



**Delhi Regional Office, F-8-11 Flatted Factory Complex, Rani Jhansi Road,  
NEW DELHI - 110055**

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MMTC/DRO/EXHB/CAL/2016-17

Date: 27<sup>th</sup>. September, 2016

**Notice for EOI**

MMTC Limited , Delhi Regional Office invites the Expression of interest from the interested , Delhi / NCR based , Advertising and publicity agencies for empanelment, as registered agencies for a period of 03 (three) years. For EOI documents and other details kindly visit our website [www.mmtclimited.com](http://www.mmtclimited.com)

Dy. General Manager (Retail)



Delhi Regional Office, F-8-11 Flatted Factory Complex, Rani Jhansi Road,  
NEW DELHI - 110055

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**EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING /  
PUBLICITY AGENCIES**

Ref. No:	MMTC/DRO/EXHB/CAL/2016-17
Pre-bid meeting	25.10.2016 at 1400 hrs
Last date & Time for receipt of EOI	31.10.2016 at 14.00 hrs.
Time & Date for opening of (Technical Bids)	31.10.2016 at 15.00 hrs.
Place of opening of the Bids/ address of communication	MMTC Limited, Delhi Regional Office, F,8-11, Flatted Factories Complex, Rani Jhansi Road, New Delhi-110055

Signature of Quotee with Seal

## **EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING/ PUBLICITY AGENCIES**

### **LETTER OF INVITATION**

#### **A) BACK GROUND**

MMTC Limited was set up in 1963 under the Ministry of Commerce, Government of India. The Company is engaged in international and domestic trading of commodities/products like minerals, metals, precious metals, fertilizers and fertilizer raw materials, coal & hydrocarbons, agro commodities and general trade. MMTC today continues to hold its foremost position as India's largest trading company with a turnover of over Rs.16, 000 Crores during FY 2015-16. Besides the flag ship Mega exhibitions on Diwali and Akshyatritya, Delhi Regional offices organizes small exhibitions-cum-sale at different locations in Delhi-NCR and also outside Delhi ( Within DRO Jurisdictional area) to exhibit Gold Medallion, Silver Medallion, Gold Jewellery (plain/studded), Sanchi Silverware and recently added Indian Gold Coin.

Taking into consideration the need to publicize our exhibitions to reach out to customers and furtherance of the business, MMTC intend to empanel technically competent, experienced and financially sound advertising / publicity agencies .The services of advertising / publicity agencies will be mainly utilized for advertising and publication of Newspaper advertisement (s) / brochures and branding. MMTC has decided to empanel such eligible firms for a period of two years extendable further only once on mutually agreed terms & conditions. The selection of agencies will be through a competitive bidding process.

#### **B) SCOPE OF WORK**

The empanelled agencies shall, as and when referred by MMTC, render the following services:-

1. The Agencies will facilitate in designing & release of advertisements in print, electronic media including preparation & dubbing of Television Commercials (TVC's), social media publicity ( face book, twitter etc.) , preparation of promotional films, Radio Jingles / Spots, designing of booklets, posters, other promotional & marketing activities and designing & fabrication of exhibition stalls, organization of events etc.
2. Designing and printing of folders/ brochures/ pamphlets and other related printing jobs.
3. Designing and insertion of Newspaper advertisements
4. Hoarding & other outdoor advertisements
5. Publicity & Branding work

## C) ESSENTIAL ELIGIBILITY CRITERIA

The advertising agency should fulfill the following criteria:

1. The applicant should be legal entity registered in India
2. Full fledged office set up in Delhi / NCR with state of art infrastructure.
3. Minimum 5 years experience in advertising and publicity.
4. Agency should have been on panel of at least 2 or more government departments/ PSU.
5. In house Proficiency, translation and proof reading facilities in Hindi & English.
6. Minimum annual turnover of Rs. 0.50 crores during last three years each with documentary proof for the year 2012-13, 2013-14, & 2014-15 certified by Chartered Accountant.
7. Rates of publication in newspapers & publication will be as per DAVP rates applicable at the time of advertisement.
8. Agency should not have been blacklisted by any Central/ State Government/ Public Sector Undertaking Govt. of India.
9. Agency should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in execution of agreement.

