



ISO 9001 & 14001 CORPORATION

EXPRESSION OF INTEREST FOR EMPANELMENT  
OF ADVERTISING AGENCIES

No:IDCO/PR/E-003/09 **11280** Date:**30.6.09**

Orissa Industrial infrastructure Development Corporation (IDCO), IDCO Towers, Janpath, Bhubaneswar-751022 invites “**Expression of Interest**” from leading INS accredited Advertising Agencies which meet the eligibility criteria to take up the advertising and publicity jobs of the Corporation. The details relating to the essential qualifications of the Agencies, scope of work to be taken up, terms and conditions and the prescribed application format may be downloaded from IDCO’s website [www.idco.in](http://www.idco.in) for the purpose of preparation of the offer. Hard copies of the same can also be collected by the intending agencies from the PR Cell of IDCO between 11 AM – 4 PM on working days, upto 14.7.09.

Interested agencies may send their offers containing all the requisite details and EMD of Rs.10,000/- each in sealed covers to the undersigned by 15<sup>th</sup> July,2009<sup>h</sup> upto 5.00 P.M. through Regd./Speed Post/.

The Corporation reserves the right to accept or reject any or all the offers without assigning any reason thereof.

Sd/-

**Chief General Manager(P&A)**

Memo No. 11281 /Dt: 30.6.09 /

Copy alongwith a sub-copy of the advertisement, eligibility criteria, terms and conditions and application format forwarded to the Manager(MIS), IDCO for incorporation of the same in the IDCO Website for wide circulation.

Sd/-

**Chief General Manager(P&A)**



## **EMPANELMENT OF ADVERTISING AGENCIES**

### **Essential Qualifications of the Agencies to fulfill the eligibility criteria for empanelment:**

- INS Accreditation (proof to be enclosed)
- Turnover of minimum Rs.10.00 Crore per year during the last 3 years (proof of last 3 year's turnover to be enclosed)
- Properly equipped Branch Office at Bhubaneswar (subject to verification by IDCO).
- Experience of serving well known companies/PSUs/Govt. Departments (Proof to be enclosed).
- Empanelment with State Government (s)
- Have at least five years of experience in similar field of activity

### **Scope of Work to be taken up for IDCO**

- ❖ Publication of Classified Advertisements ( Tenders, EOIs, auction call/employment notices) and any other publications of such nature as required by IDCO by observing the date line as well as economy in space at the prevailing I&PR approved rates.
- ❖ Preparation and supply of art work for creative corporate advertisements; designing of brochures, news letters, Annual Report and other publicity/printed materials (Free of cost) as and when required by IDCO.
- ❖ Organizing events like trade fairs, expos, exhibitions & related jobs at a negotiated price.
- ❖ Ensure publication of press releases of IDCO (free of cost) in the newspapers as and when required.
- ❖ Organizing Press Conferences for IDCO as and when needed.

### **Terms and conditions**

- ❖ On receipt of the offers, the IDCO team will pay visits to the branch networks of the concerned agencies for inspection of the existing infrastructure on the basis of which the process of short listing of the suitable agencies will be taken up.

- ❖ The short listed agencies will have to give presentations to IDCO on their concept, creative ideas, experience, capability, strategy, area of operation, etc.
- ❖ On the basis of their presentations and verification of the requisites, the agencies, found suitable, will only be entitled for empanelment.
- ❖ The offer should accompany a copy of the agency profile and an EMD of Rs.10,000/- (Rupees ten thousand) only in shape of DD/Banker's Cheque drawn in favour of Orissa Industrial Infrastructure Development Corporation (OIIDC) payable at Bhubaneswar. The EMD of the agencies not selected will be refunded to them in due course.
- ❖ The publication cost of all advertisements will be released to the agencies at the prevailing I&PR approved rates only.



## **APPLICATION FORMAT**

### **FOR EMPANELMENT OF ADVERTISING AGENCIES BY IDCO**

**( With reference to EOI No. IDCO:PR:E-003/09/ 11280 Date: 30.6.09 )**

- + Name of the Advertising Agency
- + Year of Establishment
- + Full Address of Head Office
  
- + Telephone No. FAX No.
- + E-mail, if available.
- + Branch/Branches:

Full Address with Telephone Nos. and Fax:

#### **OTHER REQUISITES:**

- + Are you fully accredited with the INS?  
If yes, since when? Please furnish a copy of the latest accreditation number.  
If accreditation was cancelled in between please mention the same).
- + Give details of Staff strength (full time) with specialization in various departments at Head Office and Branches.
- + Indicate profile of the Branch Manager of Bhubaneswar Office.
- + Annual Turnover of last three years as per the audited report of CA.

- ✚ Complete list of your clients.
  
- ✚ Do you have the appropriate computerized scanning and processing facilities?  
Name the machines and software used.
  
- ✚ Are you an Income Tax Assesse? If so, please submit copies of the IT Clearance Certificate for the past three financial years, PAN No. etc.
  
- ✚ Whether the agency is a proprietorship firm or partnership firm or Private Limited Company. If so, please submit the relevant proof of authenticity.
  
- ✚ Do you have the VAT/Service Tax Registration ?  
If yes, please enclose copies of the valid Registration Certificate.
  
- ✚ Have you produced audio-video, multi media materials for your clients? If yes, please name the clients.
  
- ✚ Have you produced any Radio or TV spot/jingle or serial or corporate Films? If yes, please name the clients.
  
- ✚ Give details about you experience in the fields of Market Research, Public Relations and Road Shows.
  
- ✚ Have you been empanelled with any State Govt.? Enclosed proof thereof.
  
- ✚ Have you designed and executed Displays in Fairs/ Melas, National/International Exhibitions, Tableaus ?
  
- ✚ Have you any experience in event management?  
If so, please indicate details thereof.
  
- ✚ Any other relevant information or special facilities you may like to offer.
  
- ✚ Why do you think you are suitable to be considered for empanelment with IDCO?

**Signature of the Authorized official  
of the Advertising Agency  
( with Organisation's Seal)**