

OIL INDIA LIMITED
(A GOVT OF INDIA ENTERPRISE)
DULIAJAN -786602 ; ASSAM

[Details of EOI NO. OIL / PR / EOI / 01 (A) /2016- AD AGENCY from INS accredited Advertising Agencies to be published in The Assam Tribune , The Sentinel, Amar Asom , Niyamiya Barta , Dainik Janambhumi , Asomiya Khabar , Dainik Agradoot , Dainik Purvodoy , Purvanchal Prahari, Dainik Jugasankha , Arunachal Times and Newslink (Aizawl)on 10.12.2016.]

EXPRESSION OF INTEREST (EOI) NO. OIL / PR / EOI / 01 (A) /2016- AD AGENCY from INS accredited Advertising Agencies, having office in North East India for Empanelment of advertising agencies for Field Headquarter, Duliajan for entering into contracts for a period of 03years, extendable by another one year to render advertising services and related services as and when required by OIL.

1. Introduction :

Oil India Limited, a Government of India “NAVRATNA” Category Enterprise, engaged in the business of Exploration, Production and Transportation of Crude Oil & Natural Gas and Production of LPG with participating interest in Oil & Gas sector in various overseas projects, intends to empanel advertising agencies having office in North East India for entering into contracts for rendering advertising services for the Company for Field Headquarter, Duliajan in print media and related services as and when required by OIL. Field Headquarter, Duliajan OIL releases various advertisements in empanelled national and regional newspapers pertaining to Company’s operational necessities like Notice Inviting Tender (NIT), Invitation for Bids (IFB), Recruitment Notifications, Expression of Interest (EOI), Operational Notices/Appeals as well as various Display Advertisements time to time. OIL intends to empanel reputed advertising agencies for the advertising service and other related services and hence invites Expression of Interest (EOI) from INS accredited advertising agencies having office in North East India and having requisite experience, capability and specialization in carrying out similar assignments. The agencies rendering services individually on their own only should apply. No collaboration, joint application etc. will be accepted.

2. Brief description, work scope and services required:

- a. NIT, Recruitment & display Advertisement
- b. Outdoor Advertisement
- c. Digital Advertisement
- d. Exhibition
- e. Arranging Press Meet/ Media Get together/ Media Planning
- f. Release of Press Note, Press Release etc.

3. Vendor qualifying Criteria:

(A) General :

Advertising agencies wishing to participate in the Expression of Interest (EOI) for empanelment must meet the following criterions.

- (i) **Agency Profile:**
a) Should have office in NE India with valid trade license **established not later than 2009**.
b) In case the office is **registered** in North East India and **established not later than 2009**, the same should be mentioned specially.
- (ii) **Full INS accreditation certificate:** Should possess full INS accreditation . To furnish Certificate for the current year along with previous three years without any break period.
- (iii) **Experience:**
a. NIT, Recruitment & display Advertisement
b. Outdoor Advertisement
c. Digital Advertisement
d. Exhibition
e. Arranging Press Meet/ Media Get together/ Media Planning
f. Release of Press Note, Press Release etc.
- (iv) **Empanelment as advertising agency during last seven years reckoned from EoI closing date in organizations having operations in NE India** : Minimum 8 (eight) nos PSUs/Govt. Organizations out of which 3 (three) nos. organizations should from Oil and Gas Sector PSUs (with necessary certificates of satisfactory performance).
- (v) **Feed Back from News Papers** : Will be obtained by OIL from National and Regional Daily newspapers.

(B) Financial -

(i) Turnover : Annual Financial Turnover of the agency during any of preceding three (03) financial / accounting years from the closing date of this EoI should be atleast Rs. 6.00 (Six) crores.

(ii) Net worth of bidder must be positive for preceding financial/accounting year.

Note 1 : Considering the time required for preparation of Financial Statements, if the last date of preceding financial / accounting year falls within the preceding six months reckoned from the original bid closing date and the Financial Statements of the preceding financial/accounting year are not available with the bidder, then the financial turnover of the previous three financial /accounting years excluding the preceding financial/accounting year will be considered. In such cases, the Net Worth of the previous financial/accounting year excluding year will be considered. However, the bidder has to submit an affidavit /undertaking certifying that “the balance sheet/Financial Statements for the financial year.....(as the case may be) has actually not been audited so far “.