## D) Submission of EOI:

- i. EOI document is available on [www.mmtclimited.com](http://www.mmtclimited.com) And MMTC e-procurement website <https://mmtc.eproc.in> for online as well as physical mood submission of EOI. For online submission , Bidder is required to obtain Class III Digital Signature (meant for e-tendering) from any of Certifying Authority recognized by Controller of Certifying Authority ([www.cca.gov.in](http://www.cca.gov.in)) and have to register with e-procurement portal <https://mmtc.eproc.in> (a one-time activity) independent of each other as detailed below.
- ii. **Procedure for obtaining Digital Certificate:** Bidder should obtain digital certificate to participate in the e-Tender. The procedure for obtaining Digital certificate is given in the web site <https://mmtc.eproc.in>. In case of any difficulty either mail or talk to the Technical Support Engineer, whose contact details are given below.
- iii. **Procedure for Registering in E-Procurement portal:** Bidder has to register with our E-procurement portal. For registering, please go to <https://mmtc.eproc.in> and follow the directions. In case of any difficulty either mail or talk to the Technical Support Engineer, whose contact details are given below.

- iv. For any assistance on e-bidding process, please contact Mr. Pankaj Verma, Technical Support Engineer - email pankaj.verma@c1india.com, mobile phone +91-7210027839 or 0120-4888888.
- v. Parties who prefer submission of EOI in physical mood, may drop their entire EOI documents, sealed in a single envelope (indicate the tender no and EOI for Advertising agency on top of the envelope), in the tender Box kept at the reception counter of the office at MMTC Limited, F8-11, Flatted factories Complex, Jhendewallan, Ranijhansi Road, New Delhi-55, between the office hours. Last day of Submission is 31.10.2016 up to 1400 hrs.
- vi. EOI in both the moods, e-tender as well as physical mood, shall be accepted. Parties can choose any one mood of submission of their bids.

#### **E) GENERAL CONDITIONS**

1. PAN issued by the IT department in favour of the agency
2. Service Tax Registration number issued by the Central Excise Dept in favour of the agency
3. Successful bidder/s shall have to submit a Performance Security of Rs. 50,000/- in the shape of a Demand Draft drawn from any nationalized bank in favour of MMTC Limited, payable at New Delhi.
4. No advance payment will be made to the advertising agency for any of the work assigned by MMTC. The payments shall be released by MMTC against the bills received from the agency after having completed the job to the satisfaction of MMTC.
5. MMTC reserves the right to remove any such agency from the empanelled list along with forfeiture of Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
6. MMTC may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit MMTC of its right to release advertisement directly without routing them through the empanelled advertising agencies
7. MMTC reserves the right to reject any application without assigning any reason.
8. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.
9. The Advertising Agencies / companies who qualify the EoI criteria will be called for technical presentation and on the basis of technical presentation the agencies will be finally empanelled by MMTC Limited, Delhi Regional Office , New Delhi-55. Initially, the empanelment would be for a period of two years and empanelment period can be further extended by MMTC, if required. The evaluation criterion is at Annexure-"A".

