

## SECURITY PRINTING & MINTING CORPORATION OF INDIA LTD

### EMPANELMENT OF ADVERTISING AGENCIES

Applications are invited from reputed INS accredited advertising agencies for empanelment with SPMCIL for releasing of advertisements, tender notices, etc. in various newspapers on local/all India basis as and when required. The selection of agencies will be done on the basis of evaluated criteria. The applications have to be submitted to the Dy. Manager (IR), SPMCIL, Jawahar Vyapar Bhawan, 1<sup>st</sup> Floor, Janpath, New Delhi- 110001 within stipulated time.

The last date of submission of the documents is 14.10.2015 upto 2.30PM. In case, the designated day Saturday/Sunday or is declared as a public holiday, the same may be extended to next working day. SPMCIL reserves the right to reject any application without assigning any reason and incomplete applications are liable to be rejected straightway.

#### **Scope of work**

1. SPMCIL a Government of India undertaking wish to enlist advertising agencies located in New Delhi for releasing of advertisements, tender notices, appointment advertisements, corporate release etc., of SPMCIL in various newspapers on local/all India basis as and when required.
2. The total estimate of annual Turnover on advertisements/ tender notices of SPMCIL would be to a tune of ₹2 crores approx.
3. Ad agencies are required to work for preparation of ad material including design & display and release the same for publication in various newspapers from time to time as and when required by SPMCIL at short/ regular notice.

#### **Eligibility Criteria:**

The following are the eligibility criteria for empanelment of advertising agencies. The advertising agency should have:

S. No.	Eligibility Criteria for advertising agency	Proof to be submitted
1.	Agency should be in existence for more than 10 years.	Copy of telephone/water/ electricity bill/Govt. Registrations.
2.	Annual turnover of the agency should not be less than ₹15 crores in	Copy of Turnover certificate issued by CA, Balance Sheet &

	the last 3 years i.e. year 2012-13, 2013-14 & 2014-15.	ITR's. Copies of PAN Card details, latest Income Tax Return.
3.	Agency should be fully accredited with INS, for the last 5 years.	Copies of Accreditation certificates.
4.	Agency should have served minimum 3 Govt./Ministries/PSU's clients in each year during last 3 years i.e. 2012-13, 2013-14 & 2014-15.	Copies of work order.
5.	Agency should have its office in New Delhi with all necessary facility /infrastructure.	Address proof with details of facility/infrastructure available.
6.	Agency should be registered with Service Tax, DVAT, PF, etc., as applicable	Registration Numbers/copy of certificate.
7.	The Agency should have at least 10 full time staff in his office. Apart from Delhi office, should have branch offices in at least two different states.	Proof may be attached.

**Evaluation Criteria:**

**CRITERIA/SUB-CRITERIA AND POINT SYSTEM FOR THE EVALUATION**

The marking systems for evaluation of the applicant are given below:

1.	Agency credentials	-	70 marks
2.	Creatives	-	30 marks
	<b>TOTAL</b>	-	<b>100 marks</b>

**Basis of Evaluation:**

The documents submitted by the agencies shall be evaluated on a point system using the following criteria and points assigned for different requirements:

1. Main Criteria: Agency credentials (70 Marks)

S. No.	Sub-Criteria	Max. Score	Guidelines for scoring / evaluation	Proof to be submitted
1	Working experience with Govt./Ministries / PSU's clients in the	10	Less than 5 clients – 4 marks 5-7 clients - 6 Marks	Work orders /performance certificate

	Financial Year 2014-15.		8-10 clients - 8 Marks More than 10 clients -10 Marks	
2	Agency having in-house facility of printing/AV Studio	5	Yes – 5 marks No – Nil Marks	List of equipments
3	Number of branches	10	2 Branch – 3 marks	Copy of telephone / water /electricity bill / correspondence or work order of Govt. Department at the given address/ Govt.
			3-5 Branch- 6 marks	
			6 or above – 10 marks	
4	Annual Turnover of agency in F.Y. 2014-15	5	₹15 crores – 2 marks Over ₹15 crores to ₹20 crores – 4 marks Over ₹20 crores – 5 marks	Audited Balance Sheet of the Company.
5	No. of years of existence of agency	3	3 to 5 yrs. – 1 mark 6 to 7 yrs. – 2 marks More than 7 yrs. – 3 marks	Certification of Registration/ incorporation
6	Work executed for any Government / Ministries/ PSU's clients in the last 5 year i.e.			
a.	Design & release of VVIP visit advertisement	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work order & newspaper cutting
b.	Design & release of AFR/UFR/Financial Results advertisement	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work order & newspaper cutting
c.	Design & release of CSR advertisement	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work/Release order & newspaper cutting
d.	Design & release of appointment and tender notice advertisement	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work/Release order & newspaper cutting
e.	Designing of annual report	4	1 to 3 – 2 marks 4 to 5 – 3 marks 6 & above – 4 marks	Copy of work order & Sample
f.	Designing of Calendar	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work order & Sample
g.	Designing of Diary	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work order & Sample
h.	Designing of invitation	2	Less than 5 – 1 mark	Copy of work order

