

भारत प्रतिभूति मुद्रण तथा मुद्रा निर्माण निगम लिमिटेड  
Security Printing and Minting Corporation of India Limited

मिनिरत्न श्रेणी-I, सीपीएसई  
(भारत सरकार के पूर्ण स्वामित्वाधीन)  
Miniratna Category-I, CPSE  
(Wholly owned by Government of India)

File No.SPMCIL/Fin//11/220

Dated: 31.01.2011

Sir,

Security Printing & Minting Corporation of India Ltd. (SPMCIL), a wholly owned company of Government of India, was incorporated in January 2006 with its HQs in New Delhi. It is a Miniratna Status public sector undertaking and is engaged in the manufacture of security paper, printing of currency and bank notes, non-judicial stamps paper, postage stamps, travel documents, minting of coins, etc. The four Mints, two Bank Note Printing Presses, two Security Printing Presses and one Security Paper Mill previously functioning under Ministry of Finance have been coporatised by incorporation of SPMCIL on 13.01.2006. The assets, liabilities of all the nine units were transferred to SPMCIL on 10.02.2006.

2. The Company is going to complete 5<sup>th</sup> years of its operations on 10<sup>th</sup> February, 2011. To commemorate successful corporatisation of its units and to highlight the progress made by the company, **it is proposed to come-up with a half-page print media advertisement in the newspapers.** In the advertisement, company activities progress made both in physical as well as financial terms, attempt made by the company to bring transparency in its working by development of procurement manual, voluntary constitution of Audit Committee, efforts made towards Research and Development, attempts made for indigenous production of raw material, etc shall be highlighted.

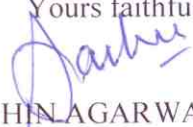
3. You are requested to send your proposal to take up the assignment of developing campaign and launching it on the occasion of 5th Anniversary of the company. The agency fulfilling the following criteria may send its technical offer:

- (i) The Advertising agency eligible to take part in this process must be accredited to Indian Newspaper Society (INS).
- (ii) The agency must be on the panel of at least 5 PSUs/Central Government Departments.
- (iii) The agency must have in operation for more than 5 years.
- (iv) It must have average turnover of Rs.70 lakh during the last 3 years (estimated cost of print media campaign is Rs.2 crore).

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4. The eligible and interested firms may convey their willingness and submit their applications alongwith documents in support of the eligibility criteria.
5. The offer must be sent along with 3 proposed art works for the above mentioned campaign. Offers received from the firms shall be scrutinized by a committee and art work of eligible firms shall be evaluated by the Committee.
6. The art work which are found to be acceptable will be identified by the Committee and concerned advertising agency may be asked to make the presentation on the same.
7. The short-listed firms shall be requested to submit their financial offers for the art work and advertisement campaign. The work shall be given to the technically qualified agency quoting the lowest rates.
8. Please send your technical offer along with the required documents (without financial) quotation **by 3:00 P.M. on 07.02.2011.**

Yours faithfully,



(SACHIN AGARWAL)  
Asstt. Company Secretary