Note 2 : For proof of Annual Turnover & Net Worth, any of the following documents must be submitted along with the bid :-

- a) A certificate issued by a practicing Chartered /Cost Accountant (with Membership Number and Firm Registration Number),certifying the annual turnover & Net Worth as per format prescribed in ANNEXURE –I
- OR
- b) Audited Balance Sheet along with Profit & Loss account.

(iii) The participant (s) must submit the following documents along with offer :

- a) Income Tax Clearance Certificate for last three financial/accounting years .
- b) Service Tax
- c) VAT Registration in NE India
- d) PAN No.
- e) PF & ESI

(C) Others -

i) Employees' Welfare -

- a) PF Certificate mentioning name and code number of individual employee.
- b) Employees' State Insurance / Medical Insurance Coverage (for individual employee for minimum Rs. 1.00 Lakh coverage per year) to be renewed every year.

ii) Resource Requirement -

- a) Minimum 5 (five) Nos. Computers with Scanner and Laser Printer
- b) Own Facsimile facilities
- c) Internet Connection

iii) Manpower Requirement-

- a) Minimum 8 (eight) nos. employees having expertise as mentioned below(at least one in each category) :
 - i) Computer Expertise
 - ii) Proficient designer
 - iii) Proficient translator

iv) Office cum Working Space -

- Minimum 40 Sq. Mtr. decent working space for use of Agency work only.

4. Documents to be submitted:

To qualify for consideration, service providers are required to supply one (1) set of the following documentation,with the specific chapters,separated by dividers, in the same order as set out here below (a) to (l) :

- a) Valid Proof of office in North East with trade license as well as of establishment not later than 2009
- b) Valid proof of establishment of registered office in NE India if the office is registered in NE India not later than 2009.
- c) Necessary certification of full INS Accreditation for the current year along with previous three years without any break period.
- d) Necessary certificates for Annual Financial Turnover of the Agency during any of the preceding three financial / accounting years from the closing date of this EoI to be

attached authenticated by practicing Chartered Accountant mentioning the membership number or audited Balance Sheet and Profit & Loss Account documents. (**Annexure I**)

e) For Income Tax clearance certificate (for the last three completed financial/accounting years/ Service Tax / VAT Registration in NE India /PAN No. etc , necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number.

f) Necessary certificates to be attached towards Employees' Provident Fund, Employees' State Insurance, Medical Insurance coverage.

g) Documentary proof of empanelment as advertising agency during last seven years reckoned from EoI closing date in organizations having operations in NE India along with certificates of satisfactory performance to be attached.

h) Necessary certificate from various organisations as noted in (g) above are to be attached towards experience in newspapers advertising.

i) Self certification regarding outdoor / digital advertising, exhibition, arranging Press Meet/ Media Get together/ Media Planning, release of Press Note, Press Release etc is to be attached.

j) As regards to office cum works space and Resource Requirement, necessary certificates from valuer to be attached for authentication.

k) Documentary proof of employed manpower along with bio-data of the employees to be attached.

l) Documentary proof(s) of rendering services individually on their own and without any franchise, collaboration and no joint application etc are required to be submitted.

Failure to provide any of the listed documents or information shall negatively affect the qualification to participate in the empanelment process for entering into contract agreements. Notwithstanding the submission of these documents, OIL is neither committed nor obliged to include any agency on the empanelment list or award any form of contract to any participant and /or associated companies.

- Note:**
- (i) Parties are requested to go through the details of the evaluation criteria of the EOI attached as **Annexure II** and record the self-evaluation based on the authenticated documentary proof (s) subject to scrutiny by OIL.
 - (ii) Minimum qualifying points for consideration of application is 60 points for empanelment of advertising agencies to enter into contract agreements.
 - (iii) Only maximum of 4 (four) agencies obtaining highest points will be empanelled as advertising agencies to enter into contract agreements for releasing NITs, Recruitment and display Advertisement and related service etc. as per the class of registration on the basis of marks obtained.
 - (iv) There will be 3 (three) classes of registered agencies based on points obtained (Class A- securing 95 points & above, Class -B- securing less than 95 points to 85 points and Class C - securing less than 85 points to 60 points. Accordingly the contract values of agreement will be based on class of registration i.e. with descending amount from Class A to Class C at the sole discretion of OIL.
 - (v) The parties should have no objection to produce the original certificates to OIL as and when required.

