

Invitation of Bids from Advt. Agencies to release Tender Advts.
In Newspapers @ DGIPR rates.

No. CPRO/DGIPR ADVT/No/01/19-20/01/70

Date: 14.3.19

Nature of Consultancy: To assist the company in releasing Tender and other advertisements from **Corporate office Mumbai including Kalyan & Bhandup** zones and other zonal headquarters i.e from **Ratnagiri, Aurangabad, Kolhapur, Pune** (including Baramati), **Akola** (including Amravati Zone), **Nagpur** (including, Chandrapur Zone & Gondia Zone), **Latur** Zone (including Nanded Zone) and **Nashik** Zone (including Jalgaon Zone).

Total 9 agencies will be appointed at Mumbai. Ratnagiri, Aurangabad, Kolhapur, Pune, Akola, Nagpur, Latur & Nashik for the 16 Zones mentioned above.

The agency has to release advertisements to DGIPR listed newspapers approved by Mahavitaran at DGIPR rates.

The agency has to submit sets of newspaper cuttings to Mahavitaran's Corporate office Mumbai, in both hard and soft copies through mail/whatsapp using latest technology on daily basis including relevant news appeared about the power sector (especially Mahavitaran) in prominent Print and News clippings appeared in Electronic media.

The Agency must have necessary infrastructure to provide various Public Relations related free services to MAHAVITARAN whenever necessary.

The interested bidder can download the bid document only through **E-Tendering**. The Bidder should be registered on MSEDCL's e-Tendering Website. **If the bidder is not registered, then such bidder will not be able to participate in the process.**

Agency should upload technical and financial bid separately for the zonal Head Quarter along with relevant documents on or before last date of submission of bids 25.03.19 up to 13.05 hrs. on the Mahaviran's e-tendering website. Technical bids will be opened on **25.03.19 at 15.00 hrs.** in the Public Relations Department Fourth floor, Prakashgad, Bandra (East), Mumbai-51. The financial bids of those qualified in Technical Bids will be opened later, with due intimation to the qualified bidders. Agency's representative can remain present at the time of opening bids.

Tender Fee: Cost of Tender Documents: A non-refundable fee of Rs 1000/- (Rupees One Thousand only.) is to be submitted online to towards purchase of tender document. **The Proformas of offer to be downloaded from Mahavitaran's official e-tendering website: <https://etender.mahadiscom.in/eatApp> after submission of a non-refundable fee of Rs. 1000/- & a receipt of this (tender document fee) to be uploaded along with bids.**

Date of availability of bidding document on MSEDCL's e-Tendering website
<https://etender.mahadiscom.in/eatApp> from: **14.03.19**

Last date & time of submission of Technical and Financial Bids: **25.3.19 up to 13.05hrs.**

Date and Time of opening Technical Bids: **25.3.19 at 15.00 hrs.**

- The contract will be in force from: **01st April 2019.**

- **Expected average annual business:**

Zonal Headquarter	Expected Average Annual Business in Rs.
Nagpur	57.00 Lakhs
Pune	25.00 Lakhs
Aurangabad	47.00 Lakhs
Akola	27.00 Lakhs
Nashik	91.00 Lakhs
Latur	53.00 Lakhs
Kolhapur	25.00 Lakhs
Ratnagiri	13.00 Lakhs
Mumbai, Kalyan & Bhandup	62.00 Lakhs

- **Earnest Money Deposit (EMD) :** The agency has to submit EMD of an amount **given below** in the form of a Demand Draft drawn on a Nationalized Public Sector Bank or ICICI Bank, IDBI Bank, Axis Bank, HDFC Bank in favor of the "**Maharashtra State Electricity Distribution Company Limited**", payable at **Mumbai.**
- **The agency will have to submit an EMD as follows:**

No.	Zone	EMD Amt. (In Rupees)
1	Akola	27000
2	Aurangabad	47000
3	Pune	56000
4	Kolhapur	25000
5	Latur	53000
6	Nagpur	57000
7	Nashik	91000
8	Ratnagiri	13000
9	Mumbai, Kalyan & Bhandup	62000

- **EMD shall be placed in a separate envelope clearly marked as EMD for Appointment of Advertising agency for issuing of classified advertisements at DGIPR rates for Zone Name on it and submitted to the office of Chief Public Relations Officer , Public Relations Department 4th Floor, Prakashgad MSEDCL Bandra (East) Mumbai-510n or before the last date and time of submission of bid.**
- Bids, which are not accompanied by the above EMD, shall be rejected by MSEDCL, as non-responsive.
- **Date and Time of opening Technical Bids:** The date of opening of Financial Bids of technically qualified bidders will be communicated to the qualifying bidders separately.

- Contact Person:

Chief Public Relations Officer,
Public Relations Department
4th Floor, Prakashgad Bandra (East)
Mumbai Ph: 26474211,
Extn. 3617,3525

**Email: cgmcc@mahadiscom.in,
prodiscomm@gmail.com**