



GAIL (India) Limited

Corporate Office – New Delhi

EMPANELMENT OF ADVERTISING AGENCIES Eol – GAIL/CC/Empanelment/Advt.Agencies/2024

1. Expression of Interest (Eol) details

- a. Eol reference No. : GAIL/CC/Empanelment/Advt.Agencies/2024
- b. Name of Eol : Empanelment of Advertising Agencies by GAIL (India) Limited
- c. Download Eol at: <https://www.gailonline.com/EXPRESSIONOFINTEREST.html>
- d. **Email BEC documents at:** agencyempanelment@gail.co.in
- e. Documents are to be submitted in **e-format (PDF) ONLY**. However, GAIL (India) Limited, may ask for any original document at any stage for verification /confirmation.
- f. **Last date of submission of documents** (as listed below) : **30.07.2024 till 5 pm**
i.e. bidder's email with pdf attachment should reach email id-
agencyempanelment@gail.co.in till 5 pm on 30.07.2024 positively.
- g. PDF file size to be maximum 12 MB. 1 attachment only.
- h. Contact Person from GAIL: Ms.Richa Joshi, Sr. Manager (CC)
011-26172580 extn : 2769
Email : agencyempanelment@gail.co.in

2. Introduction

GAIL (India) Limited wishes to empanel INS accredited advertising agencies for handling routine, statutory, advertising, branding and communication assignments. The empanelment will be for such jobs in and outside India, as per requirement of the job.

3. Broad Scope of Work

The empaneled advertising agencies shall be working on various communication activation platforms. The broad Scope of Work giving an indicative list of assignments is as follows:

- Publication of Notices Inviting Tender (NITs), Financial Ads, Recruitment Advertisements, Corporate Advertisements, Product Advertisements, Digital Advertisements etc
- Radio Jingles and TV Commercials
- Outdoor Advertisements, Hoardings etc.
- Institutional Campaigns, including Event Management and Advertisements
- Designing, printing and production of Annual Reports, Folders / Brochures / Pamphlets / Posters /Coffee table book/ House Journals and other print jobs as may be required from time to time
- Short Films, Audio Visuals and Multi Media presentations
- Designing, fabrication & installation of Exhibitions in India and abroad
- Event Management (including Backdrops, Banners, Standees)
- Corporate Gifts/Mementos/Giveaways
- Photography (including industrial photography)/videography
- Public Relations activities
- Social Media/Digital Media management
- Campaigns on behalf of company, other oil and gas sector companies, Ministry of Petroleum & Natural Gas
- Such other jobs for company, Ministry for Petroleum & Natural Gas and other organizations with which the company may be associated for a particular job

The above is an indicative and not an exhaustive list of advertising, branding and communication activities that may be undertaken by company in the future. However, the activities would be undertaken in line with the company's business and communication strategy and it may be possible that company may not undertake some of the activities mentioned above during the period of empanelment.

4. Process of empanelment

It is a **3 step process** as follows:

- Screening as per **Bid Evaluation Criteria (BEC)** – Only those agencies which meet BEC would be invited to participate in Stage 1 and further evaluation.
- **Stage 1 - Quantitative Assessment** – Marking will be done on basis of documents submitted against the requirements shared after meeting BEC. The agency(ies) which score a minimum of 25% of maximum marks specified in each of the parameters, but overall 20 marks or more out of 40 marks on the parameters, would be considered for further evaluation at Stage-2. Only agencies scoring minimum qualifying marks as per requirement would be invited to participate in the Stage 2 of evaluation.
- **Stage 2 – Qualitative Assessment** – Marking will be done on the basis of presentations made by the shortlisted agencies of Stage 1. The criteria of evaluation of Stage 2 would be shared with these shortlisted agencies only.

