

Document No. \_\_\_\_\_  
(To be filled by NPCC)

**NPCC Limited**  
(A Government of India Enterprise)

**Plot No. 67-68, Sector-25  
Faridabad – 121004 (Haryana)**

**Application Document  
For  
Empanelment  
Of  
Advertising Agencies  
2012**

Last Date of submission of Application Document  
**19.07.2012 upto 1600 Hrs**

**Cost of Application Document : Rs. 1,000/- (Rupees One thousand only)**

**Note :** This Application Document can be obtained from NPCC's Corporate Office, Faridabad on payment of **Rs. 1,000/- (Rupees One thousand only)** by Demand Draft / Pay Order in favour of **"NPCC Limited"** payable at Faridabad or it may be downloaded from NPCC's website i.e. [www.npcc.gov.in](http://www.npcc.gov.in). If downloaded from website, application document may be submitted alongwith a Demand Draft / Pay Order of Rs. 1,000/- in favour of "NPCC Limited" payable at Faridabad.

## **GENERAL INFORMATION FOR THE ADVERTISING AGENCIES**

### **1. SCOPE OF WORK AS AND WHEN REQUIRED FOR EMPANELLED AGENCIES**

- i) Designing, conceptualization and media management including release of advertisement in Press / TV / Radio etc. for Corporate campaign.
- ii) Making of TV / Radio Spots / Corporate Films / Visuals etc.
- iii) Designing, fabrication, erection of NPCC's pavilion at different exhibitions.
- iv) Printing and production of various publications of NPCC.
- v) Designing and release of Advertisement in print media for NITs / Notifications  
Recruitment / Empanelment  
Classified / Announcements ads etc.
- vi) Arranging Press Meet etc.

### **2. DURATION OF EMPANELMENT**

The empanelment of selected agencies shall be for a period of two years, which may be extended by one year depending on the performance of the empanelled agencies to the satisfaction of NPCC Limited. However, NPCC will have the right to reduce the period of empanelment at any point of time without assigning any reason.

### **3. EVALUATION PROCEDURE**

- i) The process of empanelment will be done in two stages. In the first stage all the applications will be scrutinized for their eligibility based on the minimum qualifying criteria. Application not meeting any one or more of the qualifying criteria will be out-rightly rejected.
- ii) After scrutiny of all the applications on the basis of qualifying criteria as laid down in para titled "Qualifying Criteria", the eligible agencies shall be evaluated on the basis of information provided by agencies in Form-II.
- iii) A panel of Advertising Agencies will be selected based on final ranking and will be issued Letter of Empanelment.
- iv) Work pertaining to a particular Project / Unit / Region / Corporate Office may be given to the agency based on establishment of the agency in that area.

### **4. QUALIFYING CRITERIA FOR STAGE-I EVALUATION**

Committee shall evaluate and shortlist the Applicants based on the information given in the Point No. 1, 2, 3, 4 and 5 of Form-II keeping in view the following criteria :

- i) Regular minimum **Press Billing** of Rs. 8 (eight) Crore per annum each for the last three financial years viz. 2009-10, 2010-11 and 2011-12 (A

certificate to this effect duly signed and sealed by Chartered Accountant may be attached with the application as **Annexure-C**).

- ii) Continuous / regular and **Full INS accreditation** w.e.f. 01.01.2009 (A self certificate to this effect addressed to NPCC may be attached with the application as **Annexure-D**).
- iii) One full-fledged Office with all infrastructure in **Delhi NCR** (Detailed information in this regard may be attached with the application as **Annexure-E**).
- iv) Handling of 3 (three) Govt. / PSU account. (Supporting document is to be submitted as **Annexure-A**).

## 5. **STAGE-II EVALUATION OF APPLICATIONS**

All the short-listed applicants meeting the qualifying criteria shall be evaluated based on the Corporate strength, media strength and PR services offered on the basis of the information provided by the agencies in Form-II. This will have weightage of 60 marks.

Design of the colour advertisements submitted by advertising agencies based on the given theme would be evaluated by the Committee. This will have weightage of 40 marks.

On the basis of combined marks out of 100 (60+40), a ranking will be done.

Minimum qualifying marks for empanelment will be 50 out of 100 marks. Only those agencies who score minimum 50 marks will be considered eligible for empanelment, however, number of agencies for empanelment will be decided by NPCC at the time of empanelment as per requirement.

## 6. **SUBMISSION OF PRESS ADVERTISEMENT DESIGN**

All the advertisement agencies have to submit four colour designs of Press advertisement in A4 size paper on the theme given below alongwith application document **in duplicate**. One set of advertisement will be bound with other documents in hard bound folder and one set should be kept loose in separate plastic / paper folder.

<b>THEME OF THE ADVERTISEMENT</b>
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(Corporate image building of NPCC)
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### **NOTE :**

1. **Only four colour designs** of press advertisement in A4 size are to be submitted alongwith application documents by all the agencies which will be evaluated if agency fulfills minimum qualifying criteria.
2. Please write the name of agency on the back side of the designs.

3. Please write Sl. No. 1, 2, 3 and 4 on the backside of the designs in the same order of release in campaign. Since only four designs bearing Sl. No. 1, 2, 3 and 4 will be evaluated, agency should not submit more than four designs. Any other design submitted for this purpose will not be considered.
4. Each advertisement design has weightage of ten marks.

