

महाराष्ट्र राज्य विद्युत वितरण कंपनी मर्यादित अर्थात महावितरणने राज्य स्तरावरील वृत्तपत्रांना डीजीआयपीआर दराने निविदा सूचनांच्या जाहिराती देण्यासाठी वर्ष २०१२-१३ साठी मुंबईस्थित जाहिरात एजन्सी नेमण्याचे ठरविले असून त्यासाठी निविदा मागविलेल्या आहेत. या निविदा महावितरणच्या मुंबई मुख्य कार्यालय, भांडुप शहर परिमंडल आणि कल्याण परिमंडल अंतर्गत मोडणाऱ्या कार्यालयांच्या निविदा जाहिराती देण्यासाठी मागविण्यात आलेल्या आहेत. टेक्निकल आणि फायनान्शियल बीड सादर करण्याची शेवटची तारीख ६ फेब्रुवारी २०१२ आहे. अधिक तपशील कंपनीच्या www.mahadiscom.in या अधिकृत संकेत स्थळावर उपलब्ध आहे..



Tender for Advg. Agency

Maharashtra State Electricity Distribution Company Limited (MSEDCL) has floated a tender for appointment of a Advtg. Agency based at Mumbai for release of tender advertisements of Mumbai Head Offices, offices under Bhandup Zone and Kalyan Zone in approved newspapers at DGIPR rates for financial year 2012-13. Last date for submission of technical and financial bids is **06th February 2012**. Please visit our website www.mahadiscom.in for details.

ADVERTISEMENT

MAHARASHTRA STATE ELECTRICITY DISTRIBUTION CO. LTD.
PUBLIC RELATIONS DEPTT.

Prakashgad, Bandra (East), Mumbai 400 051

Phone: 2647 42 11, 26472131 Fax: 022-26475814

website : www.mahadiscom.in

Invitation of Bids from Advtg. Agencies to release Classified Advts. to Newspapers @ DGIPR rates.

Reference: Tender No. CGM(CC)/Advt.DGIPR/FY 2012-13/01, dt.21.01.2012

Maharashtra State Electricity Distribution Co.Ltd. invites bids from Advertising Agencies based in Mumbai to release classified advertisements- mainly the tender notices, shutdown notices, public announcements regarding working of bill collection centers, call centers, advertisements of load shedding schedule etc. These advertisements are to be issued to the newspapers in the approved list of MSEDCL

Approved list :

MSEDCL's approved list of newspapers consists of only daily newspapers having circulation of 10,000 copies and above. The newspapers are categorised as A, B, C according to their circulation. MSEDCL follows the policy of Govt. of Maharashtra in this regard. The categories and advertisement rates of newspapers are as approved by DGIPR. However, MSEDCL separately notifies the same by issuing relevant office orders. As such a newspaper is not entitled for MSEDCL advertisements unless it is included in the approved list by issue of office order as mentioned above. Presently MSEDCL has 223 newspapers from all over Maharashtra in its approved list. Addition / deletion of newspapers is a continuous process and the latest and updated approved list is to be taken as an effective one for issue of advertisements. A copy of current approved list of newspapers is annexed herewith.

Number of agencies needed :

MSEDCL intends to appoint a single agency to handle the advertisement assignments of Mumbai Corporate office, Bhandup Urban Zone and Kalyan Zone.

An agency to be appointed should have its office/branch office and necessary infrastructure within the jurisdiction of Mumbai Metropolitan Region. It is made clear that the Corporate Office has many offices at different locations in Mumbai and the area of jurisdiction of Bhandup and Kalyan Zones includes the entire Thane district. The Agency is expected to handle the entire work load of all these offices.

Process of issue of advertisements and payment of bills :

The advertisements are required to be issued to the newspapers on day to day basis. The advertisement issuing authorities located at various places within the jurisdiction of Bhandup Zone and Kalyan Zone obtain the names of newspapers from the respective PRO/Dy.CPRO before issue of each advertisement. The authorities within the jurisdiction of corporate office obtain the names from CGM(CC), Mumbai. The agency concerned will have to collect the advertisement matter along with release order from the advt. issuing office by special messenger/fax/email, promptly. Typeset the advertisement text in minimum space taking into account the specific instructions as contained in Annexure 'B' enclosed herewith. Get the advertisement published in the newspapers suggested by the office concerned within due date and submit the bill in triplicate along with voucher copies to the advertisement issuing authority.

Benefits to be offered :

All the classified advertisements of MSEDCL are issued to the newspapers in the approved list and their bills are paid at approved rates as notified vide relevant office orders of MSEDCL PR. Deptt., Mumbai. The advertisement rates mentioned in the approved list are basically the DGIPR rates. It is expected that agencies may offer some service & other benefits. The bidding agencies may also specify whether Service Tax or any other tax is attracted on their bills and whether the same is to be borne by MSEDCL or the agencies themselves.