- (vi) Documentary proof (s) of tendering services individually on their own and proof of no franchises, collaboration and no joint application etc. are required to be submitted.
- (vii) The parties should have no objection to show their establishment and other necessary infrastructure to OIL representatives as and when required.

Please note that this is not an invitation to tender. After receipt of offers, only the maximum 4 (Four) best parties will be empanelled for three years, extendable by another one year through contractual agreement (s) with OIL for rendering advertising and related services as and when required. However, OIL has the right to reject any or all applications at the sole discretion of OIL without showing any reason thereof.

Interested parties having relevant experience and expertise as above are invited to submit hard copy of their EOI **within 3-00PM of 30 / 12 /2016** through courier / post super -scribing "**EXPRESSION OF INTEREST (EOI) NO. OIL / PR / EOI / 01 (A) /2016- AD AGENCY**" at the following address:

**DY GENERAL MANAGER – CSR (HoD)
OIL INDIA LIMITED
DULIAJAN – 786602
ASSAM**

++++++

ANNEXURE I

CERTIFICATE OF ANNUAL TURNOVER & NET WORTH

TO BE ISSUED BY PRACTISING **CHARTERED ACCOUNTANTS' FIRM** ON THEIR LETTER HEAD

TO WHOM IT MAY CONCERN

This is to certify that the following financial positions extracted from the audited financial statements of M/s..... (Name of the Bidder) for the last three (3) completed accounting years upto**(as the case may be)** are correct.

YEAR	TURN OVER In INR (Rs.) Crores	NET WORTH In INR (Rs.) Crores

Place:

Date:

Seal:

Membership No. :

Registration Code:

Signature

EVALUATION CRITERIA OF EOI FOR EMPANELMENT OF ADVERTISING AGENCIES TO ENTER INTO CONTRACT AGREEMENTS

Annexure II

SL NO	ITEM	SUB ITEM	Whether mandatory requirement	Total Points (100)	Method of evaluation	Remarks	Mandatory Self Evaluation by parties based on authenticated documentary proof(s) subject to scrutiny by OIL
1	Agency Profile	Should have office in NE India with valid trade license	YES			In case of NO, the application will not be considered. Necessary certificate to be attached.	
		The office in NE India should be established not later than 31.03.2009 with valid trade license	YES	10-12 points	During year 2008-09, 07-08, 06-07 = 10 points During year 2005-06, 04-05, 03-04 = 11 points From year 2002-03 & earlier = 12 points	Minimum qualifying point is 10. Necessary certificate to be attached. If established later than 31.03.2009 the application will not be considered.	
		In case the office is registered in NE India not later than 31.03.2009 will carry additional points	YES	6points	6 points for office registered in NE not later than 31.03.2009.	Not a mandatory criteria. Necessary certificate to be attached.	
2	Full INS accreditation certificate of the agency	Should possess full accreditation Certificate for the current year along with previous three years without any break period.	YES			In case of NO, the application will not be considered. Necessary certificate to be attached.	
3	Experience of the agency office of NE India	NIT, Recruitment & Display Advertisements Outdoor Advertisements Digital Advertisements Exhibition Arranging Press Meet/ Media Get together/ Media Release of Press Note ,Press Release etc	YES for any three	6-10 points	Experience in each category will carry 2 points. However, minimum qyalifying points should be 6 points	Minimum qualifying point is 6. Necessary certificate to be attached.	
4	Empanelment / Enlistment of the agency office of NE India as advertising agency since 01.04.2009 in organisations having operations in NE India.	Minimum 8 (eight) nos PSUs/Govt. Organisations out of which 3 (three) nos. organisations should from Oil and Gas Sector PSUs [certificate of satisfactory performance to be provided with the following break-up with i) Oil & Gas Sector PSUs, ii) Other Public Sectors, iii) Govt. organisations & iv) others.]	YES	15-25 points	Total = 8 (eight) nos. organisations out of which at least 3 (three) from Oil & Gas Sector PSUs = 15 points Total = 10 (ten) nos. organisations out of which at least 5 (five) nos. from Oil & Gas Sector PSUs = 20 points Total = 12 (twelve) nos. organisations or more out of which 5 (five) nos. or more from Oil & gas Sector PSUs = 25points	Minimum qualifying point is 15. Documentary proof of empanelment with PSUs/Govt. Organisations / Oil and Gas Sector PSUs, along with certificates of satisfactory performance to be attached. No private, Private Ltd Company, NGOs, Co-operative organisations will be considered.	

