

CONTAINER CORPORATION OF INDIA LIMITED, WESTERN REGION (A GOVT. OF INDIA UNDERTAKING) 5th Floor, New Administrative Building, Central Railway, D.N.Road, Fort, Mumbai-400 001.

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

Western Region of Container Corporation Of India Ltd. intends to empanel professionally-managed Advertising agencies fully accredited with INS for not less than 5 years with a good track record for undertaking various jobs at its Regional Office in Mumbai.

The relevant particulars, Eligibility Criteria, Terms and Conditions and format of the 'Offer Document' are displayed on CONCOR website www.concorindia.co.in in Tender Section.

The duly-filled in 'Offer Documents' are to be submitted at the above address on or before 22/02/2018 up to 15:00 hrs.

LETTER OF INVITATION FOR EMPANELMENT

Ref: CON/WR/ADMIN/ADVT/02/2018

To,
All INS-accredited Advertising Agencies

Sub: Empanelment of Advertising Agencies

Western region of Container Corporation Of India Ltd. a Public Sector Undertaking under the Ministry of Railways, intends to empanel reputed and professionally-managed Advertising agencies accredited with INS with a good track record for undertaking various jobs at its Regional Office in Mumbai.

Detailed Procedure for empanelment; Qualifying Criteria; Scope of work; Terms & Conditions for empanelment etc. are displayed on our website www.concorindia.co.in. The offer document may be downloaded from our website. You are requested to provide the relevant information as mentioned in the enclosed Annexure.

The last date for submission of application is 22nd February 2018 (up to 1500 hrs) In case of any queries/ clarifications; you may please get in touch with the undersigned on any working day between 10 am to 5.30 p.m. The short-listed Agencies, on the basis of evaluation of offers, shall be subsequently intimated by way of a letter.

Thanking you,

Yours Sincerely,

For Container Corporation of India Limited

Chief General Manager/Western Region

EXPRESSION OF INTEREST DOCUMENT PRICE: RS 1000/- + (GST @ 12%)

1.0 Introduction

Container Corporation of India Limited (CONCOR)- A Public Sector Undertaking, under the Ministry of Railways, has earned a reputation in India for providing excellent logistics services. CONCOR satisfies its customers' needs by providing high-quality and cost-effective logistic services. CONCOR is today an undisputed market leader and manages & operates container terminals including Inland Container Terminals (ICDs), Container Freight Stations (CFSs) & Domestic Container Terminals (DCTs) at several places in the country. CONCOR also has the privilege of having the largest network of 63 Inland Container Depots in India. In Western region, CONCOR has its terminals and offices at various places viz. Mulund, JNPT, DRT, Turbhe, Pithampur, Ratlam, Chinchwad etc.

The Advertising Agencies shall be primarily responsible for publicity and media campaign requirements of the Western Region from time to time and to highlight major developments and achievements of Container Corporation of India Limited (CONCOR)/Western Region. All the agencies are requested to go through CONCOR's web site www.concorindia.co.in

2.0 Procedure for Empanelment

- a) "Expression of Interest Document"(EOI) is to be downloaded from CONCOR's Website <http://www.concorindia.co.in> and same may be submitted along with the cost of (EOI) document by way of demand draft/pay order at the time of submission of (EOI) document. In case any deviation is found in the (EOI) document submitted by the bidder from the content mentioned in our web site and/or non-submission of the cost of (EOI) document the bid shall liable to be rejected at any stage of the contract. The bidder has to indemnify CONCOR for any loss accrued due to such alteration in the terms and condition of (EOI) document.
- b) Complete document duly superscribed as "Expression of Interest for Empanelment of Advertising Agency for Container Corporation of India Limited (CONCOR), Western Region" shall be submitted on or before 22nd February 2018 (up to 1500 hrs) at the office of the Chief General Manager/Western Region, Container Corporation of India Limited, 5th Floor, New Administrative Building, Central Railway, D.N.Road, Fort, Mumbai-400 001.
- c) The offers will be evaluated thereafter based on evaluation criteria (Point 5.0).
The entire offer document along with relevant support sheets should be properly spiral bound, pages duly numbered, and all the pages duly signed with bidder firm/company's seal. . No loose / separate sheets will be accepted. Information flow should be strictly as per Form-2 and no deviation shall be entertained.

