

**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF MARKETING and
ADVERTISING AGENCIES
FOR
DELHI MUMBAI INDUSTRIAL CORRIDOR
DEVELOPMENT CORPORATION LTD.
(DMICDC)**



EXPRESSION OF INTEREST

22nd September' 2016

Delhi Mumbai Industrial Corridor Development Corporation Ltd. (DMICDC)
Room No. 341B, 03rd Floor, Hotel Ashok,
Diplomatic Enclave, 50B
Chanakyapuri, New Delhi -110 021

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Expression of Interest for Empanelment of Marketing and Advertising Agencies for Delhi Mumbai
Industrial Corridor Development Corporation (DMICDC)

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DISCLAIMER

- 1 This Expression of Interest (EOI) document is neither an agreement nor an offer by the Delhi Mumbai Industrial Corridor Development Corporation Limited (DMICDC) to the prospective Applicants or any other person. The purpose of this EOI is to provide information to the interested parties that may be useful to them in the formulation of their proposal pursuant to this EOI.
- 2 DMICDC does not make any representation or warranty as to the accuracy, reliability or completeness of the information in this EOI document and it is not possible for DMICDC to consider particular needs of each party who reads or uses this EOI document. This EOI includes statements which reflect various assumptions and assessments arrived at by DMICDC in relation to the consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. Each prospective applicant should conduct its own investigations and analyses and check the accuracy, reliability and completeness of the information provided in this EOI document and obtain independent advice from appropriate sources.
- 3 DMICDC will not have any liability to any prospective Consultancy Company/ Firm/ Consortium or any other person under any laws (including without limitation the law of contract, tort), the principles of equity, restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this EOI document, any matter deemed to form part of this EOI document, the award of the Assignment, the information and any other information supplied by or on behalf of DMICDC or their employees, any consultants or otherwise arising in any way from the selection process for the Assignment. DMICDC will also not be liable in any manner whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon any statements contained in this EOI.
- 4 DMICDC will not be responsible for any delay in receiving the proposals. The issue of this EOI does not imply that DMICDC is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the consultancy and DMICDC reserves the right to accept/reject any or all of proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. DMICDC also reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the EOI Application.
- 5 The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DMICDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

- 6 DMICDC reserves the right to change/ modify/ amend any or all provisions of this EOI document. Such revisions to the EOI / amended EOI will be made available on the website of DMICDC.

Expression of Interest (EOI) Notice

Delhi Mumbai Industrial Corridor Development Corporation
(DMICDC)

Room No. 341B, 03rd Floor, Hotel Ashok,
Diplomatic Enclave, 50B

Chanakyapuri, New Delhi -110 021

Tel No: 011-2611 8884-8, Fax: 011-2611 8889

Email: contactus@dmicdc.com tenders@dmicdc.com

Delhi Mumbai Industrial Corridor Development Corporation (DMICDC) invites Expression of Interest from reputed and well-experienced Agencies/ firms for **“Empanelment for Marketing and Advertising Agencies”**.

Following shall applicable for Expressing Interest:

EOI Document Fee (Non Refundable)	Rs.50,000/-(Rs. Fifty Thousand only) + service tax @15%
EOI Document to be downloaded from DMICDC website (www.dmicdc.com)	22 nd September, 2016
Pre-bid meeting date	5 th October, 2016
Last date of receipt of EOI document:	24 th October, 2016 up to 1500 hours

Detailed terms and conditions and other related information is given in the EOI Document. For more details, please visit DMICDC website www.dmicdc.com

1. Background and Objective

1.1 Introduction

The Government of India has envisaged the development of Delhi Mumbai Industrial Corridor (DMIC) along the alignment of proposed Multi-modal High Axle Load Dedicated Freight Corridor between Delhi and Mumbai, covering an overall length of 1,483 km. Further, Delhi Mumbai Industrial Corridor Development Corporation Limited (DMICDC), a special purpose company, was incorporated to establish, promote and facilitate development of the DMIC Project.

DMICDC undertakes various Project Development activities like Preparation of Master Plans, Feasibility Reports, Detailed Project Reports etc. and acts as an intermediary for the purpose of development and establishment of infrastructure projects through developing and disseminating appropriate financial instruments, negotiating loans and advances of all nature, and formulating schemes for mobilization of resources and extension of credit for infrastructure.

