



GAIL (India) Limited

Corporate Office – New Delhi

EMPANELMENT OF ADVERTISING AGENCIES Eoi – GAIL\CC\Empanelment\2021

1. Expression of Interest (Eoi) details

- a. Eoi reference No. : GAIL\CC\Empanelment\2021
- b. Name of Eoi : Empanelment of Advertising Agencies by GAIL (India) Limited
- c. Download Eoi at: <https://www.gailonline.com/EXPRESSION-OF-INTEREST.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 and of submission of documents (as listed below) : **28.01.2021 till 5 pm**
i.e. bidder's email with pdf attachment should reach email id-
agencyempanelment@gail.co.in till 5 pm on 28.01.2021 positively.
- g. PDF file size to be maximum 12 MB. 1 attachment only.
- h. Contact Person from GAIL: Richa Joshi, Sr. Manager (CC)
011-26172580
Email : agencyempanelment@gail.co.in

2. Introduction

GAIL (India) Limited wishes to empanel INS accredited advertising agencies for handling routine, statutory branding / non-branding communication jobs. The empanelment will be for GAIL Corporate Office and Zonal Offices and Work Centers at Ahmedabad, Bhubaneswar, Bhopal, Chandigarh, Chennai, Gwalior, Hyderabad, Jaipur, Kochi, Kolkata, Kanpur, Kochi, Lucknow, Mumbai, Patna, Ranchi and Varanasi.

3. Broad Scope of Work

The empaneled advertising agencies shall be working on various communication assignments. 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, and others
- Radio Jingles and TV Commercials
- Other Outdoor Advertisements, Hoardings etc.
- Institutional Campaigns, including Event Management and Advertisements
- Campaigns on behalf of company, other oil and gas sector companies, Ministry of Petroleum & Natural Gas
- Designing, printing and production of Annual Reports, Folders / Brochures / Pamphlets / Posters / House Journals and other print jobs as may be required from time to time
- Short Films, Audio Visuals and Multi Media presentations
- Organizing Exhibitions in India and abroad
- Event Management (including Backdrops, Banners, Standees)
- Such other jobs for company, Ministry for Petroleum & Natural Gas and other organizations with which the company may be associated for a particular job.
- Corporate Gifts/Mementos/Giveaways
- Photography (including industrial photography)/videography
- Public Relations activities
- Social Media/Digital Media management

The above is an indicative and not an exhaustive list of communication activities that may be undertaken by company in 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. 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 shortlisted agencies of Stage 1.

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) agencies, on the basis of combined scores of Stage 1 & 2, would be empaneled.

5. Duration of Empanelment

Selected **Eight (8)** 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 maximum period of upto 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.

Sr.No.	BEC Requirement	Documents to be enclosed
	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.</p> <p>GAIL would also ascertain accreditation status from INS.</p>
2	<p>Media Campaign</p> <p>The agency should have worked on at least two media campaigns* of value above INR 25 lakh (incl. of taxes) in each case of Listed companies** / Government of India (directly or through any PSU) in the preceding two years to be reckoned from due date of bid submission</p> <p>(Campaigns of Autonomous Bodies of Central / State Government would not be considered)</p>	<p>1.Tear sheet of the print publication for the print media assignment and / or copy of TV commercial</p> <p>2.Copies of the work order and completion certificate of the above submitted job (which mentions the work order number and date, job value and date of execution)</p> <p>3.Details to be furnished in Format F-B (placed below) duly authenticated by Statutory Auditor</p>
3	<p>Design and Publication Jobs</p> <p>The agency should have designed and published in its entirety:</p> <p>i) Annual report in print or e-format for Listed Companies** / Government of India (directly or through any PSU) in the preceding two years to be reckoned from due date of bid submission.</p> <p>AND</p> <p>ii) Brochure/ House Journal in print or e-format for Listed Companies** / Government of India (directly or through any PSU) in the preceding two years to be reckoned from due date of bid submission.</p> <p>(Design and publication of above work done for Autonomous Bodies of Central / State Government would not be considered)</p>	<p>1.One copy of the Annual Report</p> <p>2.One copy of Brochure /House Journal</p> <p>3.Copies of the work orders and completion certificates of the above submitted works (which mentions the work order number and date, job value and date of execution)</p> <p>4.Details to be furnished in Format F-B (placed below) duly authenticated by Statutory Auditor</p>