3.0 Duration of Empanelment

The term of empanelment shall be for a period of one (1) year extendable by one (1) more year depending on the performance of the Advertising agencies. The Corporation, however, reserves the right to take a final decision on this.

4.0 Qualifying Requirements/ Criteria:

The minimum 'Qualifying Criteria' are mentioned below. An agency, not meeting any one of the following criteria shall be summarily rejected and shall not be considered for evaluation.

- (i) The agency should be fully accredited with Indian Newspaper Society (INS) for not less than 5 years. Documentary evidence in this regard should be enclosed.
- (ii) Should have a minimum annual turnover of Rs.10 crores in the last three consecutive financial years i.e. FY 2014-15, 2015-16 & 2016-17. Audited Balance Sheets are to be submitted.
- (iii) Availability of complete infrastructure at Mumbai office (details to be furnished). The agency should provide documentary evidence of their office set-up in Mumbai.
- (iv) Proven experience in advertising i.e. release of NIT, Chairman Speech, Recruitment ads, classified ads, UFR/AFR ads, corporate campaigns etc. (proof to be attached)
- (v) The agencies are required to submit an undertaking certifying that their agency has not ever been blacklisted from any of the organization/government/PSUs etc for any reason at any point of time.

Details in this regard are to be submitted along with the "Offer Document" in the format enclosed (Form 2)

5.0 Evaluation criteria : The process of empanelment shall be as follows:

- 5.1 All the proposals will be scrutinized to assess their eligibility based on the minimum "Qualifying Criteria" (refer to Para 4.0). The offer not meeting the said criteria shall be summarily rejected.
- 5.2 All the eligible offers will be evaluated based on the evaluation criteria focusing on corporate strengths, media strength and PR services and CD presentation to be submitted along with the 'Offer Document'. The evaluation criteria are indicated at Annexure II.
- 5.3 On the basis of combined points obtained out of 100, the final ranking will be done and top-ranking agencies will be empanelled as per CONCOR's requirements.

6.0 SCOPE OF WORK

The Scope of Work for the empanelled agencies is defined in Annexure – I. Any other work related to corporate publicity, media campaign, printing etc. will also be forming part of the scope as decided from time to time.

7.0 Submission of 'Offer Document'

- 7.1 The agency shall submit following documents along with the 'Offer Document' (i) Proposal for empanelment - Form 1; and (ii) Particulars required for empanelment of Advertising Agencies - Form 2.

7.2 Both the Forms should be complete in all respects, duly supported by the relevant attachments mentioned therein.

8.0 JOB ALLOCATION

8.1 The empanelled agencies will be required to offer services for routine advertisement releases. In the event of specific launch of a media campaign, CONCOR will contact any/all empanelled agencies for creative options and also to distribute the creative so developed amongst one or more agencies for further release of the same in the Print / Electronic Media.

8.2 Charges for jobs, other than press advertisements like printing, production of TVCs / radio jingles, setting-up of stalls in trade fairs/ exhibitions etc. will be decided on competitive bidding basis amongst the empanelled agencies.

8.3 Bills raised for advertisement releases should invariably be supported by the media bills, voucher copies and other relevant bills in duplicate. Payment in each case will be made after verifying these documents.

8.4 The Agency will not be paid for generating creative options, translation of material from English to Hindi or into any other Indian language.

9.0 Terms & Conditions

9.1 The term of empanelment shall be for a period of one (1) year extendable by one (1) more year depending on the performance of the Advertising agencies. The Corporation, however, reserves the right to take a final decision on this.

9.2 The management reserves the right to select or reject any application without assigning any reason thereof.

9.3 CONCOR reserves the right to terminate the services of the agency any time without assigning any reason, whatsoever. Such decision shall be binding on empanelled agencies.

