

The Oriental Insurance Company Limited
(A Government of India Undertaking)
Regional Office- Bhubaneswar

**Expression of Interest (EOI) For Empanelment of Advertising Agencies
to Carry Out Publicity Activities in Various Parts of Odisha**



Issued By
Chief Regional Manager
The Oriental Insurance Company Limited
Regional Office 4th Floor, Alok Bharati Towers
Saheed Nagar, Bhubaneswar, Odisha-751007

EOI REFERENCE NO.	OIC/BHRO/MKTG/2017/01 DATED 14TH DECEMBER 2017
Number of Pages	6 (Six)
Contact Persons	MR. P. C. HOTA, CHIEF REGIONAL MANAGER DR. G. N. SAMAL, REGIONAL MANAGER MR. S. C. BISWAL, MANAGER MR. S. S. ACHARYA, ASST. MANAGER
Contact Numbers	0674- 2547878, 2546515
Email IDs	pchotajr@orientalinsurance.co.in gnsamal@orientalinsurance.co.in sureshbiswal@orientalinsurance.co.in subhransu.acharya@orientalinsurance.co.in

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INVITATION FOR EXPRESSION OF INTEREST

The Oriental Insurance Company Limited (hereinafter as OICL or The Company), a Public Sector Undertaking, invites Expression of Interest (hereinafter called EOI) from the interested parties for empanelment as Advertising Agency (hereinafter called Agency) to carry out publicity activities in various parts of Odisha.

The EOI Document (including Annexure-A) containing the details of scope of work, eligibility criteria, submission requirement and payment of remuneration etc. can be downloaded from the official website of the Company: www.orientalinsurance.org.in under the link Tenders.

Duly completed application along with Annexure-A and other required documents is to be sent at the following email addresses followed by hard copies on the address mentioned in the first page of the document.

sureshbiswal@orientalinsurance.co.in
subhransu.acharya@orientalinsurance.co.in

Kindly note the following points: -

- Use PDF format for submission of the above.
- EOI may be submitted mentioning **EOI ADVERTISING AGENCY** in subject after your firm name.
- If the size of your mail exceeds 8 MB, please split them and send in several e-mails.
- Documents to be submitted with this EOI are as under-
 - Copy of registration of the firm/company/establishment
 - Copy of the PAN card
 - Address Proof
 - Details of infrastructure including human resources

Failure to produce above documents and Annexure-A along with EOI application/ proposal may render the applicant ineligible for empanelment.

Any other document/information that may be required shall be submitted by the Applicant in demand of OICL.

Last date for submission of EOI is on or before December 29, 2017. We will not review/consider any application if we receive it after December 29, 2017, 23:59.

This EOI document is neither an offer letter nor a legal contract, but an invitation for expression of interest. No contractual obligation on behalf of the Insurer whatsoever shall arise from this EOI process unless and until a formal contract is executed by duly authorized officers of OICL and the Agency.

A. BROAD SCOPE OF WORK

The Company has planned to carry out publicity activities at various parts of Odisha through Hoardings in Major Cities, Outdoor Media at Railway Station & Airport and Wall Paintings at all district headquarters. Hence Agencies having the required infrastructure shall be empaneled as per details given below: -

SL. NO.	CATEGORY	Details of Services to be provided by the Advertising Agency
1	Hoardings	The Agency will install hoardings at selected spots in the dimensions required by The Company. The service will include preparation of the hoardings as per the design provided by The Company. The Agency will ensure that the hoardings stay in place for the period required by The Company.
2	Outdoor Media	The Agency will display advertisement of OICL through outdoor media at selected Railway Stations and Airports.
3	Wall Paintings	The Agency will do wall paintings at selected urban and mofussil areas promoting various products and schemes of The Company.

Interested Agencies who are meeting the Eligibility Criteria as set up under para (C) may respond for one or more of the above categories.

B. EMPANELMENT PROCESS & EVALUATION SCHEDULE:

1. A committee constituted by Regional Office shall oversee and finalize the agencies to be empaneled to carry out the publicity activities as mentioned under Para A.
2. Complete application along with Annexure A and other required documents is to be sent at the email addresses mentioned in page 2.
3. After receipt of applications for the empanelment of agency, the designated Committee will scrutinize the same on the basis of infrastructure, fulfilling of eligibility criteria and experience of the people employed in the agency. The incomplete applications/applications with mismatched profiles will be rejected. Further to such scrutiny, the applicant(s) shall be called for personal interview, presentation on similar activities carried out earlier for other PSUs.
4. Based on these parameters, if the Committee is satisfied about the credentials of the Agency and found as 'fit and proper' in the light of the nature of work, a decision to empanel will be recorded and communicated to the applicant. Mere eligibility, filing application and attending interview does not confer any right on the part of the applicant to be empaneled.
5. The Applicant whose application is rejected or empanelment suspended can apply only after the expiry of one year from the date of such rejection or suspension.
6. The Agency, so selected for empanelment, shall be empaneled for a period of one-year subject to satisfactory performance. However, such agency will be eligible for continuation subject to satisfaction of the Committee.
7. The panel of agency shall be reviewed annually by the Committee.