10. The project basis financial proposals for print media, electronic media including Preparation of television commercials; web medium including social media and outdoor media & events etc. will be taken separately only from the empanelled advertising agencies. This includes designing & fabrication of exhibition stall for national & international tourism fairs / marts, organization of events and other promotional branding / advertisement in metro & non-metro cities, branding / advertisement in airports, airlines, railways / metro station through hoardings / panels etc.; designing of promotional publicity material, calendars, posters, and designing & production of other promotional items etc.
11. In addition, MMTC may also take month wise media plan for print, electronic, digital and outdoor media separately only from the empanelled advertising agencies.
12. In respect of print media campaign i.e. in Newspapers and Magazines the Department will pay 10% agency charges. On repetition / adaptation of the same approved advertisement creative campaign in other publication (s) 5% advertising agency charges will be paid.
13. The agency will provide the approved advertisement campaign to concerned publication (s) in the appropriate format & size etc. in soft copy and submit the bill to MMTC Limited, Delhi Regional Office, New Delhi-55 for payment along with copy of published advertisement (s).
14. The MMTC shall have the full rights on the creative content prepared by the agency.
15. In addition, if the agency be asked to prepare the creative campaign for outdoor promotion, MMTC will pay the fixed creative charges on the basis of financial bid w.r.t. Outdoor Media.
16. The Department will intimate the empanelled advertising agencies from time to time for preparation of creative campaign (s) with in specified time period. The creative campaign will be selected on the basis of attractiveness; message, theme etc. and the decision of General Manager (DRO) in this regard will be final. The Department shall have all the rights to use the selected published creative in any other publications (if needed).
17. If the empanelled Advertising Agency uses the pictures, other than the stock pictures provided by the MMTC in any creative, the agency should have all the rights to use the respective pictures, models etc. in the creative content and the MMTC will not make any payment for pictures / models purchased by the empanelled agency for the said job / work.
18. MMTC Limited shall not be liable for use of any copyright graphics, pictures, model etc. used by the selected agency in creative (s).
19. The General Manager (DRO), MMTC Limited, New Delhi reserves the right in its sole and absolute discretion to change or modify the terms & conditions.

**Note:** The decision of the General Manager (DRO), MMTC Limited, New Delhi regarding acceptance or otherwise of the proposals shall be final and shall not be called upon to question under any circumstances.

**F) FORM FOR EMPANELMENT OF ADVERTISING AGENCIES**

1. Name of the Advertisement Agency:
  - (i) Whether Proprietorship/Sole/Partnership/Pvt.Ltd./Ltd.Co. \_\_\_\_\_
  - (ii) Name of the Director /In Charge \_\_\_\_\_
  - (iii) Name of the contact person \_\_\_\_\_
  
2. Head Office:
  - (i) Complete Address \_\_\_\_\_
  - (ii) Telephone Number (s) \_\_\_\_\_
  - (iii) Fax Number \_\_\_\_\_
  - (iv) E-mail Address \_\_\_\_\_
  - (v) Mobile No. \_\_\_\_\_
  
3. Branch Office (s)
  - (i) Complete Address \_\_\_\_\_
  - (ii) Telephone Number (s) \_\_\_\_\_
  - (iii) Fax Number \_\_\_\_\_
  - (iv) E-mail Address \_\_\_\_\_ (Add separate sheet, if required)
  
4. Contact person at Delhi
  - (i) Name \_\_\_\_\_
  - (ii) Designation \_\_\_\_\_
  - (iii) Contact Number (s) \_\_\_\_\_
  - (iv) Fax Number \_\_\_\_\_
  - (v) E-mail address \_\_\_\_\_
  - (vi) Mobile No. \_\_\_\_\_
  
5. Year of Establishment (attach proof) \_\_\_\_\_
6. Registration Number (if any) \_\_\_\_\_
7. Staff strength (full time) \_\_\_\_\_
8. Service Tax Registration number issued by the Central Excise Dept. in favour of the agency \_\_\_\_\_
9. Payment Details DD No. \_\_\_\_\_ DD Amount \_\_\_\_\_ Bank Name/Branch \_\_\_\_\_
10. PAN issued by the IT Dept. in favour of the agency \_\_\_\_\_
11. Annual Turnover of the last three years (Along with documents proof)
  - 2014-15 \_\_\_\_\_
  - 2013-14 \_\_\_\_\_
  - 2012-13 \_\_\_\_\_
12. Detail of appreciation(s) award(s) received by your agency (if any) in advertisement campaign (Attach separate sheet, if required)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies etc.