9.4 In case large number of agencies are eligible as per the given criteria, CONCOR reserves the right to restrict the number of agencies to be empanelled as per its requirements based upon the evaluation criteria.

9.5 The empanelled agency will be required to submit Security Deposit/Bank guarantee of Rs.50,000/- in favour of Container Corporation of India Limited., which will be refundable at the time of expiry of the tenure without interest. The security deposit is liable to be forfeited wholly or partially if deficiency is found in the services of the party or failure to fulfill any agreed terms and conditions.

9.6 The agencies are required to submit an undertaking certifying that their agency has not ever been blacklisted from any of the organization/government/PSUs etc for any reason at any point of time.

9.7 The agency should submit original bill of the respective publication. All payments will be made on the basis of publication bill.

ANNEXURE I

SCOPE OF WORK FOR EMPANELLED AGENCIES

1. **Conceptualization of creative, designing and media management including release of advertisements in Newspapers, Commercials on TV / Radio etc. for CONCOR, Western Region's campaign.**
2. **Printing and Production of :**
 - **Annual Reports**
 - **House Journals (English / Hindi)**
 - **News letters**
 - **Corporate Brochures**
 - **Greeting cards**
 - **Diaries**
 - **Calendars**
 - **Exhibitions/ Posters/Display materials**
 - **Any other print / production jobs**
3. **Design & release of Advertisements in print media for :**
 - **NITs, UFRs/ AFRs**
 - **Chairman's Speech**
 - **Recruitment/ Auction notices etc**
 - **Classified Ads, Tenders, etc.**
 - **To provide inputs such as circulation figures, cost etc for various newspapers to plan and decide media plan.**
 - **To liaison with the newspapers and arrange for release of advertisement at a short notice on desired dates.**
4. **Production of TV spots/Radio jingles etc.**
5. **Organizing Exhibitions, setting-up of stalls / pavilions**
6. **Arranging publication of articles in leading news dailies/ magazines**
7. **Any other work related to publicity and corporate communication of the organization**
8. **CONCOR reserves the right to award work to any agency, not necessarily empanelled with CONCOR.**

ANNEXURE II

EVALUATION CRITERIA

Total Points: 100 (A + B+C)

A. Qualifying Criteria (Points: 25)

- 1) The Agencies, accredited to INS, shall have a minimum annual turnover of Rs.10 crores in the last three consecutive financial years i.e. FY 2014-15, 2015-16 & 2016-17. Audited Balance Sheets to be submitted.
- 2) Location of Mumbai Office and availability of complete infrastructure at Mumbai office (details to be furnished). The agency should provide documentary evidence of their office set-up in Mumbai.
- 3) Proven experience in advertising i.e. release of NIT, Chairman Speech, Recruitment ads, classified ads, UFR/AFR ads, corporate campaigns etc. (proof to be attached)

B. Sub-parameters: (Points: 35)

- 1 Names of PSUs, Government Sectors, Undertaking presently servicing (details to be furnished)
- 2 List of creative media campaigns handled with value during 2015-16 & 2016-17.
- 3 Proven capabilities for arranging interviews in Electronic and Print Media (coverage of newspaper clippings or CDs to be attached) during 2015-16 & 2016-17.
- 4 Details of experience in producing jingles and TVCs(details to be furnished)
- 5 Details of National / International awards received during 2014-15, 2015-16 & 2016-17.
- 6 Details of National / International Exhibitions organized during 2015-16 & 2016-17.
- 7 Quality of brochures / Annul reports, News letters etc produced / printed by the Agency during 2015-16 & 2016-17. Only one sample of each is to be enclosed.

C. CD Presentation : (Points : 40) (A CD containing a presentation on the 'Theme' mentioned below is to be enclosed along with the Offer Documents)

“CONCOR is a leading multimodal logistics operator, omnipresent in Logistic Ecosystem” To devise a creative advertisement for the same” (Please note that hard copies of the 'creative' or the presentation not required).