## 7. **SUBMISSION OF DOCUMENT**

The Applicants shall submit the following documents alongwith application latest by 19.07.2012 upto 1600 Hrs. in sealed envelope addressed to **Senior Manager (P&A), NPCC Limited, Plot No. 67-68, Sector-25, Faridabad – 121004.**

- i) Information about the Agency as **Form-I** alongwith **Annexure-I, II, III, IV and V.**
- ii) Capabilities and strength of the Agency as **Form-II** alongwith **Annexure-A, B, C, D and E.**
- iii) A Corporate Profile / Brochure of the Agency.
- iv) Four designs of the press advertisement on the given subject theme.

Agencies are advised to submit the forms and relevant documents **properly hard bound with paper card board** in the following order **with Flag** clearly mentioning Form, Annexure etc.

Sl. No.	Document
1	<b>Form-I</b>
2	Annexure-I
3	Annexure-II
4	Annexure-III
5	Annexure-IV
6	Annexure-V
7	<b>Form-II</b>
8	Annexure-A
9	Annexure-B
10	Annexure-C
11	Annexure-D
12	Annexure-E
13	A Corporate Profile / Brochure of the Agency
14	Four colour designs of the press advertisement on the given subject

## 8. **JOB ALLOCATION**

- i) The empanelled agencies may be asked to service NPCC for routine release of advertisement. In the event of specific requirement for

developing and release of a media campaign, NPCC reserves the right to ask any / all empanelled agencies urgently on Fax / Telephone / email to prepare and submit designs and also distribute the approved design / artwork amongst one or more agencies selected for further release of the same to the media.

- ii) The agency / agencies may be asked to give a list of newspapers alongwith their current rate cards after its empanelment with NPCC.
- iii) Charges for jobs other than press advertisements like printing, film making, preparing advertisement spots, designing and fabricating NPCC Pavilion in various exhibitions etc. may be decided on competitive tendering basis amongst the empanelled agencies.
- iv) For any creative work like Designing of Booklets, Brochures, Annual Reports etc, the procedure shall be as explained in (iii) above.
- v) Bills for advertisement (NIT / Recruitment / Notices and other advertisement campaign) releases should be invariably supported by the copies of the bills from newspapers / magazines, voucher copies and other relevant bills in triplicate. Payment will be made in each case after verifying these documents.
- vi) The agency will not be paid any charges for Artwork, Art pull and production charges for advertisement released and translation of material in English to Hindi or in any other Indian language, if required.
- vii) NPCC reserves the rights to terminate the services of any agency at any time without assigning any reason whatsoever.

**FORM-I****PARTICULARS OF ADVERTISING AGENCIES**

(To be submitted by advertising agencies on their letter heads)

**Part I - Information about the Agency**

S.No.	Particulars	Details
1.	<b>Name of the Advertising Agency</b>	
2.	<b>Address of Delhi Office</b>	
3.	Tel. Nos.	
4.	Fax No.	
5.	Email Address	
6.	Contact Person at Delhi & Mobile No.	
7.	<b>Address of the Registered Office / Head Office</b> <b>Tel. No. / Fax No. / Website address</b>	
8.	Name of Managing Director / Director / Top Management (Separate sheet may be enclosed with Bio-Data and other details as <b>Annexure-I</b> ).	
9.	Year of establishment of Agency	
10.	Legal status of agency (Proprietor / Partnership / Private Ltd. / Public Ltd. (Attach Certificate of incorporation / registration as <b>Annexure-II</b> ).	
11.	Why do you think that you are suitable for empanelment with NPCC (Explain in 100 words in separate sheet as <b>Annexure-III</b> ).	
12.	PAN No. of the Agency (Enclose photocopy of the PAN Card as <b>Annexure-IV</b> ).	
13.	Service Tax Regn. No. (Attach photocopy as <b>Annexure-V</b> ).	

**CAPABILITIES AND STRENGTH OF THE ADVERTISING AGENCY**  
**WHICH WILL BE EVALUATED**  
**(Max Marks 60)**

S.No.	Particulars	Details	Max Marks
1.	No. and List of clients presently serving and served w.e.f. 01.01.2009 (Public Sectors & Government Bodies) (Attach letter of empanelment / work award letter issued by Public Sector & Government bodies w.e.f. 01.01.2009 as <b>Annexure-A</b> ).	1 2 3 4 and so on	10
2.	Capability to arrange interview / news items in Electronic / Print Media. Give details of such capability arranged in past for your clients after 01.01.2009 and attach certificate of client in this regard that agency has arranged it alongwith the coverage copy as <b>Annexure-B</b> ).	1 2 3 4 and so on	10
3.	Total <b>Press Billing</b> of agency for the following last three years (Rs. in crore) (Attach a certificate in this regard from Chartered Accountant with signature and seal of Chartered Accountant clearly mentioning the <b>Press Billing figure</b> for last three corresponding years as <b>Annexure-C</b> ).		15
4.	Details of continuous and regular accreditation of INS. Attach self-certificate stating that you have full accreditation of INS since 01.01.2009 till today as <b>Annexure-D</b> ).	Write here date also	10
5.	Details of Head and branch offices and infrastructure facilities available with Agency :  Enclose sheet as <b>Annexure-E</b> in the following format.		15

CITY	Address	Phone and Fax Nos. / Email address	Branch Head / Contact Person and his / her Mobile No.	Total No. of Regular employees	No. of creative team members	No. of media experts	No. of client servicing members	Remarks if any
Delhi								

I / We hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature \_\_\_\_\_

Full Name \_\_\_\_\_

Designation \_\_\_\_\_

Address \_\_\_\_\_

(Signature of the Authorized Representative / Authorized Signatory of the Agency  
with Seal)

**Date :**

**Place :**