Delhi Mumbai Industrial Corridor Development Corporation Limited (DMICDC) invites Expression of Interest (EOI) from professional agencies for carrying out promotional activities like Advertising, Exhibitions, Trade Fairs, and Specific Events etc. for the corporation as: **“Empanelment of Marketing and Advertising Agencies for DMICDC”**

1.2 Objective

In addition to above, DMICDC have to participate in various programs, campaigns declared by the Government from time to time for marketing of the Delhi Mumbai Industrial Corridor Project.

1.3 Pre-qualification

With a view to perform above activities; DMICDC intends to pre-qualify experienced agencies that can perform works related to advertising, marketing and promoting in a professional way.

2. Instruction to Bidders

2.1 General Instructions

- 1) The proposals shall be submitted manually at the client's address. The Proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialled by the person or persons who sign(s) the Proposal.
- 2) The Proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached as part of the Proposal and shall be in the form of a written power of attorney/ board resolution or in any other form demonstrating that the representative has been dully authorized to sign.
- 3) The Agency shall bear all costs associated with the preparation and submission of their proposals. DMICDC is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to award of contract, without any liability to DMICDC.
- 4) Agencies may seek clarifications, if any, at the time of Pre-bid meeting. Any request for clarification must be sent in writing or by fax to DMICDC at the official address:

**CEO & Managing Director,
Delhi Mumbai Industrial Corridor Development Corporation Limited,
Room No. 341B, 3rd Floor, Hotel Ashok, Diplomatic Enclave,
50B Chanakyapuri, New Delhi – 110021, India
Phone: 011-2611 8884-8 Fax: 011-26118889
Email: contactus@dmicdc.com, tenders@dmicdc.com**

- 5) Proposals must reach DMICDC office as per the date and time mentioned in this document. It is the responsibility of the Bidder to submit the bid before the last date and time at the client's address and DMICDC shall not be responsible for any delay. The address for submission of the proposals is:

**CEO & Managing Director,
Delhi Mumbai Industrial Corridor Development Corporation Limited,
Room No. 341B, 3rd Floor, Hotel Ashok, Diplomatic Enclave,
50B Chanakyapuri, New Delhi – 110021, India
Phone: 011-2611 8884-8 Fax: 011-26118889
Email: contactus@dmicdc.com, tenders@dmicdc.com**

- 6) This empanelment shall be valid for a period till no further empanelment process is carried out by DMICDC.
- 7) Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant and cancellation from Empanelment.

- 8) The Client, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
 - i) Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
 - ii) Consult with any Applicant in order to receive clarification or further information;
 - iii) Retain any information and/or evidence submitted to the Client by, on behalf of and/or in relation to any Applicant; and/or
 - iv) Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant.
- 9) Agency(s) shall provide to see/overview Agency's printing and office premises, machines information, print house, various works carried out etc. at any time.
- 10) All the soft copies and print materials shall be the property of DMICDC. All rights will be reserved by DMICDC. Any material in any form shall not be used by the agency without prior permission of DMICDC and indemnify DMICDC about any use of copyright, banned material, losses, etc.
- 11) Participation in the bidding process does not guarantee that the firm will be empaneled. As per pre-qualification and technical merit list agencies shall be empaneled by the DMICDC.
- 12) The costs incurred by the agency(s) in making this offer, in providing clarification or attending discussions, presentation, meetings etc. shall be borne by the agency.
- 13) The language for submission of bid shall be English.
- 14) All Annexures shall be filled in completely and all questions shall be answered. If any particular query is not relevant, it shall be stated as "NOT APPLICABLE"
- 15) Financial data, work costs, value of work etc. shall be given in Indian rupees only.
- 16) If a proprietary firm makes an application, it shall be signed by the proprietor, above, his full name and the full name of his firm with its current address.
- 17) If an application is made by a firm in partnership, it shall be signed by all the partners of the firm, above their full names and current addresses or by a

partner holding the power of attorney of the firm by signing of the application in which case a certified copy of the power of attorney shall accompany the application. A certified copy of the partnership deed, current address of the firm and the full names, and current address of all the partners of the firm shall also accompany the application.