Evaluation of CD presentation shall include:

- 1 Line of approach and language of the text
- 2 Style of presentation
- 3 Strategy adopted
- 4 Rationale of the presentation and its relevance to the theme
- 5 Creativity / Overall quality of the campaign

FORM - 1

PROPOSAL FOR EMPANELMENT

FROM:

TO:

Sir:

Subject: Empanelment of Advertising Agencies for CONCOR –Western Region.

I/We _____ agency herewith enclose our Proposal for selection of my/our firm for Empanelment. We request CONCOR to accept certain information mentioned herein on self-certification basis. CONCOR may, however, verify the facts given by us, with any authority, if required. If it is found, at any point of time that the information furnished by us is inaccurate, CONCOR may initiate any action as it deems fit.

Yours faithfully,

Signature _____ Full Name _____
Designation _____ Address _____

(Authorized Representative)

FORM - 2

PARTICULARS REQUIRED FOR EMPANELMENT OF ADVERTISING AGENCIES (to be submitted by the Advertising Agencies strictly in the following order on their letter heads)

- i) Name of the Advertising Agency :
- ii) Address of Mumbai office: Tel.Nos. Fax No.
- iii) Full address of the Head Office & other Branch Offices) Tel.Nos. Fax No.
- iv) Name of the contact person in Mumbai (with designation) Tel.Nos:
Fax No: E-mail Id: Mobile No:
- v) Year of Establishment
Legal status of agency (Proprietary/ Partnership/ Private Ltd./ Public Ltd.)
- vi) Minimum Annual Turnover in the last three FYs should be at least Rs.10 crores (Rupees ten crores only)

Total Turnover (Rs. in crores)

- a) 2014-15 _____
- b) 2015-16 _____
- c) 2016-17 _____

(Attach only relevant pages of Audited Balance Sheet for each year and highlight the respective figure for easy comprehension)

- vii) Whether Accredited with INS : Yes / No (Proof of the same to be attached)
- viii) The agency should have a full fledged office in Mumbai. (A letter confirming this to be attached) and the agency should provide documentary evidence of their office set-up in Mumbai.
- ix) Names of Managing Director, Directors and top management (Separate sheets may be enclosed for elaboration of relevant details)
- x) Please furnish replies for the queries mentioned below along with supporting documents. (in the same order) :
 - Names of the Government Sector/ Undertaking/PSUs clients presently servicing.
 - Details of infrastructure facilities available with the agency at Mumbai Office
 - Total No. of persons working in Mumbai office :
 - Details of Client Service Deptt. (Mumbai office):
 - No. of people in creative team & Art deptt. (Mumbai):
 - Number of Media Planners (Mumbai Office):
 - Whether a fully equipped studio exists at Mumbai Office (Details):
 - Do you have own Studio/ Recording facilities at Mumbai office or outsourced
 - Is the Printing facility Owned or Outsourced

- xi) Please furnish replies for the queries mentioned below, with supporting documents in the same order :
- List of creative media campaigns handled with value during 2015-2016 & 2016-2017.
 - Details of National / International Exhibitions organized.
 - Details of experience in producing jingles and TVCs
 - Quality of brochures / Annul reports, News letters etc printed by the Agency.
- xii) The agencies are required to submit an undertaking certifying that the agency has not ever been blacklisted from any of the organization/government/PSUs etc for any reason at any point of time.
- xiii) Proven experience in advertising i.e. release of UFR/AFR ads, NIT, Chairman Speech, Recruitment ads, classified ads, corporate campaigns etc. (proof to be attached)
- xiv) PAN No., Service Tax No, VAT No (attach a photocopy)

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 _____ (Authorized Representative)

Note:

1. If needed, the Agency can use separate sheets for explaining the above points.
2. CONCOR reserves the rights to verify the facts/ information given by the Agency, with any authority, if required.
3. CONCOR reserves the right to accept / reject any Offer Document without assigning any reason.