



EMPANELMENT OF ADVERTISING AGENCIES

NTPC Limited, the largest power utility of India, intends to empanel professionally managed Advertising Agencies for its various jobs at the Corporate Centre, Regional Offices, Projects, Station etc. located all over India.

For detailed Advertisement, Bid Documents and Eligibility Criteria, please visit our websites at <https://www.vendor.ntpc.co.in>, www.ntpctender.com or www.ntpc.co.in on January 16, 2017 onwards. The interested agencies who are prima-facie qualified, can apply online by registering at <https://www.vendor.ntpc.co.in>.

Online applications for empanelment of advertising agencies can be submitted till February 15, 2017 at <https://www.vendor.ntpc.co.in>.

1. **Eligibility Criteria:**

(i) **Category A:** Corporate Campaign, all display advertisement of Corporate Centre & all other units of NTPC, such as Chairman speech, UFR / AFR, various advertisements related to event, Goodwill, Recruitment, MOP etc, Digital Campaign, Spots, Films etc.

- I. Agencies with annual average turnover above ₹ 40 crores during last three financial years ending March 2016;
- II. Having full INS accreditation since preceding three years i. e, 2013-14, 2014-15 and 2015-16 without any interruption, valid as on the date of the advertisement;
- III. Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement; and
- IV. Agencies having offices in at least four States / UTs, out of which at least one in NCR since preceding three years as on date of advertisement.

(ii) **Category -B:** NITs, Notices, Exhibition, Designing & printing work to be carried out by Corporate Centre.

- I. Agencies with annual average turnover above ₹ 25 crores during last three financial years ending March 2016;
- II. Having full INS accreditation since preceding three years i. e, 2013-14, 2014-15 and 2015-16 without any interruption, valid as on the date of the advertisement;
- III. Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement; and
- V. Agencies having offices in at least four States / UTs, out of which at least one in NCR since preceding three years as on date of advertisement.

- (iii) **Category C:** NITs, Notices, Exhibition, Designing & printing work to be carried out by other Units of NTPCs, i.e. regional headquarters, projects, stations etc.
- I. Agencies with annual average turnover above ₹ 15 crores, for last three financial years ending March 2016;
 - II. Having full INS accreditation since preceding three years i.e, 2013-14, 2014-15 and 2015-16 without any interruption, valid as on the date of the advertisement;
 - III. Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement; and
 - IV. Agencies having offices in at least four States / UTs, out of which at least one in any of the following cities i.e. NCR, Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar, Hyderabad as on date of advertisement

The work relating to NITs, Notices shall be assigned to all agencies on rotation basis in Category B (by Corporate Centre) and Category C (by Projects, Stations, RHQs) and all other jobs shall be finalised on creative / financial bid basis as per job requirements.

The empanelment process will be a two part process consisting of Stage-I & II. For qualifying under stage-I, the agency is required to get minimum 25 out of 50 marks, otherwise, it will not be considered as qualified for Stage – II.

Approximately, the top 10, 20 & 30 agencies in Categories-A, B & C respectively in stage-I will be considered as qualified for stage-II evaluation as per recommendation of Stage I Committee. These agencies should also fulfill the above criteria of scoring a minimum of 25 marks out of 50 during stage-I evaluation. The agency short listed on the basis of stage-I will be called to submit the documents for stage-II.

The agencies have option to apply under more than one category as per the Eligibility Criteria. The agencies will be evaluated based on evaluation criteria as per for each category. In case the agency is applying for more than one category, they can do so, however separate EMD of ₹90,000/- will be required to be submitted for each category.

