobs carried out with 8(eight) PSU/Govt. organizations including 2(two) Oil & Gas PSU in the last three years (please attach copies of Client's certificates)**

Sl.no.	Name of the PSU/Govt. organisation	Year(s)	Details of jobs carried out
1			
2			
3			
4			
5			
6			
	Name of the 2(two) Oil & Gas PSU		
7			
8			

## Proforma-F

**Form-4: Details of present empanelment in a Maharatna/Navratna PSU**

Name of the PSU	Year since empanelled	Details of advertising work done with latest samples	Certificate from Client

**Form-5: Financial Turnover and Profit After Tax(PAT) of last three years & Financial Certificates to be submitted**

Sl. no	Year	Turnover (Rs in crore)	PAT (Rs in Crore)	Net worth (Rs in Crore)
<b>Financial Certificates to be submitted</b>				
	Income Tax Clearance certificate	2010-2011 YES / NO	2011-12 YES/NO	2012-13 YES/NO
	Service Tax	YES / NO	YES / NO	YES / NO
	PAN No.	YES / NO		
	PF Certificate	YES / NO		
	<u>Others:</u>			
	Audited Balance sheet	YES / NO	YES / NO	YES / NO
	Audited Annual report	YES / NO	YES / NO	YES / NO
	Profit & Loss account	YES / NO	YES / NO	YES / NO

**Proforma-E**

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

Name of Agency : M/s \_\_\_\_\_

Date & Time of Presentation : \_\_\_\_\_ at \_\_\_\_\_

<b>Sl. No.</b>	<b>Heading</b>	<b>Max Marks</b>	<b>Vendor's Score</b>	<b>Remarks</b>
1	Technical Criteria	40		
2.	Financial Criteria	30		
3	Presentation	30		
	TOTAL	100		

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Signature of the Member

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



BEC / BRC CRITERIA OF EOI FOR EMPANELMENT OF ADVERTISING AGENCIES						Annexure-I
Sl. No.	Item	Sub-Item	Whether mandatory requirement	Total points (70)	Method of evaluation	Remarks
1	Agency Profile	Should have a working office in Delhi NCR	YES	In case of NO the tender will not be considered		Documentary evidence & necessary certificate to be provided.
		Should be established not later than 2005	YES	5	During year 2005/ 2004/ 2003 =3 points During year 2002/ 2001/ 2000 = 4 points During year 1999 & earlier = 5 points	If established later than 2005, the tender will not be considered. Documentary evidence & necessary certificate to be provided.
2	INS accreditation certificate	Should possess INS accreditation Certificate	YES	Incase of NO the tender will not be considered		Documentary evidence & necessary certificate to be provided.
3	Experience as advertising agency in PSU/Govt. organisations - NIT,Press Release, Financial results, Chairman speech, arranging Press meet/printing of journal/ newsletter/communique/ brochure etc.	Minimum (8) PSUs/Govt. Organisations (with necessary certificates of satisfactory performance)	YES	10	Total = 8 PSU/Govt.organisations = 8 points Total = 10 PSU/Govt. organisations = 9 points Total = 12 PSU/Govt. organisations or more= 10 points	Minimum qualifying points is 8. Documentary evidence and necessary certificate of satisfactory performance to be provided.
4	Information on present empanelment	Presently empanelled in at least 1 Maharatna/Navratna PSU	YES	10	Empanelled in minimum 1 Maharatna / Navratna PSU= 8 points Empanelled in more than 1 Maharatna / Navratna PSU= 10 points	Minimum qualifying points is 8. Documentary evidence & necessary certificate to be provided.
5	Additional experience in creative design	Creative design works during last 3 (three) years -advertorial, brochure, newsletter, magazine etc.	YES	10	First 5 (five) Nos. of acceptable designs by OIL will carry 3 (three) point. For every other 1 (one) acceptable design works will carry 1 point extra upto maximum of 10 points.	Minimum qualifying point is 3. Parties have to submit maximum numbers of their best sample designs in original.
6	Manpower Requirement	Minimum 12 nos. employees including Computer expertise Proficient designer      Copywriter	YES	5	Minimum 12 employees having expertise as mentioned- 3 points Minimum 15 employees having expertise as mentione -4 points Minimum 20 employees having expertise as mentioned- 5 points	Minimum qualifying points is 3. Documentary evidence & necessary certificate to be provided.
7	Total turnover for the last three years (FY 2011-12, 2012-13 & 2013-14)	Minimum Rs.1.60 crore (certificate to be provided with the following break-up with i) Oil & Gas Sector PSUs, ii) Other Public Sectors, iii) Govt. organisations & iv) others.	YES	15	Upto Rs 2.00 Crore = 10 points Above 2.00 crore and upto Rs 5.00 Crore = 12 points Above 5.00 Crore = 15 points	Minimum qualifying points is 10. Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number. Balance Sheet and Profit & Loss Account documents are also required to be submitted.
8	Certificate	Income Tax Clearance Certificate for last three years	YES	15		In case of NO (for any one or more), the tender will not be considered. Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number.
		Service Tax				
		VAT Registration				
		PAN No.				
		PF Certificate				
NOTE: 1. Minimum qualifying points for consideration of applications is 50 points						
2.The qualified applicants will be called for a presentation at OIL Office on a specified date, time and on a specified theme to be intimated later.						
3. Only maximum of three agencies obtaining highest points will be empanelled for releasing NIT, Financial result, Press release, Advertisement etc.						