



AIDC/ PR/Empanel/2018/07/23703

Date:27.12.2018

NOTICE INVITING PROPOSAL FOR EMPANELMENT

Sealed proposals are invited from reputed Advertising agencies having in-house design expertise and their registered head office in Guwahati for empanelment with Assam Industrial Development Corporation Limited, as Advertising Agencies to cater to advertisement related assignments in print media and for designing publicity materials. The following documents are required to be enclosed:-

- 1) INS accreditation documents.
- 2) Profile of the agency and work experience specifying no of years.
- 3) Evidence of competent creative set-up and details of staff strength.
- 4) List of clients and performance certificate from any three clients.
- 5) Documents of assignments executed for PSU & Govt. Sector.
- 6) Audited balance sheet for last 3 years.
- 7) Pan No. & GST No.
- 8) Trade Licence.
- 9) Tender fee of Rs 1000/- by D.D in favour of Managing Director AIDC Ltd payable at Guwahati.

Selection Criteria

1. The selection of agencies shall be done strictly on the basis of eligibility criteria (strict compliance in submitting the above documents), past experience, field verification and performance of on the spot tender & display work (if necessary). The necessity for on the spot performance will be decided by Committee members during the empanelment process. For on the spot performance, advertisement will be judged on
 - a) ability to bring in space economy without compromising legibility and clarity (for tender advertisements) and Impact and artistic appeal (for display advertisements)
2. Minimum two and maximum four advertising agencies shall be selected for the panel.
3. The period of empanelment will be for three years and may be extended for a year based on the performance.

4. Newspaper advertisements will be processed as per DIPR rates and no other rate will be accepted.

Proposals should be addressed to Managing Director, Assam Industrial Development Corporation Ltd., R.G. Baruah Road, Guwahati-24 in sealed envelope marked “Application for Empanelment of Advertising Agencies” and will be received till 1.00 PM on 19.01.19
Date of Tender opening : 19.01.19 at 3.00 PM.

AIDC Ltd. reserves the right to reject any or all proposals without assigning any reasons whatsoever.

S/d
Managing Director