**G) DECLARATION-** (On official agency letter head)

1. I \_\_\_\_\_(Name of the person), am authorized to declare on behalf of the agency\_\_\_\_\_ (Name of the Agency) hereby declare that the agency has Full-fledged office establishment in Delhi / NCR with required manpower.
2. I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled /terminated.
3. I understand that the decision taken by MMTC is final in all matters.
4. I hereby agree to work as per the terms and conditions rolled out by MMTC.
5. I understand that the MMTC reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Signature\_\_\_\_\_ Place\_\_\_\_\_ Name\_\_\_\_\_

Date\_\_\_\_\_ Designation\_\_\_\_\_

Organization Seal (In case of organization) /Signature



## H) ASSIGNMENT SPECIFIC INFORMATION

Annexure-“A”

Criteria for Evaluation of EOI: Total marks: 50; Qualifying marks: 25

### 1. Turn Over: 10 marks

Turn Over in Crore Minimum <b>Rs. 0.50 Crore</b> in each financial year i.e. 2012-13, 2013-14 & 2014-15	Marks
Rs. 0.50 Crore	<b>05</b>
Above 0.50 Crore -01.00 Crore	<b>06</b>
Above 01.00 Crore -3.00 Crore	<b>07</b>
Above 3.00 Crore -05.00 Crore	<b>08</b>
Above 05 Crore -10 Crore	<b>09</b>
Above 10 Crore	<b>10</b>

### 2. Experience: 15 marks

Experience as Advertising Agency Marks	Marks
3 years experience	<b>10</b>
Above 3 years -5 years	<b>11</b>
Above 5 years -10 years	<b>12</b>
Above 10 years -15 years	<b>13</b>
Above 15 years -20 years	<b>14</b>
Above 20 years 10	<b>15</b>

### 3. Creative: 15 marks

Print, Electronic & Outdoor media Marks	Marks
Print display design = 4 nos (Please attach hard copy in A4 size)	<b>04</b> (One mark for one creative)
TVC : 30 second, 60 second ( 2 nos each) ( Please attach soft copy of earlier produced films)	<b>04</b> (One mark for one film)
Outdoor creative = 4 nos ( Please attach hard copy in a4 size)	<b>04</b> (One mark for one creative)
Bonus Points	<b>03</b> ( One mark for each Creative on MMTC)
Marks: A+B+C=	

**Note:** One creative submission from each section (table-3) on MMTC will earn the Bonus point. For information about MMTC, please visit our website [www.mmtclimited.com](http://www.mmtclimited.com)

**4. Creative team: 10 marks**

Creative Team	Number of persons	Marks
Creative / graphic design section		<b>05</b>
Editing / Production section		<b>05</b>
<b>Note:</b> Up to 5 persons team in each section = 3 mks Above 5 persons team in each section = 5 marks		

Dated:

Place:

Authorized Signatory  
Name of Agency  
With seal and sign

The bids shall be opened on 31.10.2016 at 15.00 hrs and the score will be given as per the above criteria. High scoring bids up to ten (number may be less than ten but not exceeding ten) based on technical capacity criteria shall be short listed.

The short listed bidders will be called for a brief interaction cum technical presentation before a committee. Each of such session will be of 10 minutes duration.

During the interaction / technical presentation, the short listed bidders will be rated on the following parameters:

- Ability to communicate the organizational expertise.
- Relevance of in - house resources to the Scope of Work & clarity of thoughts.
- Case presentation on any one of the most significant assignments completed during the preceding year.

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation will be ranked as H-1 following by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to seven (07) (number may be less than seven but not exceeding seven) based on the technical capacity criteria shall be short listed and invite for empanelment and execution of agreement thereafter.

**I) PRE-BID CONFERENCE/MEETING:**

For better understanding of the EOI requirements, one prebid meeting will be held on 30.09.2016 at 1400 Hrs at MMTC Limited, Delhi Regional Office, F8-11, Flatted Factories Complex, Jhendewallan, Rani Jhansi Road, New Delhi-55. All interested agencies are welcome to attend the meeting and clarify their queries, etc.

**J) Arbitration**

2. Any disputes or difference whatsoever arising between the parties out of or relating to the construction, meaning, scope, operation or effect of this Contract or the validity or the breach thereof shall be settled by Arbitration by a Sole Arbitrator to be nominated by the Chairman & Managing Director (CMD) of MMTC Limited. The provisions of Arbitration and Conciliation Act 1996 shall apply to such Arbitration proceedings
3. The venue of Arbitration shall be New Delhi.

-Sd-

Dy.General Manager (Retail)  
MMTC Limited  
Delhi Regional Office  
F,8-11, Flatted Factories Complex,  
Jhendewallan  
Ranijhansi Road, New Delhi-110055