- 18) If a limited company or a limited corporation makes an application, duly authorized person holding the power of attorney for signing the application in which case a certified copy of the power of attorney shall accompany the application shall sign it. Such limited company or Corporation will be required to furnish satisfactory evidence of its existence before the contract is awarded.
- 19) Information furnished must be sufficient to show that the applicant (along with the all parties) is a capable in all respects to successfully participate in the empaneled process.
- 20) Joint Ventures (JV's)/Consortium's are not allowed.
- 21) While submitting the Annexure duly filled in, the applicant shall enclose latest copies of brochures and technical documentation giving more information about the firm and all the members.
- 22) Applicants are also required to furnish the names of works for which their firm have already been empaneled/pre-qualified for such works since last five years.
- 23) DMICDC reserve the right to reject any or all bids without assigning any reasons and the DMICDC's decision in this connection shall be final and binding.

2.2 Issue and Receipt of Bid Document

- 2.2.1 The EOI Document shall be available for downloading from DMICDC website i.e. www.dmicdc.com and the same shall have to be submitted at the clients address only duly filled-in along with EOI document fees mentioned in the document, by Demand Draft/Cheque drawn in the name of **Delhi Mumbai Industrial Corridor Development Corporation Ltd (DMICDC), Delhi Payable at Delhi.**
- 2.2.3 **EOI document fee of Rs. 50,000/- (Rs. Fifty Thousand only)** (non-refundable) plus service tax @15% shall have to be furnished in form of Demand Draft/bankers Cheque only issued by Nationalized/Scheduled bank drawn in favor of "Delhi Mumbai Industrial Corridor Development Corporation Ltd" (DMICDC), Delhi Payable at Delhi while submitting the completed documents. The original draft/scanned copy of the demand draft/bankers cheque shall be

submitted along with the proposals. Applicants whose tender fee is not received at the client's office along with the proposals will be rejected.

2.2.4 For information relating to the assignment is available at, following address:

CEO&MD
Delhi Mumbai Industrial Corridor Development Corporation Ltd (DMICDC)
Room No. 341B, 03rd Floor, Hotel Ashok,
Diplomatic Enclave, 50B
Chanakyapuri, New Delhi -110 021

2.2.5 Tentative schedule for selection process

The Client will endeavour to follow the following schedule:

Date of issue of EOI	22 nd September, 2016
Last date for receiving queries/requests for clarifications	28 th September, 2016
Pre-Bid Meeting	5 th October, 2016
Client's response to queries/requests for clarifications	10 th October, 2016
Proposal Due Date	24 th October, 2016

3. Eligibility, Experience & Technical Evaluation Criteria:

Agencies who meet the following eligibility criteria will be qualified and in case required shall be invited for making presentations to a committee constituted by DMICDC as a part of Technical Evaluation.

3.1 Eligibility Criteria

- 3.1.1 Company Existence: Agency/Firm should be in existence from last 5 years. Copy of Certificate of Incorporation countersigned by CA to be submitted.
- 3.1.2 Accreditation: The advertising agency should be fully accredited with the Indian Newspaper Society (INS) as on proposal submission date for the last five financial years. Copy of the Accreditation certificate to be attached.
- 3.1.3 Offices: Agency should have an office in Delhi. Address, Telephone and location of other offices across India and/or abroad should also be submitted.
- 3.1.4 Financial Standing: The agency should have an average annual turnover of INR 1 crore for the last three financial years, i.e., 2013-14, 2014-15, and 2015-16. Certified Audited financial statements or a turnover certificate duly signed by a Chartered Accountant in case the audited financial statement is not available for any particular year at the time of application.
- 3.1.5 Billing: The agency must have a work order amounting to INR 25 lakhs from a single client. Copy work order/proof of payments received should be submitted.
- 3.1.6 Advertisements: The agency must have executed advertisements / promotional campaigns in the print media, social media, television and radio for major GOI / State Government/ Central or State PSUs /Quasi-Government clients and should have handled major all-India advertisements / campaign(s) for such and other prestigious clients during the last three years. Copies of 3 best advertisements in the print media and 2 in any other media (Television / Social Media) created and published for clients to be attached.
- 3.1.7 Print/Production: The agency must have capabilities for designing and printing of corporate house journals, corporate/prestigious publications, event-specific brochures, leaflets, pamphlets, etc. Copies of journals, brochures, publications etc., prepared for clients to be submitted as proof.
- 3.1.8 Exhibitions: The agency must have expertise in designing, fabrication & installation of corporate pavilions/stalls at prestigious exhibitions organized by reputed national/international organizers, e.g. CII, FICCI, ASSOCHAM, ITPO

etc. Visuals of such pavilions, details of the event and client details to be submitted.