Quantitative Assessment (Stage 1) will be 40% of the total marking and Qualitative Assessment (Stage 2) will be 60% of total marking. The final ranking of the agencies would be made on the basis of total marks scored by the agencies in Stages 1 and 2. Top Eight (8) ranked agencies, on the basis of combined scores of Stage 1 & 2, would be empaneled.

5. Duration of Empanelment

Top **8 (eight)** ranked agencies shall be empaneled initially for a period of two years after which the term of empanelment can be further extended based on their performance. Such extensions shall be for a period of 1 year. The evaluation of performance during the empanelment period shall be an ongoing activity and would be based on criteria such as number of briefings attended (as a percentage of briefings done), number of times work awarded and number of times satisfactory completion of jobs, etc.

6. Bid Evaluation Criteria (BEC)

A list of Bid Evaluation Criteria (BEC) requirements and supportive documents required are placed below. An agency **not meeting any** of the following Bid Evaluation Criteria (BEC) requirements shall be summarily rejected and shall not be considered for further evaluation.

S.No.	BEC Requirement	Documents to be submitted by the bidder
	TECHNICAL	
1	<p>Indian Newspaper Society (INS) Accreditation</p> <p>Valid accreditation from INS is mandatory as on the due date of bid submission</p>	<p>Self-attested accreditation certificate to be submitted by agencies. GAIL would also ascertain accreditation status from INS.</p>
2	<p>Media Campaign</p> <p>The agency must have executed at least two Media Campaigns* of INR 25 lakh (incl. of taxes) each of Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p>	<p>1.Copies of published advertisement in print media /TV commercial/ Radio/Digital commercial/screenshot of digital advertisement 2.Copies of work order/contract and its completion certificate showing work order number and date, executed value, date of completion etc. 3.Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant</p>
3	<p>Design and Publication Jobs</p> <p>The agency must have designed and published in its entirety:</p> <p>i) Annual report in print or e-format for Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p> <p style="text-align: center;">And</p> <p>ii) Brochure/ House Journal/Coffee table book in print or e-format for Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p>	<p>1.Copy of the Annual Report 2.Copy of Brochure /House Journal/Coffee table book 3. Copies of work order/contract and its completion certificate showing work order number and date, executed value, date of completion etc. 4. Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant</p>

4	<p>Exhibition</p> <p>The agency must have executed at least two pavilions at National/ International exhibitions for Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p>	<ol style="list-style-type: none"> 1. Photographs of the Pavilions / Stalls put up 2. Copies of work order/contract and its completion certificate showing work order number and date, executed value, date of completion etc. 3. Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant
5	<p>AV/Films</p> <p>The agency must have executed at least one assignment of audio visual/multimedia production work/ film for Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p>	<ol style="list-style-type: none"> 1. Copy of the Film 2. Copies of work order/contract and its completion certificate showing work order number and date, executed value, date of completion etc. 3. Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant
6	<p>Outdoor Advertising</p> <p>The agency must have executed at least one assignment of outdoor advertising for Listed Body Corporate** and/or Ministry/ Departments of Government of India (directly or through any CPSE)/ Autonomous bodies created under the constitution of India or by Act of Parliament or CPSE or Regulatory body of Government of India in the preceding two years to be reckoned from due date of bid submission.</p>	<ol style="list-style-type: none"> 1. Photos of outdoor advertising work done 2. Copies of work order/contract and its completion certificate showing work order number and date, executed value, date of completion etc. 3. Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant
7	<p>Clientele</p> <p>At least 5 Listed Body Corporate (**) as client in the preceding two years to be reckoned from due date of bid submission.</p>	<ol style="list-style-type: none"> 1. Copies of empanelment letter / work order. 2. Details to be furnished in Format F-A duly authenticated by Statutory Auditor / Chartered Accountant