4	<p>Exhibition</p> <p>The agency should have worked on at least two pavilions at national/international exhibitions for Listed companies** / Government of India (directly or through any PSU) in the preceding three years*** to be reckoned from due date of bid submission.</p> <p>(Exhibition work done for Autonomous Bodies of Central / State Government would not be considered)</p>	<p>1. Photographs of the Pavilions / Stalls put up</p> <p>2. Copies of the work orders and completion certificates of the above submitted work (which mentions the work order number and date, job value and date of execution)</p> <p>3. Details to be furnished in Format F-B (placed below) duly authenticated by Statutory Auditor</p>
5	<p>AV/Films</p> <p>The agency should have worked on at least one assignment of audio visual/multimedia production work/ film for Listed companies** / Government of India (directly or through any PSU) in the preceding two years to be reckoned from due date of bid submission.</p> <p>(AV/Film work done for Autonomous Bodies of Central / State Government would not be considered)</p>	<p>1. Copy of the Film</p> <p>2. Copies of the work order and completion certificate of above submitted work (which mentions the work order number and date, job value and date of execution)</p> <p>3. Details to be furnished in Format F-B (placed below) duly authenticated by Statutory Auditor</p>
6	<p>Outdoor Advertising</p> <p>The agency should have worked on at least one assignment of outdoor advertising for Listed companies** / Government of India (directly or through any PSU) in the preceding three years*** to be reckoned from due date of bid submission.</p> <p>(Outdoor advertising work for Autonomous Bodies of Central / State Government would not be considered)</p>	<p>1. Photos of outdoor advertising work done</p> <p>2. Copies of the work order and completion certificate of above submitted work (which mentions the work order number and date, job value and date of execution)</p> <p>3. Details to be furnished in Format F-B (placed below) duly authenticated by Statutory Auditor</p>
7	<p>Clientele</p> <p>At least 5 listed companies** as client in the preceding two years to be reckoned from due date of bid</p>	<p>1. Copies of empanelment letter / work order.</p> <p>2. Details to be furnished in Format F-B (placed below) duly</p>

	submission.	authenticated by Statutory Auditor
	FINANCIAL	
8	<p>Turnover</p> <p>Annual turnover should be minimum INR 15 crore for each of the preceding two financial years</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-A (placed below).</p> <p>For current empanelment exercise, the financial statements for the financial years 2018-19 and 2019-2020 will be considered</p>
9	<p>Net Worth</p> <p>The agencies should have a positive net worth for the last audited financial year.</p>	<p>1. Copy of duly audited Financial Report for last financial year i.e. 2019-20</p> <p>2. A certificate from the Chartered Accountant as per proforma provided at Format F-A (placed below).</p>

Note: i) *A media campaign is defined as one or more print advertisements/TVC 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 company is defined as a company 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 **and** the Company has to be a Listed Company on the day of award of job.

iii) ***Due to Covid-19 pandemic and thus ensuing Government advisory regarding social distancing, exhibitions and outdoor advertising have not taken place since March 2020. Hence, to assess the agencies' experience in this sphere, a timeline of 3 years preceding the date of bid submission is deemed suitable.

iv) Work done by the agency for its own respective agency/subsidiaries would not be considered for Item list 2-7 above.

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 I is needed to be duly filled and submitted, agencies failing to do so would not be considered for any evaluation.**

7. 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.Crore)	FY 2018-19	FY 2019-20
	Networth (in Rs.Crore)	FY 2019-20	

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

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.

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 Format I				
7	Self-attested INS accreditation certificate				
8	Media Campaigns (refer point no.6 of EOI) - 2 ONLY	Tear sheet of the print publication for the print media assignment and / or copy of TV commercial	Work Order Copy	Completion Certificate	Format F-B

9	Design & Publication Jobs (refer point no.6 of EOI)	One copy of the Annual Report	Work Order Copy	Completion Certificate	Format F-B
		One copy of Brochure /House Journal	Work Order Copy	Completion Certificate	Format F-B
10	Exhibition (refer point no.6 of EOI) 2 ONLY	Photographs of the Pavilions / Stalls put up	Work Order Copy	Completion Certificate	Format F-B
11	AV/Films (refer point no.6 of EOI) 1 ONLY	Copy of film	Work Order Copy	Completion Certificate	Format F-B
12	Outdoor Advertising (refer point no.6 of EOI) 1 ONLY	Photos of outdoor advertising work done	Work Order Copy	Completion Certificate	Format F-B
13	Clientele (refer point no.6 of EOI)	Copies of empanelment letter / work order.		Format F-B	
14	Turnover (refer point no.6 of EOI)	Copy of duly audited Financial statement/report FY 2018-19 & FY 2019-20		Format F-A	
15	Net worth (refer point no.6 of EOI)	Copy of duly audited Financial statement/report for FY 2019-20		Format F-A	

