



MAHARASHTRA STATE ELECTRICITY DISTRIBUTION CO. LTD.

PUBLIC RELATIONS DEPARTMENT

Prakashgad, Bandra (East), Mumbai 400 051

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Appointment of Advertising Agencies

Invitation of Bids to Appoint 4 Advertising Agencies to release Tender & other advertisements in Newspapers @ DGIPR/DAVP rates.

Reference: CPRO/DGIPR/ Advt./2025-26/T-01/26 to T- 04/26, dt. 04/03/2026.

Maharashtra State Electricity Distribution Co. Ltd (Mahavitaran's) invites bids from Advertising Agencies to appoint in all 4 agencies based in Mumbai, Nagpur, Pune, & Chatrapati Sambhajinagar to release classified advertisements- mainly the tender notices, expression of interest, shutdown notices, public announcements regarding working of bill collection centres, call centres, load shedding schedule etc. by DGIPR rates for Maharashtra and /DAVP rates for other than Maharashtra Newspapers. These advertisements are to be issued to the newspapers included in the approved list of Mahavitaran.

Number of agencies needed:

Mahavitaran intends to appoint in all 4 agencies at Regional Headquarters to handle the advertisement assignments at 16 zones and Corporate office, Mumbai throughout the State. An agency to be appointed at **Mumbai** will look after the work of **Corporate Office Mumbai** and offices **under Kokan Region** that are **Bhandup Zone, Kalyan Zone, Nashik Zone, Jalgaon Zone & Ratnagiri Zone;** similarly agency appointed in **Nagpur Region** and Headquarter as **Nagpur Zone** will look after the works of **Nagpur Zone, Gondia Zone, Chandrapur Zone , Amravati Zone & Akola Zone.** One agency is to be appointed at **Chatrapati**

Sambhaji Nagar Region and Headquarter as **Chatrapati Sambhaji Nagar Zone** which will look after the works **Chatrapati Sambhaji Nagar Zone, Latur Zone** and **Nanded Zone. Pune Zone** based agency under **Pune Region** will look after the works of **Pune Zone, Baramati Zone & Kolhapur Zone.**

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

The contract will be in force for all the agencies from 1st April 2026 to 31th March 2027.

Expected average annual business:

No.	Region Head Quarter/Agency HQ	Expected Annual average Business (In Rupees) (Approx.)
1)	Chatrpati Sambhajinagar	1 Crore
2)	Pune	2 Crore
3)	Nagpur	1 Crore
4)	Corporate office Mumbai	6 Crore

Tender No. CPRO/DGIPR Advt./2026-27/ T-01/26 to T- 04/26 dt. 04/03/2026.

Cost of Tender Documents: A non-refundable fee of Rs.5000/- (Five Thousand) + GST Rs. 900/- and EMD is Payable only through online process.

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

- I. Sale of Documents : 05 /03/2026.**
- II. Last Date and Time For submission: 15 /03/2026 up to 18.00 hrs.**
- III. Date, Time and Place of Opening of Technical bid (Online): 16 /03/2026 at 11.30**
- IV. Financial Bid opening : The date will be communicated later to qualified bidders.**

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>

CHIEF PUBLIC RELATIONS OFFICER

Maharashtra State Electricity Distribution Company

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