OICL reserves the exclusive right to make any amendments / changes or cancel any of the above or all actions related to this Expression of Interest.

Note: The Oriental Insurance Company Limited shall not be responsible for non-receipt / non-delivery of the EOI documents due to any reason whatsoever.

C. ELIGIBILITY CRITERIA:

1. The Agency should be any of the legal entities as under:

- a. A Propriety Concern
- b. A Partnership Firm registered under Indian Partnership Act, 1932 (9 of 1932)
- c. A Company formed under the Companies Act
- d. A Limited Liability Partnership formed and registered under the Limited Liability Partnership Act, 2008.

2. Infrastructure / Experience: The Agency should have an independent office equipped with adequate manpower and must have performed similar work for at least 3 Public Sector Undertaking Companies in past 2 years.

3. Rights/Authorization:

The Agency must have authorization from the Local Authorities for installing hoardings, wall paintings and rights from Indian Railways and Airport Authority of India to advertise in outdoor media. Preference shall be given to those Agencies who have sole authorization for the concerned place of advertisement.

The Company shall not be liable to any Local/ Municipal Bodies or any such Authorities for any breach of Authorization by the Agency.

D. DISCLOSURE:

The agency shall submit declaration stating that it will immediately inform the Company of any changes in the information submitted to the Company within 15 days of such change and shall obtain written confirmation of the acceptance of change by the Company for further work assignment. If application is not complete in all respects and not conforming to the instructions specified in the application, shall be rejected.

The Competent Authority may require an applicant to furnish any information/ clarifications and if so required may ask for personal representation or any communication for empanelment.

E. PAYMENT OF REMUNERATION:

Empaneled Agencies shall be required to submit price bids on the basis of the requirements of the Company. The agency with lowest bid for each location shall be awarded with work order to conduct the publicity activity. Payment shall be made after the publicity period is over and on submission of proofs of the publicity activity being carried out (photographs and/or videos as the Company desires). Periodicity or submission of such proofs shall be mentioned in the work orders as and when they are issued.

OICL holds the rights to withhold / reject the bill raised by the agency if proof of the publicity activity does not satisfy the Competent Authority.

F. SIGNING OF CONTRACT:

Empanelment will be initially for a period of one year which is extendable, subject to satisfactory performance, solely at the discretion of OICL.

On written communication from OICL for having qualified for empanelment the Agency shall sign the contract (letter empanelment) within 10 days of such communication.

Incidental expenses of execution of agreement / contract shall be borne by the Agency empaneled.

G. CANCELLATION:

OICL may, at its sole discretion, cancel the contract with the empaneled Agency during the period of empanelment, in case of deviation from agreed terms and conditions on the part of Agency or in extraordinary circumstances.

ANNEXURE - A

APPLICATION FORMAT FOR EMPANELMENT OF ADVERTISING AGENCIES TO CARRY OUT PUBLICITY ACTIVITIES THROUGH HOARDINGS / OUTDOOR MEDIA / WALL PAINTINGS

[Please Tick on the Category(ies) for which Application is being made]

SL. NO.	PARTICULARS	DETAILS
1	Name of the Agency	
2	Head Office Address (Attach a proof of address)	
3	Status of the Agency (Please tick)	a) A Propriety Concern b) A Partnership Firm registered under Indian Partnership Act, 1932 (9 of 1932) c) A Company formed under the Companies Act d) A Limited Liability Partnership formed and registered under the Limited Liability Partnership Act, 2008
4	Name of the Chairperson / Director, Qualification and Telephone & Mobile number	
5	GST Number	
6	Office Phone numbers	
7	Fax	
8	E-mail	
9	Website (if any)	
10	Registration Number (Attach proof)	
11	PAN No. of the Agency (Attach proof)	
12	Detailed strength of staff handling the work assignment in the agency	
13	Details of Authorization / Rights (Attach Proof)	
14	No. of year(s) of experience in the field	
15	Detail of similar assignments handled	
16	List of PSUs with whom the Agency has worked in the past. (Attach proof)	
17	Any other relevant information	

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our application for EOI is liable to be rejected.

PLACE:

DATE:

Authorized Signatory