3.1.9 Films & Online: The agency must have capabilities for production of films, audio-visuals, radio jingles as well as online advertising. Details of work done along with client details to be furnished.

3.1.10 Events: The agency must have capability in handling major events right from the conception to the execution stage, as per our requirements. The agency must have tie-ups / offices for conducting various events abroad. The agency must have executed at least five events for major GOI/ State Government/ Central or State PSUs /Quasi Government clients in the past 3 years. Details of events and client details to be furnished.

3.1.11 Registrations: Should have a valid PAN and Service Tax / VAT / TIN numbers for the line of business the entity is engaged in. Documentary proof duly attested by the authorized signatory shall be attached.

3.1.12 Manpower: The agency should have adequate number of experienced professionals / employees with them. Details of key personnel/staff is to be furnished.

3.1.13 Agency(s) shall attach all the relevant supporting documents with respect to amount of work already completed like work completion certificates or final payment certificate as the case may be from the concerned Department, organization, parties etc. as per the provided formats in Annexures.

3.1.14 Blacklisting

The agency should not be blacklisted by any Government body and/or State Govt., Govt. PSUs and corporation etc. An affidavit to this effect should be provided by the agency on appropriate stamp paper for the samples and publications provided. In case it is established during the evaluation of proposals that an organization has been blacklisted by any Govt. body and/or State Govt. agency, State PSU etc., the bid proposal of that organization will be summarily rejected.

3.2 Evaluation of Proposals

The proposals shall be evaluated against each of the categories highlighted in Clause no. 3.1 above and those applicants meeting all the above mentioned requirements will be considered for empanelment. The client may also call all the applicants for a presentation to assess the creativity levels, if desired at the time of finalizing the list of empanelled agencies.

The client may categories separate pool of agencies based on the specific expertise of the applicants and may award the work based on the technical requirements of the assignment and available organizations in each pool.

The detailed scope of work/works to be carried out will be shared with the empaneled agencies/organizations only and work will be awarded to them on the basis of rotation/calling separate financial proposals/ based on the discretion of the client as the case may be.

The client will also have a periodic review of performance of all the empaneled agencies and agencies having unsatisfactory performance will be delisted from the list of the empaneled agencies.

4. General Terms and Conditions

4.1 Definitions and Interpretations

"Agency" shall mean the individual firm or company incorporated for undertaking the activities related to professional printing and related services and shall include the legal personal representatives of such individuals or the persons composing the firm of Company or the successors of the firm/Company and the permitted assignees of such individual or firm of Company.

"Services" mean the Services performed by the Agency.

4.2 Representation and Warranties

Agency warrants and covenants that the Services shall be performed to the highest professional standards in a safe manner in accordance with accepted practices in the area of Printing.

4.3 Termination

4.3.1 DMICDC shall be entitled to terminate this contract at no cost to:-

- (i) In the event of force majeure in accordance with provisions of this agreement.
- (ii) Forthwith by notice in writing to Agency in the event Agency is adjudicated or found bankrupt or insolvent or any order is made or resolution passed for the winding up, liquidation or dissolution of Agency.
- (iii) Forthwith by giving written notice to Agency, if Agency abandons this Contract or if Agency fails to perform or observe any of the obligations on its part to be performed and observed hereunder and in the case of a breach capable of remedy fails or refuses to take steps to remedy the same within seven (7) days of written notice from DMICDC requiring the same to be remedied: or
- (iv) For any other reason by giving 10 days written notice, stating the reasons for termination.

