



A Government of India Enterprise

EMPANELMENT OF ADVERTISING AGENCIES
for National Aluminium Company Limited (NALCO)

Ref no: NALCO/CC/EOIAD1201/2016

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Expression of Interest (Eoi) for Empanelment of Advertising Agency

PART A (Letter of Invitation)

1. Background

National Aluminium Company Limited (NALCO), a Navratna Central Public Sector Enterprise under Ministry of Mines, Govt. of India, having production capacities of 22,75,000 tpa of alumina and 4,60,000 tpa of aluminium metal, has not only addressed the need for self sufficiency in aluminium but also given the country a technological edge in producing this strategic metal as per world standards. With low cost operations since 1987 and international customer base covering more than 20 countries, NALCO has emerged as the largest integrated bauxite - alumina - aluminium complex in Asia. At present, NALCO is having its Mines & Refinery Complex in Koraput District & Smelter & Power Complex in Angul District of Odisha. Headquartered at Bhubaneswar, the company has its Regional Offices all over the country with dedicated port facilities in the inner harbour of Visakhapatnam Port. NALCO has also diversified into other sectors of mining, power and renewable energy. Recently the company has set up two wind power plants at Andhra Pradesh & Rajasthan.

NALCO intends to empanel technically competent, experienced, reputed national-level INS accredited advertising agencies for a period of 03 (three) years, with provision for annual review. The agency should have minimum 5 years of service experience, full-fledged office in Bhubaneswar and at least in two metro cities.

2. Scope of Work

The empanelled agency shall, as and when required by NALCO, render the following services:

- a. Advertisements in newspapers (Tender, Display, Appointment, Notice etc) & Magazines
- b. Designing & Printing folders/brochures/pamphlets/ newsletters and other printing jobs
- c. Image building exercise, including corporate ad campaigns
- d. Designing , fabrication and display in exhibitions/fairs/workshops and related work.
- e. Hoardings & other outdoor display
- f. Event management
- g. Production of films, Jingles, Radio spots, multimedia presentations etc
- h. Creation of concepts & designs for Ads, Banners, Posters, Standees, Hoardings etc
- i. Management of Social Media
- j. Any other PR related work

3. Essential eligibility criteria

The advertising agency should fulfil the following criteria:

1. Should be fully INS accredited as on date
2. Minimum 5 years of experience in advertising and publicity
3. Agency should be on the panel of at least 01 or more PSUs and large companies having turnover above Rs.1000 crore.
4. Full-fledged office set-up in Bhubaneswar and offices in at least 2 metro cities.
5. Minimum average turnover of the ad agency should be Rs.3 crore, as per audited statement of accounts of 2012-13, 2013- 14 & 2014-15 (with documentary proof)
6. Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement.

3. General Conditions

1. The empanelment shall be for a period of 3 (three) years from the date of empanelment with provision for annual review.
2. Continuation of the services of the agencies shall depend upon satisfactory performance of the agency.
3. The agency shall not be paid for translation of advertisement material in English or Hindi or any other Indian language, if required.
4. The agency shall print NALCO'S name and logo as per the approved masthead and the text in approved type font. Any deviation in this regard shall lead to suspension of business.
5. If the agency fails to execute any advertisement or publicity work of the company in scheduled time, the agency can be de-empanelled from business.
6. NALCO reserves the right to discontinue the services of the agency at any time without assigning any reason whatsoever.
7. Concessions and offers granted by publications (if any) to be passed on to NALCO.

4. Evaluation of the response to Eols:

Table A		
S.No.	Technical Capacity criteria	Maximum Score (Total 100)
1.	Relevant Experience Above 5 years : 2 marks for every additional year completed up to maximum 10 marks	10
2.	Regarding Bhubaneswar office <ul style="list-style-type: none"> • Bhubaneswar office with required infrastructure (2 marks) • Number of staff on regular pay role (Below 5 persons: 0 marks, Above 5 persons : 4 marks) • In-house Creative designer (2 marks) • In-house Copywriter (2 marks) 	10
3.	<ul style="list-style-type: none"> • Having offices in more than two metro cities (5 marks) • Presence in panel of more than 1 PSU (5 marks) • Experience in putting up of exhibition pavilion (5 marks) • Experience in social media (5 marks) • Experience in Multimedia/Corporate film production (5 marks) • Experience in printing of Diary / calendar (5 marks) 	30
4.	<ul style="list-style-type: none"> • Average Turnover as per audited statement of accounts 2012-13, 2013-14 & 2014-15 (Rs 3 crore to Rs 5 crore: 5 marks, Above 5 crore: 10 marks) 	10
5.	Net Profit (last 3 years) (All three years positive: 10 marks, Two years positive: 5 marks, and one year positive : 3 marks)	10 (total: 70 marks)
NB: All the above information should be duly supported by documentary evidences		
Table B		
6.	Presentation (subject to be intimated by NALCO at the time of calling the parties for presentation)	30

On technical evaluation of the parameters as indicated in Table A (i.e from Sr no 1 to 5), the agencies scoring minimum 70% (49 marks & above) would be shortlisted and subsequently called for a brief presentation cum interaction (Table B) of about 15 minutes duration, before a designated committee. In case adequate agencies (i.e 20 nos) are not short listed then the threshold limit shall be decreased proportionately till adequate agencies are shortlisted for the presentation. The venue of presentation will be NALCO Corporate Office at Bhubaneswar. During the presentation, the shortlisted bidders will be rated on the following parameters:

- Ability to communicate the organizational expertise.
- Relevance of in-house resources to the Scope of Work.
- Presentation on given topic of NALCO
- Image building proposal with respect to NALCO

The shortlisted agencies obtaining the highest total combined score in evaluation of technical capacity criteria and presentation (Table A & Table B) will be ranked as H-1 followed by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to nine (number may be less than nine but not exceeding nine) shall be invited for empanelment and execution of agreement thereafter.

5. Letter of Award

On acceptance of Bid for awarding the contract, NALCO will issue a Letter of Award “LOA” to the successful Respondents in writing that their bids have been accepted in NALCO and such successful Respondents will have to sign a “Service and Confidentiality Agreement”. After signing of the Agreement, no variation in or modification of any of the terms of the Agreement shall be made except by written amendment signed by the parties. The terms and conditions of the agreement are appended in as Appendix-IV.

Part B: Instruction to Bidders

1. Required Bid Format

The bid must contain the following:

- a. A covering letter (Appendix-I)
- b. Application format for providing Eligibility and Technical particulars (Appendix- II)
- c. Power of Attorney (Appendix-III) in the format provided
- d. Other supporting documents to substantiate the statements of the Bidder wherever necessary.

2. Discretion of NALCO

- I. During technical evaluation of the Bids, NALCO may, at its discretion, ask Respondents for clarification on their bid and visit their office premises at Bhubaneswar. The Respondents are required to respond within the time frame prescribed by NALCO.
- II. NALCO reserves the right to reject any or all the Bids for the proposed Consultancy assignment without assigning any reason whatsoever.
- II. NALCO also reserves the right to reject any bid if:
 - It is not in the given format
 - At any time, a material misrepresentation is made or uncovered, or the agency/ firm/entity do not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

3. Submission Details

Bids should include the details mentioned in format, which may be downloaded from the NALCO website: www.nalcoindia.com

Eligible agencies are invited to send their bids in sealed envelopes superscribed with “**EOI for Empanelment of Advertising Agency**”, so as to reach the address stated below on or before **02/05/2016** (by 15:00 Hrs).

Deputy General Manager (PR&CC)

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