Two Bid Process :

The agencies will be selected by inviting the proposals in two bid process i.e. Technical Bids and Financial Bids. The Technical Bids will be opened first and Financial Bids of those qualified will be opened later. The Tender Document details and Schedule will be as under.

- a) Tender No. : CGM (CC)/Advt.DGIPR/FY 2012-13/01,
dt. 21.01.2012
- b) Cost of Tender Documents : Rs.100/- by cash / Demand draft / Pay
order drawn in the name of
**Maharashtra State Electricity
Distribution Co.Ltd., Mumbai.**
Payable at Mumbai only.
- c) Sale of Documents : From 23.01.2012 to 04.02.2012
between 11 and 15 hours at P.R. Deptt.
4 th Floor, MSEDCL H.O., Prakashgad,
Bandra (E), Mumbai - 51

- d) Last Date and Time For submission : 06.02.2012 upto 12.00hrs.
- e) Date, Time and Place of Opening of Technical Bids. : 06.02.2012 at 12.30 hours in the Tender Room, Prakashgad, Ground Floor, Bandra (E), Mumbai-51

Note : The Proformas of offer are annexed herewith. The same may also be downloaded from MSEDCL's official website : www.mahadiscom.in & demand draft of Rs. 100/- being the cost of tender documents be submitted along with bids.

Terms & Conditions :-

1. The advtg. agency must be in business for at least 5 years. (to be supported by a certificate of incorporation)
2. The agency must have served major clients in public & private sector. (to be supported by valid documents.)
3. The bidding agencies must have an annual turnover of Rs. 1 crore and more for last 3 years. The same should be supported by C.A. certificates or audited statement of accounts.
4. The agency should be accredited with INS.
5. The agency must have an easy accessible office within the jurisdiction of Mumbai Metropolitan Region with staff and facilities mainly telephone, mobile, fax, e-mail, DTP etc. Agency must have good messenger who can come to offices at short notice. At least one year old Certificate of Shops & Establishment or a certificate of Service Tax registration be attached as proof.
6. Selected agency will have to submit a bank guarantee of Rs. 2 lakh for security purpose.
7. The Agency must specify the benefits it will offer.
8. The benefits offered must be applicable throughout the year 2012-13.
9. The rights to split the contract between more than one agencies or period in case of identical bids etc. are reserved.
10. Sealed offer in enclosed formats duly signed should be submitted in separate envelopes superscribed as **Technical Bids** and **Financial Bids** respectively, till 12.00 hours of the 06.02.2012 to the Jt. Chief Public Relations Officer on the

above address without fail. All sealed technical bids will be opened on 06.02.2012 at 12.30 hrs. in the tender opening room on ground floor, Prakashgad, Bandra (East), Mumbai-51. The financial bids of those qualified will be opened later with due intimation to the qualified bidders. The agency representatives can remain present at the time of opening.

11. Agencies are also requested to enclose agency profile and documentary evidences of similar work done with other Govt. /Semi Govt. agencies/ PSUs and other agencies.

12. Penalty in case of delay or not publishing advertisements will be recovered as follows :-

A) For delay without prior permission of the concerned office :

1. Rs. 500/- per day per newspaper up to two days only, if purpose of the advertisement is not defeated and if acceptable to the advt. issuing authority. (In case of a newspaper having multiple editions, a penalty of Rs 500/- only will be charged for all the editions and not edition wise).

2. In case of delay beyond two days without prior permission, no payment of advt. bill be made.

B) For non publication of advt.:

If the agency fails to get the advt. published in any of the newspapers informed by our office, a penalty of Rs. 2000/- per newspaper on first occasion will be levied. And if this happens for second time in respect of any particular newspaper, a penalty of Rs. 5,000/- will be levied. And if so happens for third time in respect of the same newspaper then a penalty of Rs. 10,000/- will be levied and the contract will be terminated forthwith. And agency will be black listed for future contracts.

13. Newspapers' complaints of non receipt of advts.& non payment of bills against the agency will be viewed seriously & this may result in discontinuance of contract forthwith

14. The right to reject any or all bids or to change the conditions without assigning any reason is reserved.

Date : 21.01.2012

Jt. Chief Public Relations Officer
M.S.E.D. C. L.(Mahavitaran)
Mumbai-400 051

PROFORMA OF TECHNICAL BID

**OFFER OF ADVT. AGENCY FOR RELEASE OF ADVTS.
TO STIPULATED NEWSPAPERS.**

1. Name of the Agency :
2. Whether accredited with INS :
3. Date of commencement of business :
4. Approximate annual
Turnover of the Agency : 2008-09 2009-10 2010-11 (in Crores)
5. Total number of staff in the Agency: a) Skilled- b) Unskilled-
6. List of Important clients served (with documents).
a) Govts./Public Sector
b) Other than Govt
7. Atleast one year old Certificate of Shops & Establishment or a Certificate of Service Tax registration be attached.
8. Any other information (Please enclose separate sheet if necessary)
9. **Undertaking:** The agency must enclose an undertaking in the Performa given on next page [on its letterhead] duly signed by the responsible person.

