

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

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

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 registered office in North East India for entering into contracts for rendering advertising services to the Company in print media and related services as and when required by OIL. 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 registered 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, franchises, 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) Advertising agencies wishing to participate in the Expression of Interest (EOI) for empanelment must meet the following criterions.

- (i) **Agency Profile:**
 - a) Should have registered office in NE India.
 - b) Should be established not later than 2012. Applicants established after 2012 will not be considered.
- (ii) **Full INS accreditation certificate:** Should possess full INS accreditation Certificate for year 2015-16, 2014-15 & 2013-14 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 in organizations:** 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) **Additional experience:** In creative design works during last 3 (three) years i.e. 2013, 2014 and 2015 for - brochure, calendar, souvenir, magazine etc.

(vi) **Feed Back from News Papers:** Will be obtained by OIL from National and Regional Daily newspapers.

(B) Financial -

1. Total turnover for the last three years(FY 2012-13, 2013-14 & 2014-15) :

Minimum Rs. 9.00 (Nine) crores.

2.
 - a) Income Tax Clearance Certificate for last three years i.e. 2012-13, 2013-14 and 2014-15
 - b) Service Tax
 - c) VAT Registration
 - d) PAN No.

(C) Others -

a) Employees' Welfare-

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

b) Resource Requirement -

- i) Minimum 5 (five) Nos. Computers with Scanner and Laser Printer
- ii) Own Facsimile facilities
- iii) Internet Connection

c) 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

d) **Office cum Working Space** - 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 (h) :

- a) Valid Proof of registered office in North East as well as of establishment before 2012.
- b) Necessary certification of full INS Accreditation without any break period for the year 2015-16; 2014-15 and 2013-14
- c) For Annual Turnover, 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.
- d) For Income Tax clearance certificate (for 2012-13, 2013-14 & 2014-15) / Service Tax / VAT Registration / PAN No. etc , necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number.
- e) Necessary certificates to be attached towards Employees' Provident Fund, Medical Insurance coverage.
- f) Documentary proof of empanelment with PSUs/Govt. Organisations / Oil and Gas Sector PSUs, along with certificates of satisfactory performance to be attached.
- g) Necessary certificate from various organisations as note in (f) above are to be attached towards experience in newspapers advertising.
- h) 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.
- i) As regards to office cum works space and Resource Requirement, necessary certificates from valuer to be attached for authentication.
- j) Documentary proof of employed manpower along with bio-data of the employees to be attached.
- k) As regards additional experience, parties have to submit maximum numbers of their best sample designs in original along with necessary certificates from the concerned authority.

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 I 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 80 points and Class C – securing less than 80 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.

Interested parties having relevant experience and expertise as above are invited to submit hard copy of their EOI **within 3-00PM of 07 / 10 /2016** through courier / post super –scribing **“EXPRESSION OF INTEREST (EOI) NO. OIL / PR / EOI / 01 /2016- AD AGENCY”** at the following address:

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

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

ANNEXURE-I

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 registered office in NE India	YES			In case of NO, the application will not be considered. Necessary certificate to be attached.	
		Should be established not later than 2012	YES	3-7 points	During year 2012-'11-'10 = 3 points During year 2009-'08-'07 = 5 points From year 2006 & earlier = 7 points	Minimum qualifying point is 3. Necessary certificate to be attached. If established later than 2012, the application will not be considered.	
2	Full INS accreditation certificate	Should possess full INS accreditation Certificate for year 2015-16, 2014-15 & 2013-14 without any break period.	YES			In case of NO, the application will not be considered. Necessary certificate to be attached.	
3	Experience	NIT, Recruitment & display Advertisement	Yes			In case of NO the application will not be considered. Necessary Certificates to be attached.	
		Outdoor Advertisement	Yes for any three	6 - 10 points	Experience in each category will carry 2 points. However, minimum qualifying points should be 6 points.	Minimum qualifying points is 6. Necessary self certificates to be attached.	
		Digital Advertisement					
		Exhibition					
		Arranging Press Meet/ Media Get together/ Media Planning					
Release of Press Note, Press Release etc.							
4	Empanelment as advertising agency in organisations	Minimum 8 (eight) nos PSUs/Govt. Organisations out of which 3 (three) nos. organisations should from Oil and Gas Sector PSUs (with necessary certificates of satisfactory performance)	YES	12-20 points	Total = 8 (eight) nos. organisations out of which at least 3 (three) from Oil & Gas Sector PSUs = 12 points Total = 10 (ten) nos. organisations out of which at least 5 (five) nos. from Oil & Gas Sector PSUs = 16 points Total = 12 (twelve) nos. organisations or more out of which 5 (five) nos. or more from Oil & gas Sector PSUs = 20 points	Minimum qualifying points is 12. Documentary proof of empanelment with PSUs/Govt. Organisations / Oil and Gas Sector PSUs, along with certificates of satisfactory performance to be attached.	
5	Additional experience in creative design	In creative design works during last 3 (three) years i.e. 2013, 2014 and 2015 for - brochure, calendar, souvenir, magazine etc.	NO	4 points	First 5 (five) Nos. of acceptable designs by OIL will carry 1 (one) point. For every 2 (two) acceptable design works will carry 1 point extra upto maximum of 4 points.	Not a mandatory requirement. Parties have to submit maximum numbers of their best sample designs in original along with necessary certificates from the concerned authority..	
6	Feed Back from News Papers		YES	4 - 8 points	For average / satisfactory feed back - 4 Points, For above average / good feed back - 6 points, For very good / Excellent - 8 points	Minimum qualifying points is 4. Evaluation will be done by OIL collecting data from National & Regional daily news papers.	

7	Total turnover for the last three years (FY 2012-13, 2013-14 & 2014-15)	Minimum Rs. 9.00 (Nine) crore (certificate to be provided with the following break-up with i) Oil & Gas Sector PSUs, ii) Other Public Sectors, iii) Govt. organisations & iv) others.	YES	25-35points	From Rs. 9.00 Crores upto Rs.12.00 Crore = 25 points From Rs. 12.00 ⁺ Crores upto Rs.16.00 Crore = 30 Points From Rs. 16.00 ⁺ Crores & above = 35 points	Minimum qualifying points is 25. 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.
8	Certificates	Income Tax Clearance Certificate for last three years i.e. 2012-13, 2013-14 and 2014-15 Service Tax VAT Registration PAN No.	YES			In case of NO in any head, the application will not be considered. Necessary certificates to be attached authenticated by practicing Chartered Accountant mentioning the membership number.
9	Employees' welfare	PF Certificate mentioning name and code number of individual employee Employees' State Insurance / Medical Insurance Coverage (for individual employee for minimum Rs. 1.00 Lac coverage per year) to be renewed every year.	YES			In case of NO in any head, the application will not be considered. Necessary certificates to be attached.
10	Resource Requirement	Minimum 5 (five) Nos. Computers with Scanner and Leaser Printer Own Facsimile facilities Internet connection	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 facilities - 7 points Minimum 8 computers & above with other facilities - 8 points	Minimum qualifying points is 5. Necessary certificates from valuer to be attached for authentication.
11	Manpower Requirement	Minimum 8 (eight) Nos. employees Computer expertise Proficient designer Proficiency in translation	YES	5-8 points	Minimum 8 employees having expertise as mentioned (atleast one in each category) - 5 points Minimum 10 employees having expertise as mentioned (at atleast two in each category) - 6 points Minimum 12 employees having expertise as mentioned (as least three in each category) - 7 points Minimum 14 employees & above having expertise as mentioned (atleast four in each category) - 8 points	Minimum qualifying points is 5. Documentary proof of employed manpower along with bio-data of the employees to be attached.
12	Office cum Working Space	40 Sq. Mtr. Decent working space for use of Agency work only	YES			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 registration on the basis of marks obtained

3. 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 80 points and Class -C- securing less than 80 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.

- 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 individually on their own and proof of 'no franchises', 'no collaboration' and 'no joint application' are required to be submitted.
 3. The parties should have no objection to show their establishment and other necessary infrastructure to OIL representative as and when required.