	FINANCIAL	
8	<p>Turnover</p> <p>Average Annual turnover should be minimum INR 15 crore in preceding two financial years.</p> <p>Preceding two financial years refers to immediate two preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate two preceding financial years are not available, in such case the audited financial results of the 2 years immediately prior to that year will be considered.</p>	<p>1. Copy of duly audited Financial Report for two preceding financial years</p> <p>2. A certificate from the Chartered Accountant as per proforma provided at Format F-B.</p>
9	<p>Net Worth</p> <p>Net worth of the agency should be positive as per the audited financial Statement of the preceding financial year.</p> <p>Immediate preceding financial year refers to audited financial results for the immediate preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate preceding financial year is not available, in such case the audited financial results of the year immediately prior to that year will be considered.</p>	<p>1. Copy of duly audited Financial Report for preceding financial year</p> <p>2. A certificate from the Chartered Accountant as per proforma provided at Format F-B.</p>

Note:

i)*A media campaign is defined as one or more print advertisements/Television/Radio/Digital Commercial developed/designed and published/released in media at predetermined frequency on the basis of a specific brief released. Tenders/Notice/EOI advertisements will not be considered as a campaign.

ii)**A listed body corporate is defined as a body corporate whose equity shares are listed on NSE/BSE as on date of submission of response to the EOI and also during the period when the job was being executed. The Company has to be a Listed Body Corporate on the day of award of job.

iii) Work done by the agency for its own respective agency/subsidiaries would not be considered for Item list 1 to 7 above

7. In addition to the above BEC, provisions for procurement from a Bidder which shares a land border with India, in line with the Government of India notifications regarding the same, need to be submitted by the agency. A separate attachment in the EOI has detailed information on this for the bidders to read and refer. Thereafter, **Form-IA** needs to be duly filled and submitted, agencies failing to do so would not be considered for any evaluation.

8. Below Proforma of “Details of agency” for response for the advertising agencies for empanelment with GAIL (India) Limited is to be **duly filled and submitted**:

GAIL (India) Limited
Corporate Communication Department
AGENCY EMPANELMENT - DETAILS OF AGENCY

1	Name of the Agency	
2	Registered Office Address	
3	Address for Communication	
4 a)	Contact Person(s)	
4 b)	Designation	
5	Telephone Nos.	
6	Email ID	
7	Website	
8	Latest INS accreditation certificate date	
9	Legal status / entity of the agency	
10	PAN card no. of agency (attach copy)	

11	GST Registration / Certificate no. of registered office (attach copy)		
12	Latest Income Tax registration / Certificate (attach copy)		
13	Turnover* (in Rs. Crores) of preceding two financial years	FY 1	FY 2
14	Net Worth** (in Rs.) of preceding financial year		

A. We hereby confirm that the information given by us is true to the best of our knowledge and have no objections if the same is verified by GAIL

B. It is clearly understood that GAIL reserves the right to decide whether or not to consider the agency for potential business association

Date:

Signature of the authorized signatory:

Place:

Name

*Preceding two financial years refers to immediate two preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate two preceding financial years are not available, in such case the audited financial results of the 2 years immediately prior to that year will be considered.

**Immediate preceding financial year refers to audited financial results for the immediate preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate preceding financial year is not available, in such case the audited financial results of the year immediately prior to that year will be considered.

8. Submission & Checklist

The response to the EOI in form of **pdf is to be made in the following order of documents**. The following **checklist** to be duly ticked (✓) and sent along with the documents as the **first attachment**.

S. No.	Document(s)				
1	Checklist				
2	Duly filled and signed "Details of agency" document				
3	Copy of GST Certificate of registered office				
4	Copy of PAN card of agency				
5	Copy of Income Tax Registration / certificate				
6	Dully filled and signed Form- IA				
7	Self-attested INS accreditation certificate				
8	Media Campaigns (refer point no.6 of EOI) - 2 ONLY	Copies of published advertisement in print media /TV commercial/ Radio/Digital commercial/screenshot of digital advertisement	Work Order Copy	Completion Certificate	Format F-A
9	Design & Publication Jobs (refer point no.6 of EOI)	One copy of the Annual Report	Work Order Copy	Completion Certificate	Format F-A