Date:

{Sign. with Name, Designation and Seal of the Agency}

Enclosures :

- 1) Undertaking
- 2) Any other documents

Note :- All the claims made in the application should be supported by documentary proofs.

PROFORMA OF FINANCIAL BID

FINANCIAL BID

1. Name and address of the Agency :
2. Benefits offered :
3. Credit period :

Date:

{Sign. with Name, Designation and Seal of the Agency}

(Note : The benefits offered must be applicable throughout the year 2012-13. Agency's sealed financial bid duly signed should be submitted along with technical bid in a separate envelope superscribed as **financial bid for release of advts. @DGIPR rates)**

Undertaking:

We, M/s (*name of Advt. Agency*) submit this undertaking that if selected, we will abide by following conditions:

- i) Except advt. bills of newspapers, we will not charge on any account. .
- ii) It will be our responsibility to prepare artwork of the material given by your offices at our cost before passing it on to the press, to ensure that minimum space is utilized by the publication without affecting the results desired from such advertisements.
- iii) We will collect advertisement material on the same day/next morning on intimation from Mumbai office and also from other offices in respective zones by special messenger/fax/e-mail etc..
- iv) It will be our responsibility to procure suitable space in the newspapers on the desired dates.
- v) We will check the material and ensure its accuracy as per the Company guidelines. For mistakes, a corrigendum will be inserted at our cost, apart from your rights to levy penalty at your discretion.
- vi) We accept the condition of Tax Deduction At Source (TDS) as applicable.
- vii) We will submit a monthly report of advertisement (newspaper wise space in column cm., cost etc.) to PRO/Dy CPRO concerned and Chief General Manager(Corporate Communications) Mumbai every month before 10th .
- viii) We are willing to furnish a Bank Guarantee of Rs. 2,00,000/- (Rupees Two Lakh only) as Security Deposit to the Company.
- ix) We will pay the penalty charged by the advt. issuing authority in case of delay in publication or non-publication of advertisements as follows:

A. For delay – Rs. 500/- per day per newspaper up to two days if purpose of the advertisement is not defeated and if acceptable to the advt. issuing authority. No payments of bills for delays beyond two days.

B) For non publication - Rs. 2000/- per newspaper on first occasion and Rs. 5,000/- for second occasion and Rs. 10,000/- for third occasion in respect of the same newspaper.

- x) The media plan framed by P.R.O./Dy.CPRO concerned and CGM(CC), Mumbai in case of each advt. shall be acceptable to us in toto. We abide by the condition that any deviation on our part will amount to discontinuance of contract forthwith.
- xi) We will not drag the MSEDCL in any dispute /controversy between our agency and any newspaper or any other organization.
- xii) We will not withdraw our offer any time during the year.
- xiii) We will not object if the contract is given for a period less than one year or it is given to more agencies.

Date: {Sign. with Name, Designation and Seal of the Agency}

Instructions for Printing the Advts.

Annexure – ‘B’

- 1) The emblem of the advertisement releasing Company should invariably be included on the top left hand corner of the notice for the advts. where width is more than one column. For Advt. of one column width, emblem should be printed at top. It should be of the size 2.5 cm. In case of failure to publish the Board's emblem, Rs. 500/- will be deducted from the bill.
- 2) The vacant space on the right side of the emblem at top should be utilised to display headings such as **Tender Notice** etc.
- 3) The advertisement must be set in minimum space.
- 4) Spacing between 2 lines of the text of the advertisement should be kept minimum.
- 5) The English text of the advertisement should be preferably in 6 pt. and not exceeding 8 pt. type. Marathi text should be printed in 10-12 pt. type size. In case bigger size types, are used resulting in utilisation of additional space then, appropriate deduction will be made from the bill.
- 6) The office address of the authority who has issued the advt. should not be given at the top or bottom, if the same is incorporated in the text matter. If the same is not incorporated in the text matter then it should be given at the top and only in the black type (bold type) of the text matter. But in any case it should not appear at more than one place and in bigger size than the one specified in clause No.5 herein.
- 7) The name of the Company should not be repeated at the top as the same are already incorporated in the emblem. Similarly, telegraphic address, telephones, date on which advertisement is issued etc. should not be given in the advertisement, unless there are special instructions to do so.
- 8) At the end of advertisement only the designation of the officer is to be printed and not his name or address, except in cases where it is statutorily or legally required to be mentioned and it should not exceed 8 pt.(bold type) in English & 12 pt. in Marathi.
- 9) The advertisement should be without mistakes. In case there are mistakes in the published advertisement which changes the essence of the advertisement, such advertisement should be republished or corrigendum be issued at your cost. The Charges for the re-advertisement / addendum will not be paid to you. In case of other mistakes deduction will be made from the bill, as deemed fit.

Date :

Jt. Chief Public Relations officer.