4.3.2. Consequences of termination:

- (i) Termination of Contract entered with successful agency shall be without prejudice to any rights or remedies accrued to either Party prior to such termination.
- (ii) No further payment shall become due to Agency in respect of any period after termination of this Contract with the exception only on any payment previously accrued and due to Agency under the terms of this Contract.

4.4 Force Majeure

4.4.1 A delay in or failure of performance of any one or more of its obligations by either Party shall not constitute default hereunder nor give rise to any claim for damage if such delay or failure is wholly and directly caused by any occurrence which the affected Party is unable to prevent including Acts of God by the exercise of reasonable diligence the continuation of which by the exercise of reasonable diligence the affected Party is unable to control and the consequences of which the affected Party is unable to prevent, provided that the affected Party gives prompt written notice to the other Party specifying the circumstances constituting the occurrence and has used all reasonable endeavors to minimize the effects thereof.

4.4.2 If such a delay in or failure of performance caused the suspension of the services hereunder for a continuous period of seven (7) days. DMICDC shall be entitled at any time thereafter to terminate the Contract entered into subsequently with the successful bidder forthwith by written notice to Agency.

4.5 Permits, Laws and Regulations

4.5.1 Agency and their sub- agency to comply with applicable laws.

The Agency shall in carrying out the Services observe and be bound by all applicable laws and hereby undertakes to comply (and to ensure compliance by any Sub-agency) with all laws, ordinances, rules, regulations, bye-laws, decrees and orders whether of Government or other authority or agency having jurisdiction in relation to the Parties. Services or to the Site and the Agency shall give all notices and furnish any bonds, deposits and securities required by official authorities to permit the performance of the Services.

4.6 Safety

4.6.1 The Agency shall at his own expense arrange for all the safety provisions normally called for by the nature of the Contracted Services and as ordered by the Representative of DMICDC in respect of all labour directly or indirectly employed for performance of the Services while working.

The Agency shall be responsible for the safety of the equipment /material during the performances of the Services during while process. Agency shall also take such additional precautions as may be indicated from time to time by the Representative with a view to prevent pilferage's accidents, fire hazards, etc.

4.7 Dispute Resolution

4.7.1 Laws Governing the Contract

This agreement shall be subjected to the Indian laws and regulation and shall be governed by the Indian laws that may be in force during the Contractual period.

4.8 Settlement of Disputes

Any difference of opinion between the DMICDC and Agency in respect of matters arising out of this Contract shall be resolved through good faith negotiation the unresolved dispute shall be referred to arbitration. The provisions of the Indian Arbitration and Conciliation Act 1996 or any statutory modification or re-enactment thereof for the time being in force shall govern such arbitral proceeding. Arbitration / disputes jurisdiction to be at Delhi.

5. Scope of the Work

5.1 The following will be the scope of work for the empaneled advertising agencies:

1. Creating advertisement material for print media (newspapers, magazines, etc.), outdoor media, social media, television and radio campaigns.
2. Designing and copy-writing (including photography, graphics and language translation) and preparation of print-ready files/artwork for other publicity material like banners, hoardings, posters, brochures, leaflets, handbills, POP, danglers, stickers, information/tariff booklets, etc.
3. Entire work relating to DMICDC's participation in exhibitions (design and erection of pavilions/stalls), coordinating and organizing events such as exhibitions / trade shows, investor meets, conferences, road-shows, and all other related activities.
4. The information required for the various jobs involved shall be supplied by DMICDC. However, the agency shall take pro-active role to collect the latest information from concerned departments of DMICDC.
5. The agency shall be acquainted/or acquaint with the activities of DMICDC and be in contact with the officers of the DMICDC for the latest development, news, statistics etc.
6. It may be the case that data supplied by DMICDC may require some editing, modification etc. at the latest stages of designing and publishing. The Advertising agency should be able to manage at its facilities as instructed by the officer in charge of DMICDC for the particular printing requirements. However, final write-up, design, colour codes shall be approved by the DMICDC representatives.

5.2 Printing requirements

Agency should have full service print studio offering printing solutions to DMICDC. Agency should be capable with creative concepts for our identity, promotional material, print ads and publications. The team of professional printing work with high resolution photographs with the objective-of creating impressive graphic layouts and eye-catching visuals that create impact, generate interest and build a reputable image for our activities. DMICDC issues various tenders in national and international dailies and the same should be taken care by the agency.

