

Expression of Interest for Advertisement & Publicity Services - IMI Delhi

Bids are invited under a two bid system for selection of an advertising and publicity services through print media as per the criteria set out below:-

Essential Eligibility Criteria

The advertising agency should fulfill the following criteria:

1. The applicant should be legal entity registered in India
2. A valid accreditation of Indian Newspaper Society (INS)
3. Full-fledged office set up in Delhi / NCR with state of art infrastructure.
4. Minimum 5 years' experience in advertising and publicity.
5. Agency should have been on panel of at least 2 or more similar Institutes of Business management/ Corporates/PSU/ Govt Departments
6. In house Proficiency, translation and proof reading facilities in Hindi & English.
7. Minimum annual turnover of Rs. 15.00 crores during last three years each with documentary proof for the year 2013-14, 2014-15 & 2015-16 certified by Chartered Accountant.
8. Agency should not have been blacklisted by any Central/ State Government/ Public Sector Undertaking.
9. Agency should not be involved in any litigation that may have an impact on the delivery of services as required under this E.O.I and in execution of agreement.

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 shall have to submit a Performance Security of Rs. 50,000/- in the form of a Demand Draft/ Bank Guarantee drawn from any nationalized bank in favour of IMI Delhi.
4. Payments shall be released by IMI against the bills received from the agency after having completed the job to the satisfaction of Institute along with the hard copy of advertisement.
5. IMI reserves the right to remove any such agency from the empanelled list along with forfeiture of Performance Security, if the services provided by the Agency are found to be unsatisfactory or if the information provided for empanelment is found to be false.
6. IMI 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 IMI of its right to release advertisement directly without routing them through the empanelled advertising agencies
7. IMI 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.

Submission of Bids

Proposals are invited under a two bid system from eligible agencies as per the eligibility criteria given above. The bids must be submitted in two envelopes. First envelope marked as 'Technical Bid' must contain the following:

- Proof of accreditation with INS (Indian Newspaper Society)
Client list as per the criteria given above.
- Audited balance sheet certifying annual turnover of 15 crores or above in last three years.
- Income Tax Return for the last three years in proof of annual turnover of Rs. 15 crores.
- Proof of Service Tax Registration
- Copy of PAN card
- Certificate of satisfactory service issued by authorized representative of the client
- A Demand Draft / Bank Guarantee / Bankers Cheque for Rs.50,000 (valid up to 30th September 2017) towards Earnest money deposit which will be later converted into performance security for the successful bidder. The EMD for the rest of the bidders will be refunded on conclusion of the process.

The second envelope will be marked as 'Price Bid' in which the rates should be quoted strictly as per the newspaper media plan enclosed herewith. The rates quoted should be inclusive of all applicable taxes.

The planned advertisement space is tentative and is likely to reduce or increase depending on the requirement. The Institute will not be obliged to issue work order for the sizes mentioned above and may carry out any amount of allocation at its discretion.

The technical bid will be opened by Branding and Media Relations Committee followed by opening of Price bid of those vendors only who would be declared eligible by qualifying the technical requirements as stated above. L-1 will be ascertained on the basis of total price quoted for all the advertisements in all phases.

The bidders are requested to bring their proposals in person or put the sealed envelopes in the Tender box located outside the Administrative & Academic building of the Institute latest by **5th June, 2017 upto 3.30 pm**. Bidders are requested to be physically available on the day of opening of the bids.

This EoI can also be seen and downloaded from our website: www.imi.edu.

Bids will be opened on **5th June, 2017 at 3.30 p.m.** at the following address:-

International Management Institute
B-10 Qutab Institutional Area
Tara Crescent
New Delhi 110016