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 / Gol

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-B, 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 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 for 2 years 3 mont

Format F-A

**FORMAT FOR CHARTERED ACCOUNTANT
CERTIFICATE FOR FINANCIAL CAPABILITY OF THE BIDDER**

We have verified the Annual Accounts and other relevant records of

M/s..... (Name of the bidder) and certify the following

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

Financial Year	Amount (Rs.)
2019-20	
2018-19	

**A. NETWORTH* AS PER AUDITED FINANCIAL STATEMENT OF PRECEDING
FINANCIAL YEAR:**

Financial Year (s)	Amount (Rs.)
2019 – 20	

****Refer Instructions***

- (i) It is further certified that the above mentioned applicable figures are matching with the returns filed with Registrar of Companies (ROC)**
- (ii) Practicing Chartered Accountants shall generate Unique Document Identification Number (UDIN) for all certificates issued by them**

Name of Audit Firm:
Chartered Accountant/CPA
Date:

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

Instructions:

1. The financial year would be the same as one normally followed by the Agency for its Annual Report.
2. The bidder shall provide the audited annual financial report/statements as required. Failure to do so would result in the Response against EOI being considered as non-responsive.
3. For the purpose of this EOI:
 - (i) **Annual Turnover** shall be “Sale Value/ Operating Income”
 - (ii) **Net Worth** shall be Paid up share capital plus Free Reserves & Surplus less accumulated losses, deferred expenditure and miscellaneous expenditure not written off, if any.

Format F-B

FORMAT FOR CERTIFICATE FROM STATUTORY AUDITOR FOR DETAILS OF ASSIGNMENT DONE BY AGENCY DURING PAST TWO YEARS IN CASE OF BEC AT S.NO. 2,3,5,7 AND DURING PAST THREE YEARS IN CASE OF BEC AT S.NO. 4,6 (AS SPECIFIED IN BEC)

S. No.	Description of Assignment	LOA/WO No. and date	Full Name, Postal Address & phone nos. of Client. <i>Name, designation of Engineer/ Officer-in-Charge</i>	Value of Contract/ Order (Specify Amount)	Value of Work Executed	Date of Commencement	Scheduled Completion Date	Actual Completion Date	Reasons for delay in execution, if any
	(1)	(2)	(3)	(5)	(6)	(7)	(8)	(9)	(10)
1									
2									

Place:
Date:

[Signature of Authorized Signatory of Bidder]
Name:
Designation:
Seal:

Based on the Books of accounts of M/s _____ and other published information authenticated by it, this to certify that the above information is correct.

Name of Audit Firm/:
Statutory Auditor
Date:

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

Instructions:

1. Copies of Letter of awards Work Orders and Completion Certificate from client to be enclosed.
2. **The Assignment completed earlier than two years or three years in case of Exhibitions and Outdoor Advertisements need not be indicated here.**
3. Certificate from Bidder's statutory auditors must be furnished in the format above for LOA/Work Order mentioned above (separately for each order).
4. It may be noted that in the absence of above certificates, the details would be considered inadequate and could lead to the bid being considered ineligible for further evaluation.

UNDERTAKING ON LETTERHEAD

To,

M/s GAIL (INDIA) LIMITED

SUB:
TENDER/EOI NO:

Dear Sir/Ma'am,

We have read the clause regarding Provisions for Procurement from a Bidder which shares a land border with India, we certify that, bidder M/s _____ **(Name of Bidder)** is :

- (i) Not from such a country []
- (ii) If from such a country, has been registered with the Competent Authority. []
(Evidence of valid registration by the Competent Authority shall be attached)

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

We hereby certify that bidder M/s _____ **(Name of Bidder)** fulfills all requirements in this regard and is eligible to be considered against the tender.

Place: [Signature of Authorized Signatory of Bidder]
Date: Name:
Seal : Designation :