How to apply: Interested agency can apply by login in www.vendor.ntpc.co.in. ***Please go through the lists of documents required in support of fulfilling each criterion. Keep the scanned copy of documents ready in pdf format for uploading.***

The important dates are as follows:

Bid cycle will be open for participation :16.01.2017 to 15.02.2017

The DD for EMD with EFT form, cancelled cheque, copy of PAN card with covering letter to be sent to

Addl.General Manager (CC)

NTPC Ltd., NTPC Bhawan, SCOPE Complex, Core-7, 1st Floor,
Lodi Road, New Delhi -110 003

**DOCUMENTS REQUIRED IN SUPPORT OF ELIGIBILITY CRITERIA FOR
EMPANELMENT OF ADVERTISING AGENCIES**

Category A

S. N.	Eligibility Criteria	Documents required to be produced / submitted
01	Agencies with annual average turnover above ₹40 crores, for last three financial years ending March 2016	Photo copy of audited Balance Sheet (BS)with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. # While computing the annual turnover other income shall not be considered.
02	Having full INS accreditation since preceding three years i. e, FY 2013-14, 2014-15 & 2015-16 without any interruption, valid as on the date of the advertisement	A self-certificate in the prescribed format (Annexure “2D”), for preceding three years i e FY 2013-14, 2014-15 & 2015-16 and valid as on the date of the advertisement.
03	Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement;	Empanelment order having validity for last three years from the date of bid opening (with continuation certification from the issuing organisations)
04	Agencies having offices in at least four States / UTs, out of which at least one in NCR since preceding three years as on date of advertisement	Any document to establish existence of the office. (one from starting three months & other from last three months for each FY). <ul style="list-style-type: none"> • Copy of landline/ post paid mobile in the name of the agency; or • Copy of Registration under Shop & Establishment Act with renewal; or • Copy of registration by Local authority with renewal etc or • Lease agreements or any other proof

Category B

S. N.	Eligibility Criteria	Documents required to be produced / submitted
01	Agencies with annual average turnover above ₹25 crores, for last three financial years ending March 2016	Photo copy of audited Balance Sheet (BS)with Profit & Loss A/c for FY FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. # While computing the annual turnover other income shall not be considered. .
02	Having full INS accreditation since preceding three years i. e, FY 2013-14, 2014-15 & 2015-16 without any interruption, valid as on the date of the advertisement	A self-certificate in the prescribed format (Annexure “2D”), for preceding three years i e FY 2013-14, 2014-15 & 2015-16 and valid as on the date of the advertisement.
03	Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement;	Empanelment order having validity for last three years from the date of bid opening (with continuation certification from the issuing organisations)
04	Agencies having offices in at least four States / UTs, out of which at least one in NCR since preceding three years as on date of advertisement	Any document to establish existence of the office. (one from starting three months & other from last three months for each FY) <ul style="list-style-type: none"> • Copy of landline/ post paid mobile in the name of the agency; or • Copy of Registration under Shop & Establishment Act with renewal; or • Copy of registration by Local authority with renewal etc or • Lease agreements or any other proof

Category C

S. N.	Eligibility Criteria	Documents required to be produced / submitted
01	Agencies with annual average turnover above ₹15 crores, for last three financial years ending March 2016.	Photo copy of audited Balance Sheet (BS)with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. # While computing the annual turnover other income shall not be considered.
02	Having full INS accreditation since preceding three years i. e, FY 2013-14, 2014-15 & 2015-16 without any interruption, valid as on the date of the advertisement	A self-certificate in the prescribed format (Annexure “2D”), for preceding three years i e FY 2013-14, 2014-15 & 2015-16 and valid as on the date of the advertisement. .
03	Empanelment of minimum three years with PSU/ Public Limited Company/ Central/ State Govt. / Ministry / Autonomous Bodies/ Statutory Bodies as on date of advertisement;	Empanelment order having validity for last three years from the date of bid opening (with continuation certification from the issuing organisations)
4	Offices in at least four States/UTs, out of which at least one in any of following cities ie NCR, Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar , Hyderabad as on date of advertisement	Any document to establish existence of the office. (one from starting three months & other from last three months for each FY) <ul style="list-style-type: none">• Copy of landline/ post paid mobile in the name of the agency; or• Copy of Registration under Shop & Establishment Act with renewal; or• Copy of registration by Local authority with renewal etc or• Lease agreements or any other proof

