

Format for Essential Eligibility and Technical Capacity					
Name of the Ad Agency					
Name of Contact Person for this Proposal					
Office Address					
Contact no					
Email ID					
S.no	Particulars	Status		Supporting document enclosed	
		Yes	No	Yes	No
1.	At present, Ad Agency has full INS accreditation.				
2.	Ad Agency has established office in Bhubaneswar.				
3.	Ad Agency has in-house copywriter & Designer at Bhubaneswar office				
4.	Ad Agency possess minimum experience of 5 years in advertising.				
5.	Ad Agency is on the panel of at least one or more PSUs.				
6.	Ad Agency is on the panel of large companies with turnover of Rs1000 cr.				
7.	Ad Agency having offices in two metro cities				
8.	Ad agency has experience in social media				
9.	Ad agency has experience in putting up of Exhibitions pavilion.				
10.	Ad agency has experience in printing of Diary / calendar				
11	Experience in Multimedia/Corporate film production				
12	Minimum average annual turnover of rupees three crores during last three years i.e 2012-13, 2013-14 & 2014-15 certified by CA.				
13	Ad agency has experience in publication / printing of brochures/ company newsletter/folders etc				
14	Ad Agency involved in any major litigation that may have an impact of affecting or compromising the delivery of services.				

Ad agency Profile: _(Please provide a brief description)		
Ad Agency owned by		
Year of starting of the Ad Agency		
Service experience in years		
INS Accreditation and present status (Attach supporting document)		
Address of Head Office (with telephone & fax numbers and e-mail ID)		
Names of the cities where other branches are located		
Address of Bhubaneswar Office (with telephone & fax numbers and e-mail id)		
Organizational structure and manpower at Bhubaneswar Office In-house creative art designer/copy writer, Number of staff etc (please attach relevant documents)		
Sr no	Please provide information on	Documents to be attached
a	On the agency's Infrastructure at Bhubaneswar Office	(Statement indicating number of Computers, available software, printing facilities, scanning facilities etc. Recent Photographs of your office set up is desirable)
b	Number of staff on regular pay role :	Details of staff on regular pay (with name and designation)
c	In-house Creative designer : (Yes/no)	
d	In-house Copywriter : (Yes/no)	

Format of particulars - EOI for Empanelment of Advertising Agency

Turnover as per audited statement of accounts for last three years	2012-13 :	
	2013-14 :	
	2014-15 :	
Average		
Net Profit (last 3 years)	2012-13 :	
	2013-14 :	
	2014-15 :	
Areas in which Ad agency has expertise (please enclose relevant documents)		
Sr no	Area (s)	Specific Details
1	Experience in Social Media	
2	Experience in putting up of exhibition pavilion	
3	Experience in Multimedia / Corporate film production	
4	Experience in printing of Diary / calendar	
Presence on the panel of PSUs & large companies having turnover above Rs.1000 cr		
Please provide the names of PSUs and large companies in which your agency is presently empanelled (Please attach copies of present empanelment letter)		
Details of Past Experience & tasks undertaken		
Provide details of past 5 years. Enclose relevant document wherever applicable		
Experience in Outdoor Advertisement and Event Management		
Names of the top Ten clients (please enclose copies of latest job orders in support)		

Additional Information (If any:

UNDERTAKING

The decision of NALCO Management regarding empanelment of advertising agencies is firm and final in all respect, which we shall neither question nor challenge in any form or forum. We will also fully abide by NALCO's decision to remove our agency from the panel at any point of time, if it is found that any of the information submitted by us is false or our service is not up to NALCO's satisfaction.

Signature with Name, Designation and Seal

Name of Authorized Officer to Submit Bid: _____

Organization: _____

Date:

Important Note:

- (i) Submit only hard copy of the bid in sealed envelope. Incomplete application or application received after the due date shall be rejected. NALCO shall not be responsible for any postal delay.
- (ii) You may send your printed company profile, besides the information sought; but please do not send samples of your work.
- (iii) If shortlisted, we may ask for the samples of your work
- (iv) Canvassing in any form shall lead to disqualification.