Creative concepts, attractiveness, well-thought out layouts and persuasive impact approach is our prime requirement from printing work.

Following job works are envisaged by DMICDC. In addition other jobs related to such kind of activities shall be assigned.

5.3 Posters, Brochures and Flyers

- a) A unique, innovative, impressively printed corporate posters and brochure captivate the investors and promote the activities and services with professionalism.
- b) An attractive, appealing flyer or folder printing is required which can help enhance communication and marketing efforts and reinforce the progressive state image. Colorful graphics, compelling text, appealing typeface and imagery Brochure & Flyer print service with some of the most appealing and exclusive graphic printing, styles and layouts is our prime requirement from which we can define our image most effectively.
- c) Corporate brochure, event folder, posters, fliers, PVC stickers, Leaflet, Informatory Booklet, Administrative report, Inter office Memo, calendars, catalogues, invitation cards, diaries, coffee table books, Standees, backdrop, Paper carry bags, badges with plastic covers, envelopes etc.
- d) Booklets preparation may require hard bound, spiral binding, perfect binding, center pinning etc. The brochures may require UV laminations and other high quality jobs.
- e) The following are the general requirements pertaining to the advertising agency:
 1. The selected agency is expected to maintain high level of professional ethics & will not act in any manner, which is detrimental to DMICDC's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. DMICDC reserves the right to impose penalty in case of any violation of the above.
 2. The selected agency should be able to execute order at short notices & even on public holidays and during emergency situations.
 3. The selected agency /agencies shall ensure proper typography and layout for each advertising so that minimum space shall be used as far as possible.
 4. Prior approval of the artwork, copy, layout etc. to be taken from DMICDC.
 5. The agency to ensure that the advertisement is published prominently in the required newspapers on the desired day itself.
 6. The direct letter from publications indicating the tariff shall be furnished during the commencement of the contract and as and when there are changes in the tariff. This will be reconfirmed by DMICDC with respective publications and in case of any variation in rates; the lowest rates will prevail.

7. If the services of the agency are not found satisfactory, DMICDC shall have the right to terminate the contract at any time without assigning any reason and without any financial compensation to the agency.
8. No right whatsoever shall be created on any empaneled agency as regards to award of work compulsorily.
9. The empanelment will be for a period of two years extendable by another one year depending on the performance of the Advertising Agencies. DMICDC however, reserves the right to take a final decision on this.
10. DMICDC will pay only for the finished, clean and acceptable copies. If the material is found incomplete or unacceptable, DMICDC is bound to reject complete set of ordered material without any financial burden on it and the printer has to re-print the entire ordered material.
11. Soft copies in CD of final product shall be submitted to DMICDC if any last moment changes are carried out by the printer.
12. All the work shall be carried out as per the direction of authority / representative of DMICDC.

Annexure I: Empanelment Application

Name of work: Empanelment of Marketing and Advertising Agencies

To

CEO&MD

Delhi Mumbai Industrial Corridor Development Corporation Ltd

Room No. 341B, 03rd Floor, Hotel Ashok,

Diplomatic Enclave, 50B

Chanakyapuri, New Delhi -110 021

Dear Sir,

Having examined the Bid Documents including scope of works and eligibility criteria for the aforesaid work, we hereby submit all necessary information and relevant documents as desired. We are qualifying as per minimum requirement narrated in the Bid Document.

The application is made by us on behalf of..... In the capacity of..... duly authorized to submit the offer.

The necessary evidence admissible in law in respects of authority assigned to us on behalf of the firms for applying and for completion of the contract document is attached herewith.

It is certified that the information furnished in this document is authentic.

We undersigned accept that the employer (DMICDC) reserves the rights to reject pre-qualification as well as the tender for this work without assigning any reason.

Date:

Place:

Signature of the applicant with
his capacity in the firm
(Name in bracket)

Encl:

1. Bid Document duly filled and signed in all the pages accepting the terms and condition.
2. Annexure I to IX duly filled in the prescribed form with supporting documents.
3. Evidence of authority to sign.