		One copy of Brochure /House Journal/Coffee table book	Work Order Copy	Completion Certificate	Format F-A
10	Exhibition (refer point no.6 of EOI) 2 ONLY	Photographs of the Pavilions / Stalls put up	Work Order Copy	Completion Certificate	Format F-A
11	AV/Films (refer point no.6 of EOI) 1 ONLY	Copy of film	Work Order Copy	Completion Certificate	Format F-A
12	Outdoor Advertising (refer point no.6 of EOI) 1 ONLY	Photos of outdoor advertising work done	Work Order Copy	Completion Certificate	Format F-A
13	Clientele (refer point no.6 of EOI)	Copies of empanelment letter / work order.		Format F-A	
14	Turnover (refer point no.6 of EOI)	Copy of duly audited Financial Report for two preceding financial years		Format F-B	
15	Net worth (refer point no.6 of EOI)	Copy of duly audited Financial Report for preceding financial year		Format F-B	

8. Disqualifications

GAIL (India) Limited at its sole discretion and at any time during the evaluation of Proposal, disqualify any Respondent, if the Respondent has:

- Submitted the Proposal documents after the response deadline.
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
- Submitted a proposal that is not accompanied by required documentation or is non-responsive.
- Failed to provide clarifications related thereto, when sought.
- Submitted more than one Proposal.
- Declared ineligible by the Government of India/ PSU for corrupt and fraudulent practices or blacklisted in any PSU / GoI

IMPORTANT NOTES:

1) **Only one (1) pdf has to be submitted with documents in the sequence mentioned in Point 8. It should be within 12 MB compulsorily. Please only submit as many documents against each BEC criteria as mentioned.**

2) In Format F-A, details of all assignments submitted have to be entered in a tabular form and signed by the Authorized Signatory of Bidder.

This has to be further certified from the Statutory Auditor / Chartered Accountant and has to be submitted along with documents pertaining to each individual assignment submitted (work order, completion certificate, and proof of assignment), **separately for each work order** .

3) **All further communications to be sent only to the email-agencyempanelment@gail.co.in**

4) **All mails are to be acknowledged by revert mail.**

5) All agencies which are recommended for empanelment will be required to sign a standard agreement for non-disclosure and confidentiality with GAIL.

6) Immediately upon empanelment, and signing of contract with GAIL, the empaneled agencies would have to submit a Performance Bank Guarantee of Rs. 10 lakhs valid initially for a period of 2 years 3 months initially, extendable for a further period depending on the extended period, if any.

F-A

BIDDER'S EXPERIENCE

To,

M/s GAIL (INDIA) LIMITED

SUB: EoI for Empanelment of Advertising Agencies

Sl. No	Description of Assignment	PO/ Contract No. and date	Full name, Postal Address & phone nos. of Client. (Name, designation of Engineer/Officer-in-Charge	Value of Contract /Order (Specify Currency Amount)	Date of Commencement	Scheduled Completion /Delivery Period (Months)	Date of Actual Completion	Reasons for delay in execution, if any
(1)	(2)	(3)	(5)	(6)	(7)	(8)	(9)	(10)

Place:

[Signature of Authorized Signatory of Bidder]

Date:

Name:

Designation:

Seal:

Name of Audit Firm/:

[Signature of Authorized Signatory]

Statuary Auditor/

Chartered Accountant

Date:

Name:

Designation:

Seal:

Membership No.:

UDIN:

Notes:

- (i) Only documents (Work Order, Completion certificate, Execution Certificate etc.) which have been referred/ specified in the bid shall be considered in reply to queries during evaluation of Bids.
- (ii) Practicing Chartered Accountants shall generate Unique Document Identification Number (UDIN) for all certificates issued by them

F-B

FORMAT FOR CHARTERED ACCOUNTANT CERTIFICATE FOR FINANCIAL CAPABILITY OF THE BIDDER

We have verified the Audited Financial Statements and other relevant records of M/s..... (Name of the bidder) and certify the following:

A. AVERAGE ANNUAL FINANCIAL TURNOVER* AS PER AUDITED FINANCIAL STATEMENT OF PRECEDING TWO FINANCIAL YEAR:

Year	Amount (Currency)
Year 1:	
Year 2:	
Total (A)	
Average Annual Financial Turnover during the last two financial years (A/2)	

B. NET WORTH* AS PER AUDITED FINANCIAL STATEMENT OF PRECEDING FINANCIAL YEAR:

Year	Amount (Currency)

**Refer Instructions on page 2 of 2*

Name of Audit Firm:
Chartered Accountant
Date:

[Signature of Authorized Signatory]
Name:
Designation:
Seal:
Membership No.:
UDIN:

Notes:

- i) Preceding two financial years refers to immediate two preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate two preceding financial years are not available, in such case the audited financial results of the 2 years immediately prior to that year will be considered.
- ii) Immediate preceding financial year refers to audited financial results for the immediate preceding financial year wherever the closing date of the bid is after 30th September of the relevant financial year. In case the EOI having the due date for submission of proposal upto 30th September of the relevant financial year and audited financial results of the immediate preceding financial year is

not available, in such case the audited financial results of the year immediately prior to that year will be considered.

- iii) It is further certified that the above mentioned applicable figures are matching with the returns filed with Registrar of Companies (ROC)
- iv) We confirm that above figures are after referring instructions at page 2 of 2 of Format F-B.
- v) Practicing Chartered Accountants shall generate Unique Document Identification Number (UDIN) for all certificates issued by them

Instructions for Format F-B:

1. The financial year would be the same as one normally followed by the bidder for its Annual Report.
2. The bidder shall provide the audited annual financial statements as required for this Tender document. Failure to do so would result in the Proposal being considered as non-responsive.
3. For the purpose of this Tender document:
 - (i) **Annual Turnover** shall be “Revenue from Operations” as per Profit & Loss account of audited annual financial statements”
In case the date of constitution/incorporation of the bidder is less than 2 years old, the average turnover in respect of the completed financial years after the date of constitution/ incorporation shall be taken into account for minimum Average Annual Financial Turnover criteria.
 - (ii) **Net Worth** shall be aggregate value of the paid-up share capital and all reserves created out of the profits and securities premium account, after deducting the aggregate value of the accumulated losses, deferred expenditure and miscellaneous expenditure not written off, if any, but does not include reserves created out of revaluation of assets, write- back of depreciation and amalgamation.
4. **Above figures shall be calculated after considering the qualification, if any, made by the statutory auditor on the audited financial statements of the bidder including quantified financial implication.**
5. This certificate is to be submitted on the letter head of Chartered Accountant.

UNDERTAKING ON LETTERHEAD

To,

M/s GAIL (INDIA) LIMITED

SUB:

TENDER NO:

REF: OM No. 7/10/2021-PPD(1) dated 23.02.2023 of Dept of Expenditure, Ministry of Finance, Government of India

<https://doe.gov.in/procurement-policy-divisions>

Dear Sir

We, M/s _____ (*Name of Bidder*), have read the clause regarding restrictions on Procurement from a Bidder of a country which shares a land border with India as mentioned in the tender document in line with the above referred guidelines dated 23.02.2023 for Procurement from a bidder which shares a land border with India and We certify that

- (i) Bidder is not from such a country []
- (ii) If the Bidder is from such a country []
which shares a land border with India, has been registered
with the Competent Authority.
(Evidence of valid registration by the
Competent Authority to be attached by the bidder)

(Bidder is to tick appropriate option (✓ or X) above).

We hereby certify that we fulfill all requirements in this regard and is eligible to be considered against the subject tender.

Place:

[Signature of Authorized Signatory of Bidder]

Date:

Name:

Designation:

Seal: