



# TENDER

For

## **EMPANELMENT OF ADVERTISING AGENCIES**

For

## **PUBLICITY CAMPAIGN ON RADIO & TV**

PUBLIC RELATIONS DEPARTMENT  
MSEDCL, MUMBAI

## Bid Schedule

S.N.	Name of the Project	Request for Proposal for Empanelment of Media Buying/Advertising Agencies	
1	<b>Tender Number</b>	CPRO/DAVP Advt./2022-23/T-01, dt. 21/03/2022	
2	<b>Sale of Tender Document</b>	From 21/03/2022 to 04/04/2022 (Document can be downloaded from – MSEDCL's E- Tendering website: <a href="http://works.mahadiscom.in/eTender/etender">http://works.mahadiscom.in/eTender/etender</a>	
3	<b>Submission of Pre-Bidqueries and email</b>	24/03/2022 till 17.00 hrs	
4	<b>Pre-Bid meeting Date, Time</b>	29/03/2022ny 16.00 hrs	
5	<b>Last date of submission of Bids</b>	04/04/2022 till 13.00 hrs	
6	<b>Cost of the Bid</b>	Rs. 5000 + GST	
7	<b>EMD</b>	Rs. 1,00,000 (Rs. One Lac only)	
8	<b>Date, Time &amp; Venue of Bid Opening</b>	04/042022 at 16.00 hrs (Online)	
9	<b>Date, Time &amp; Venue of presentation as a part of technical evaluation</b>	Date, Time & Address will be intimated later to the shortlisted/qualified Bidders.	
10	<b>Date &amp; Time for Financial Bid opening</b>	Date, Time will be intimated later to the shortlisted/qualified Bidders.	
10	<b>Address of Communication</b>	The Chief PRO, MSEDCL, 4 <sup>th</sup> Floor, Prakashgadh, Bandra (East) Mumbai – 400051	
11	<b>Contact Officials</b>	Mr Anil Kamble Chief PRO Email :- <a href="mailto:jtcpro10@gmail.com">jtcpro10@gmail.com</a> Mobile : 9833587048	Mr. Yogesh Vitankar Dy. CPRO Email:- <a href="mailto:prodiscomm@gmail.com">prodiscomm@gmail.com</a> Mobile : 7875761032

## **Invitation of Bids from Advertising Agencies for releasing of company's advertisements, on TV and Radio at DAVP rates.**

### **EMPANELMENT OF ADVERTISING AGENCIES (ADVT. No. CPRO/DAVP Advt./2022-23/T-01, dt. 21/03/2022)**

MSEDCL (Maharashtra State Electricity Distribution Company Limited) is a wholly-owned subsidiary of the Maharashtra State Electricity Board. It is the largest electricity distribution utility in India in terms of consumers]. MSEDCL distributes electricity to the entire state of Maharashtra.

The Company has to run various advertisements campaigns in electronic media i.e. TV and Radio, at DAVP rates. The application format & detailed terms and conditions can be directly downloaded from our website [www.mahadiscom.in](http://www.mahadiscom.in). The agencies are requested to submit their application forms complete in all respects along with a fee of Rs.5000/- (Five Thousand) + GST Rs. 900/-, in the form of online payment only.

The agencies will be selected by inviting the proposals in two bid process i.e. Technical Bid and Financial Bid. The Technical Bid will be opened first and Presentation from the agencies and Financial Bid of those qualified in technical bid will be opened later. The tender document details and Schedule will be as under.

#### **1. SCOPE OF WORK**

- a) Broadcasting/ Telecasting and Production of Audio and Audio-Video campaign for Radio and Television.
- b) The detailed scope of work includes conceptualization, developing creative ideas, designing, scripting, developing and production of advertisements, publicity and other resource material, including but not limited to Audio-visual and audio in different languages.
- c) Audio-visual Media: Video Creative for Television.
- d) Audio Media: Audio Creative for Radio. Recording, Dubbing, Voice Over, Arranging

Background Music for audio-visual creative, and any other audio media services.

- e) All other allied services including but not limited to conceptualization, execution and monitoring, reporting related to Audio-Visual and Audio media.

## **2. SCHEMS FOR THE CAMPAIGN, TARGET AUDIENCE & TIME SCHEDULED**

- a) **PM-KUSUM Scheme** – Individual Farmers, Group of Farmers, Agriculture Societies, Companies, Registered Firms, Rural agriculture dominating areas
- b) **Solar Roof Top Scheme** – All categories of individual Consumer, Residential Societies, Offices, Schools, Hospitals from Rural, Urban and semi urban areas
- c) **Mukhyamantri Sour Krishi Vahini Scheme** – Individual Farmers, Group of Farmers, Agriculture Societies, Rural agriculture dominating areas
- d) Any other schemes may be added and for publicity on the rates fixed by the C.A. in the tender.

The empanelment of agency shall be valid initially for a period of one year and may be extended for another one year (subject to a total period of three years in all) by mutual consent on same terms & conditions subject to satisfactory performance of the agency and approval by the Competent Authority

**NOTE - Rates can be modified only if DAVP base rates will change in future.**

## **3. TIME SCHEDULE**

Initially the publicity campaign for Television and Radio will be for 10 days of each scheme, further it can be extended as per the requirements and budget.

**Tender No. CPRO/DAVP/ADVT/2022-23/T-01, dt. 21/03/2022**

- I. Cost of Tender Documents: A non-refundable fee of Rs.5000/- (Five Thousand) + GST Rs. 900/- and EMD of Rs. 100000/- (One lac only) Payable**

only through online process. For details login to Maharashtra State Electricity Distribution Co. Ltd., E- Tendering website: <http://works.mahadiscom.in/eTender/etender>

- II. Sale of Documents : From 21/03/2022 to 04/04/2022.
- III. Submission of Queries : 24/03/2022 by 05.00 pm
- IV. Reply of Queries on Website : 28/03/2022
- V. Pre bid meetings : 29/03/2022 by 04.00 pm
- VI. Last Date and Time For submission: 04/04/2022 upto 13.00 hrs.
- VII. Date, Time and Place of Opening of Technical bid : 04/04/2022 at 16.00 hours at PR Dept., 4<sup>th</sup> Floor, Prakashgad, Bandra (E), Mumbai-51
- VIII. Presentation Date : The date will announce later.
- IX. Financial Bid opening : The date will announce later.

**Note:** The Performa's of offer to be downloaded from MSEDCL's office e-tendering website: <http://works.mahadiscom.in/eTender/etender>, a receipt of this (tender document fee) to be uploaded along with bids.

**IMPORTANT:** Bidders who interested to participate in bidding should register On Line official website. The details procedure is given on website link <https://etender.mahadiscom.in/eatApp/download>

Qualified Bidder as per the eligibility criteria would be required to make a presentation before the Executives of Evaluation Committee at Company's Head Office The Committee would evaluate the quality of bidders on the criteria mentioned in the Tender Document, based on their proposals received and shortlist them for taking part in presentation. The Agencies scoring predetermined marks/score will be communicated for participation in financial bidding.

#### **4. TECHNICAL EVALUATION**

The process of evaluation is detailed hereunder:-

All the bids (applications) will be evaluated based on short-list those agencies which are satisfying the eligibility criteria in all respects and declare the agencies which are technically qualified for further evaluation.

The above short-listed agencies will be advised to make a presentation of maximum one hour duration to the Evaluation Committee. The Committee would evaluate the quality of bidders on the criteria mentioned in the Tender Document, based on their proposals received and shortlist them for taking part in presentation. The Agencies scoring predetermined marks/score will be communicated for participation in financial bidding.

Sr. No.	Evaluation Criteria	Marks
1.	Company profile – <ul style="list-style-type: none"> <li>I. clientele</li> <li>II. revenue/turnover certificate &amp; ITR</li> <li>III. office infrastructure and equipment's at Mumbai,</li> <li>IV. Staff strength, skilled manpower, human resources, etc.</li> </ul> (Provide applicable documentations)	15
2.	Past work experience of the agency, awards won, etc. (along with work orders) <ul style="list-style-type: none"> <li><b>1. Work experience in no of years</b> <ul style="list-style-type: none"> <li>a. Upto 3 years – 1 mark</li> <li>b. 3 Years to 5 years – 3 marks</li> <li>c. 5 years and above – 5 marks</li> </ul> </li> <li><b>2. Awards won</b> <ul style="list-style-type: none"> <li>a. State level – 1 mark</li> <li>b. National level – 2 marks</li> <li>c. Government Appreciation- 2 marks</li> </ul> </li> <li><b>3. No. of Government campaign in last 3 years</b> <ul style="list-style-type: none"> <li>a. Upto 3 – 1 mark</li> <li>b. 3 to 5 – 3 marks</li> </ul> </li> </ul>	15

	c. 5 and above – 5 marks	
3.	<b>Strategy for MSEDCL</b> <ol style="list-style-type: none"> <li>1. Content of the campaign and ability to provide creative ideas in the content which can boost MSEDCL consumers to avail; the scheme 15 marks</li> <li>2. Understanding of the Brief and overall planning for the campaign and ability to provide Innovative suggestions for the campaign.- 15 marks</li> <li>3. Ability of advising effective Media Strategy to reach the desired target Audience – 10 marks</li> </ol> <p>Ability of the media agency/ies to provide slots in the prime time or impact properties in TV and Radio at DAVP rates– 10 marks</p>	50
4.	Specific strengths, Innovative ideas	10
5	Any other points decided by the committee	10
Total Marks		100

**Note: Relevant supportive documents should be submitted along with tender bid documents**

Based on the above evaluation, Company will assign marks to all the above agencies and rank them accordingly. Based on minimum 70% marks fixed by the Company, at its discretion, Company will short-list agencies and only these agencies will be called “Qualified Agencies”. These “Qualified Agencies” will be considered further for “Financial Evaluation”. The evaluation score given to these agencies will be taken for further consideration.

## **5. FINANCIAL EVALUATION**

Company, in this document, requests all the bidders to submit their “financial bid in the prescribed format. This format requires the applicants to quote the “Rate of

Agency Commission (%) and Production charges for Video and Radio spots". This will be considered as primary parameter for financial evaluation.

The financial bids of only these "Qualified Agencies" will be opened online

Based on this, the agencies will be ranked. Agency offering the highest "benefit" to MSEDCL is considered as L-1 and the "Rate of Agency Commission (%) and Production charges for Video and Radio spots", quoted by this agency will be treated as benchmark rate for creative commission.

Since Company is proposing to empanel Three (03) Agencies for corporate empanelment, Company would invite the top Three Agencies based on the "Rate of Agency Commission (%) and Production charges for Video and Radio spots and there experience and quality of Video and Audio spots which are beneficial for the scheme implementation. Lowest financial bid would be considered for allotment of work to different empanel agency.

The "Rate of Agency Commission (%) and Production charges for Video and Radio spots" so computed and mutually agreed between the Company and the respective Agency shall remain fixed during the entire period of contract.

## **6. SUBMISSION OF BID**

Interested agencies may submit the bid online only.

## **7. ELIGIBILITY CRITERIA:**

The bidders must fulfill the following criteria:

- I. The agencies should be empaneled with DGIPR, (Copy of DGIPR empanelment letter to be submitted).
- II. The agencies should have at least three (03) years' experience in the field after obtaining DGIPR empanelment. (Copy of work orders to be submitted).



- III. It must have Office at Mumbai. (Copy of Shop and Establishment Certificate to be submitted).
- IV. Its annual turnover for the last three financial years should be atleast one (01) crores for each year. (Copies of Balance Sheets and ITR to be submitted).
- V. It must have Empanelment with at least three (03) Government Departments / Institutes / Universities / State Government Undertakings/ Private Institutions/ Renowned Private Sector firms (Copy of work orders to be submitted).
- VI. The agency should not have been barred /blacklisted by any Govt. Dept. or PSU. (Accordingly an affidavit on bond paper of Rs.100/- needs be submitted).
- VII. It should have the required technical expertise, translation expertise, and complete infrastructure in designing, production, media and marketing department (Detailed list must be enclosed)
- VIII. It must have a valid PAN No. (Copy of the PAN Card must be enclosed).
- IX. It must have the GST Registration (Copy of GST Registration must be enclosed).
- X. The agency shall undertake to broadcast/telecast advertisements as per DAVP rates only.
- XI. Based on minimum 70% marks fixed by the Company, at its discretion, only shortlisted agencies will be called for “Financial Evaluation”.

The company shall undertake that it fulfills all the criteria as per above check-list and all supporting documents must be enclosed at this stage.

## **8. OTHER IMPORTANT TERMS & CONDITIONS**

- I. Bidders have to submit their bids & their profile strictly as per the online application format with all the required enclosures.
- II. The empanelment of agency shall be valid initially for a period of one year and may be extended for another one year (subject to a total period of three years in all) by mutual consent on same terms & conditions subject to satisfactory performance of the agency and approval by the Competent Authority
- III. Proper audio/video for each advertisement shall be done by the agency and minimum production charges as per DAVP base rates will be approved by the

company.

- IV. The agency will ensure timely broadcast/telecast of all the advertisements as are sent by the company from time to time.
- V. The agency will send, along with bill (in triplicate), a copy of each advertisements in Flash Drive viz. TV Channel/Radio Stations scheduling, Time slots, records of Broadcast/Telecast in which the advertisement was published along with the certified copies of DAVP rate and media bills.
- VI. No advance will be given for executing the job.
- VII. Counter conditions by the tenderers in any matter including concerning payment of bills shall not be acceptable.
- VIII. The Company will not accept any financial / legal liability from the Media to whom the advertisement will be released through agency. The agency will be personally liable if at any subsequent stage, any dispute arises or legal action is taken by broadcaster against the Company for non-payment of their bills, etc.
- IX. EMD of Rs. 1 Lac should be paid online
- X. Documentary evidence needs to be submitted, wherever applicable.
- XI. The empanelled agency shall have to deposit a performance security of Rs. 2,00,000/- (Rs. Two Lac only) in the form of Bank Guaranty at the time of signing agreement. This shall be refundable after three months after completion of contract period.
- XII. Applicable rebates must be offered additionally by the advertising agencies in addition to the quoted discounts over the DAVP rates.
- XIII. **PENALTY CLAUSE:** The Time Schedule & placement in the Broadcast/telecast of advertisement should be strictly adhered to by the agency. If the advertisement is not made on stipulated dates, penalty will be imposed as detailed below:
  - a. A penalty of Rs. 5000/- per TV Channel/ Radio Station per day will be charged if the advertisements are delayed beyond stipulated time.
  - b. In case of any abnormality / irregularity noticed in the release of advertisement, Duration, Audio or Video contains, contents, rates, etc. the penalty recommended by an independent committee constituted by the MSEDCL shall be final & binding on bidder.

- c. EMD of Rs 1 lac shall be liable to be forfeited, if the bidder declines to accept the offer and performance security of Rs.2 lac shall be liable to be forfeited if the bidder fails to execute the work on time or fails to complete the work satisfactorily.
- XIV. The MSEDCL reserves the right to terminate the contract at any time without prior notice and to forfeit the performance security, in case the agency fails to complete the work satisfactorily.
- XV. In case the successful tenderer fails to complete the order in part or in whole, as the case may be, the order shall be cancelled and awarded to the next successful bidder. The penalty as deemed fit by the Competent Authority shall be imposed on the tenderer who fails to execute the work order.
- XVI. MSEDCL reserves the right to accept or reject any or all proposals without assigning any reason(s).
- XVII. **ARBITRATION CLAUSE:** That in case of any dispute between the two parties (The Company viz. MSEDCL & The Agency viz. successful bidder) arising out of or in relation to the agreement, the dispute shall be referred to arbitration of a sole arbitrator to be appointed by the MSEDCL. The award of the said arbitrator shall be binding on both the parties. The seat of arbitration shall be at Mumbai.