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DOCUMENTS REQUIRED IN SUPPORT OF CRITERIA FOR STAGE-I EVALUATION

Category A (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	Photo copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.)
2	Print Campaigns (A series of linked ads. minimum 2 with a single idea or theme)	Any documentary proof for each advt of Campaign: <ul style="list-style-type: none"> • Tear sheets of publications in which the advts appeared with by-line • Copies of release order & execution certificates from the issuing organisation • Any other documentary proof
3	Financial Advertisements	Any documentary proof for the advertisement: <ul style="list-style-type: none"> • Tear sheets of publications in which advertisements such as Financial Results, Advertising. for IPO/FPO, FD, and Chairman Speech etc with by-line of the agency; • Release order & execution certificates from the organisation • Any other documentary proof
4	VIP Event based Advt (Inauguration/commissioning/ dedication of projects)	Any documentary proof for the advertisement: <ul style="list-style-type: none"> - Tear sheets of publications in which advertisements such as inauguration, foundation laying ceremony etc having by-line of the agency appeared; - Release order & execution certificates from the organisation - Any other documentary proof
5	Production of TV spot / film/ jingles	Copies/ link TV Spot/film/Jingles: <ul style="list-style-type: none"> • having by-line of the agency; or • copies of release order with completion Certificates from client; or • or any other documentary proof
6	Digital Advertising/ Web site/Social media management	<ul style="list-style-type: none"> • Copies/link for the digital advertising with by-line, or • designing & hosting website with credit line or • Purchase orders with completion certificates from the organisations,
7	Manpower in NCR as on date of advertisement	Copy of any of following documentary proof to establish <ul style="list-style-type: none"> • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
8	Offices at regional headquarters of NTPC i.e. NCR, Lucknow, Mumbai, Raipur, Dehradun, Patna, Bhubaneswar, Hyderabad as on date of advertisement,	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. <ul style="list-style-type: none"> • Landline/ mobile bill in the name of the agency as official proof ; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

Category B (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	Copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.)
2	Designing of House Journal	Copies of publications: <ul style="list-style-type: none"> - having by-line of the agency; or - copies of purchase orders with completion certificates from client; or - any other documentary proof

3	Designing of Coffee table book/ Brochure (minimum 8 pages)	Copies of publications: - having by-line of the agency; or - copies of purchase orders & completion certificates from the client; or - any other documentary proof
4	Designing of Annual Reports	Copy of annual report having by-line of the agency, or - Copies of purchase orders with execution certificates from the organisation
5	Designing and Installation of Exhibitions / Tableau / Fairs	- Photo of exhibition/ tableau with Purchase orders and its execution certificate from client ; - any other documentary proof:
6	Manpower in NCR as on date of advertisement	Copy of any of following documentary proof to establish • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
7	Offices at regional headquarters of NTPC i.e. NCR, Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar, Hyderabad as on date of advertisement.	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. • Landline/ mobile bill in the name of the agency as official proof ; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

Category C (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	• Photo copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.)
2	Designing of House Journal	Copies of publications: • having by-line of the agency; • copies of purchase orders/Completion Certificates from the organisation; • or any other documentary proof
3	Designing of Brochure/ other publications (minimum 8 pages)	• Copies of publications: • having by-line of the agency; • copies of purchase orders/Completion Certificates from the organisation; • or any other documentary proof
4	Designing and installation of Exhibitions / Tableau / Fairs)	- Photo of exhibition/ tableau with Purchase orders and its execution certificate from client ; • any other documentary proof:
5	Manpower in offices at sl.nos. 6 as on date of advertising.	Copy of any of following documentary proof to establish • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
6	Offices at regional headquarters of NTPC i.e. NCR Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar, Hyderabad as on date of advertisement,	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. • Landline/ mobile bill in the name of the agency as official proof ; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

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