

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

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

Date: 25.3.19

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.**

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: **02.4.19 up to 13.00hrs.**

Date and Time of opening Technical Bids: **02.4.19 at 15.00 hrs.**

- The contract will be in force from: **01st May 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-51 on 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, PrakashgadBandra (East)
Mumbai Ph: 26472131/26474211,
Extn. 3617,3525

Email:

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