5	Feedback from newspapers on the agency office in NE India		YES	4-6 points	For average / satisfactory feed back - 4 Points, For above average / good feed back - 5 points, For very good / Excellent - 6 points	Minimum qualifying point is 4. Evaluation will be done by OIL collecting data from National & Regional daily news papers.	
6	Annual Financial Turnover of the Agency during any of preceding three financial / accounting years from the closing date of this EOI	Minimum Rs. 6.00 (six) crore annual TO	YES	12-20 points	From Rs 6.00 Crores upto Rs 9.00 Crore = 12 points From Rs 9.00* Crores upto Rs 12.00 Crore = 16 Points From Rs 12.00* Crores & above = 20 points	Minimum qualifying point is 12. Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number. Balance Sheet and Profit & Loss Account documents are also required to be submitted.	
7	Certificates of the Agency	Income Tax Clearance Certificate for last three completed financial / accounting years Service Tax VAT Registration in NE India PAN No. PF Certificate mentioning name and code number of individual employee	YES			In case of NO in any head, the application will not be considered. Necessary certificates to be attached.	
9	Resource Requirement of the agency office of NE India	Minimum 5 (five) nos. Computers with Scanner and Leaser Printer Own Fascimile Facilities Internet connections	YES	5-8 points	Minimum 5 computers with other facilities - 5 points Minimum 6 computers with other facilities - 6 points Minimum 7 computers with other	Minimum qualifying points is 5. Necessary certificates from valuer to be attached for authentication.	
10	Manpower Requirement of the agency office of NE India	Minimum eight(8) Nos. Employees Computer Expertise Professional Designer Proficiency in translation	YES	5-8 points	Minimum 8 employees having expertise as mentioned (atleast one in each catagory) - 5 points Minimum 10 employees having expertise as mentioned (at atleast two in each catagory) - 6 points Minimum 12 employees having expertise as mentioned (as least three in each catagory) - 7 points Minimum 14 employees & above having expertise as mentioned (atleast four in each catagory) - 8 points		

11	Office cum Working Space of the agency office of NE India	Minimum 40 Sq. Mtr. decent working space for use of Agency work only	YES	3-5 points	Minimum 40 sq m upto below 60 sq.m = 3points Minimum 60 sq m upto below 80 sq.m = 4points Minimum 80 sq m and above = 5points	Mimimum qualifying point is 3. 4 (four) photographs from 4 (four) corners along with certificate from valuer to be attached for authentication.	
----	--	--	------------	-------------------	---	--	--

KEY POINTS

1. Minimum qualifying points for consideration of applications is 60 points for empanelment of advertising agencies to enter into contract agreements
2. Only maximum of 4 (four) agencies obtaining highest points will be empanelled as advertising agencies to enter into contract agreements for releasing NITs, Recruitment and display Advertisements and related services etc. as per the class of empanelment on the basis of marks obtained
3. There will be 3(three) classes of empanelled agencies based on points obtained (Class A - securing 95 points & above, Class-B-securing less than 95 points to 85 points and Class -C-securing less than 85 points to 60 points). Accordingly the contract values of agreement will be based on class of empanelment i.e. with descending amount from Class A to Class C at the sole discretion of OIL.

NOTE:

1. The parties should have no objection to produce the original certificates to OIL as and when required.
2. Documentary proof of rendering services by the agency office in NE India individually on their own for seial no.1,3,4,8,9,10 and 11 should be submitted. However for seral no.2,6 and 7 necessary certificates of agency office of NE India / Head Office / Parent Office should be submitted. The proof under seial no.5 i.e feedback from newspapers will be obtained by OIL
3. The agency should submit documentary evidence of 'no collaboration',and 'no joint application'
4. The parties should have no objection to show their establishment and other necessary infrastructure to OIL representative as and when required.
5. OIL has the right to reject any or all applications at the sole discretion of OIL without showing any reason thereof