	cards / books/ folders/ posters etc.		5 & above – 2 marks	& Sample
i.	Design & execution of exhibitions	2	Less than 5 – 1 mark 5 & above – 2 marks	Copy of work /Release order
7	Singly work order of minimum ₹1 crore values in the last 5 years i.e. 2010-11 to 2014-15.	10	1-2 orders – 5 Marks 3 or more orders -10 marks	Copies of Work /Release orders
8	Awards /appreciations for its work from any National/ Inter National level organization in the last 5 years i.e. 2010-11 to 2014-15.	7	1-3 awards – 3 marks 4–6 awards - 5 marks 7 & above – 7 marks	Copies of certificates / awards.

Only those agencies who secure minimum 35 marks out of 70 marks will qualify for creative evaluation.

**2. Main Criteria: Creative – 30 Marks**

Creative will be judge on concept, approach, language of text, quality in context of SPMCIL, and assign marks accordingly.

S. No.	Sub-Criteria	Max. Score	Please Submit
1	One half page SPMCIL corporate advertisement	10 Marks	Hard copy of advertisement
2	One half page SPMCIL AFR Advertisement	10 Marks	Hard copy of advertisement
3	One cover design for SPMCIL Annual Report & 4 text pages	10 Marks	Dummy for cover and text pages.

Top three (3) scoring Agencies out of 100 marks shall be considered for empanelment.

The creative evaluation will be done by a committee duly constituted by a Competent Authority.

**General Conditions:**

1. The period of empanelment of the Ad Agency is for a period of two years and is extendable further for one more year at the sole discretion of the SPMCIL subject to satisfactory performance of the Ad Agency.
2. The estimated annual Turnover of ₹2 crores mentioned above is only indicative and SPMCIL will not guarantee any minimum turnover on monthly or on yearly basis.
3. SPMCIL will release the payment for the ads published within 30 days from the date of submission of bills along with original paper clipping of the advertisement duly published.
4. If any Ad Agency refuses to accept or fail to publish the advertisement as per the accepted date of publication without reasonable and sufficient justification, the name of such Ad Agency would be deleted from the panel of Ad Agencies and DAVP will be requested to cancel their registration.
5. The Ad Agency will have to attend SPMCIL office to collect the advertisement within short notice of intimation and no charges will be paid towards their travel & conveyance and other expenses.
6. All payment shall be subject to TDS, as applicable from time to time.
7. (a) The Advertisement Agency shall be paid at the rates prescribed by the DAVP for all kinds of Advertisement.  
  
(b) In case where DAVP rates are not prescribed, Agency has to seek prior approval for approval of rate from SPMCIL.  
  
(c) The Agency will not be paid any thing extra for creative, design & Logo charges.  
  
(d) The agencies will not be paid for translation of material in English to Hindi or to any other Indian Languages, if required.
8. SPMCIL shall not be responsible for any dispute between the advertisement agency and the newspapers/publishers in regard to the payment to be made by the advertising agency to the newspapers. Similarly, SPMCIL shall not be responsible for any dispute between the advertising agency and the newspapers in whatever matter.

9. All disputes between the parties shall be referred to the sole arbitration of the Chairman and Managing Director, SPMCIL or a person appointed by the Chairman & Managing Director for this purpose. The award of the Arbitrator shall be final and binding subject to the provisions of the Indian Arbitration & Conciliation Act 1996.
10. Any dispute between SPMCIL and Advertising Agencies shall be within the jurisdiction of the courts at New Delhi/Delhi only.
11. SPMCIL reserve the right to enlist three or more number of Ad Agencies for empanelment and can release the advertisements, tender notices etc. through any of the listed advertising agencies on rotation basis or any other basis as deemed appropriate by SPMCIL at their sole discretion from time to time. Empanelment alone will not guarantee assignment of work or minimum quantum of work in a year and advertising agencies shall not have any claim whatsoever in this regard.
12. The Advertising Agency has to make application for empanelment as per format prescribed in **Annexure-1** enclosed.
13. SPMCIL has full liberty to not assign any work to any agency empanelment and may opt to call limited/ open tender to solicit wider participation of Advertising Agencies.
14. SPMCIL reserves the right to cancel the Ad Agency at any time giving one month notice.
15. SPMCIL reserves the right to disqualify/black list the Ad Agency in case of fraudulent acts.
16. The offer in the sealed cover with superscription **“OFFER FOR ENLISTING OF ADVERTISING AGENCIES” “DUE DATE/TIME FOR SUBMISSION – ON 14.10.2015 BY 14.30 hours”** should reach at the following address on or before the Due Date and Time. Bids will be opened at 15.00 Hrs. on the same day at Jawahar Vyapar Bhawan, 1<sup>st</sup> Floor, Janpath, New Delhi-110001.

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