Annexure II: About Organisation

1	Name of the Agency	
2	Registered Office	
3	Address of Delhi office and details of other offices in India and /or abroad	
4	Nature of Agency (Ltd. Co., Partnership etc.) Attach copy of partnership Deed/Certification of Incorporation.	
5	Year of Establishment	
6	Registration Number, Service tax number, PAN, (Provide attested Photocopy) :	
7	Trade License No. (Attach photocopy)	
8	Address of Communication and email address, telefax, etc.	
9	Telephone number of the contact Person (Mobile number if any)	
10	Name of Director /Proprietor /Partners (With address and telephone No.)	
11	Name of Bankers with full address	
12	Is your agency associated with INDIAN NEWSPAPER SOCIETY (INS)? If yes, how long your agency is a member of INS? Submit proof	
13	Are you already an empaneled advertising agency of Ministries/ PSU Organizations/ Institutions? If yes, give details.	
14	Details of total experience in advertising along with list of clients in Govt. & Pvt. Sector	
15	Key Personnel Details and experience	
16	Details of work relating to Exhibitions, Trade fairs and specific events	
18	Top 3 creative ads done for print and 2 for television / radio to be submitted	

(Provide attested Photocopy for all the above mentioned requirements)

Annexure III: Agency's Resource

1.0 Agency's general information

Bidder shall enter below, brief company particulars.

1. Personnel Details:

<u>Personnel Category</u>	<u>Number</u>
---------------------------	---------------

1.

2.

3.

4.

2.0 Agency's personnel

(i) Bidder shall submit Resumes of key Personnel, etc.; they wish to propose for the Service.

Agency's Representatives for this Contract is

Name: _____

Position: _____

Address: _____

Telephone No: _____

Fax No: _____

Annexure IV: Financial Statement

(To be given separately of each partners)

1. Name of the firm :

2. Attached audited balance sheet and profit loss statement for the past five years :

3. Average Annual Turn Over* for each of the last three years:

Year 2013-14	Year 2014-15	Year 2015-16

*The same shall be countersigned by the chartered accountant of the organization along with authorized representative of the organization.

Annexure V: Details of Printing Technologies, Printing Machines and Equipment

Details of various printing technologies available in-house, printing machines, publishing related equipment and infrastructure, available software, etc. should be given.

Details of printing machines, type of machines, digital machines, computers, offset printing machines, commercial printing equipment etc. with all details shall be given.

1. Name of Bidder/Agency.
2. Printing technologies available in-house such as Offset, screen, digital, roto-grave, etc.
3. Details of the machines.

Sr No.	Name of machines/equipment	Description	Kind and Make	Remarks
1				
2				
3				
4				
5				
6				
7				
8				
9				
10 and more...				

Note:

1. The format given may change as per convenience to furnish more information.

Annexure VI: Experience

Sr. No.	Name of the Company/Organization	Year	Amount of contracts
1.			
2.			
3.			
4.			
5.			

Annexure VII: Details of Manpower

Manpower type/ Designation/ Role	Number of Employee

Annexure VIII: Litigation History

Name of Applicant / or partner :

Applicants should provide information on any History of litigation or arbitration resulting from contracts executed in last five year or currently under execution.

Year	Award for/or against applicant	Name of client. Cause of litigation and matter of dispute	Disputed Amount in Rupees

Annexure IX: Additional Information

(The applicant can add here any further information about novel printing activities carried out with brief description and samples relevant to the evaluation for empanelment).

Annexure X: Power of Attorney

Know all men by these presents, We, [name of organization and address of the registered office] do hereby constitute, nominate, appoint and authorise Mr / Ms [name], son/ daughter/ wife of [name], and presently residing at [address], who is presently employed with/ retained by us and holding the position of [designation] as our true and lawful attorney (hereinafter referred to as the “Authorised Representative”), with power to sub- delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for and selection as consultant for [name of assignment], to be developed by Delhi Mumbai Industrial Corridor Development Corporation Limited (the “Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us until the entering into of the Contract with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20**

For
(Signature, name, designation and address)

Accepted
.....
(Signature, name, designation and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.

Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Applicants from countries that have signed the Hague Legislation Convention

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1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.

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Industrial Corridor Development Corporation (DMICDC)