

No. MMTC/CCD/Agency Empanelment/2017-19

NIT Inviting EOI for Empanelment of Advertising/Creative Agencies | Dt. 21.07.2017

MMTC Ltd., a Miniratna CPSE, is one of the largest trading companies in the country and the first Public Sector Enterprise to have been accorded the status of 'Five Star Export House' by the Govt. of India. Over the years, MMTC has grown into a reputed global business leader with trade operations spread across diverse sectors like agro, power, fertilizers, coal and hydrocarbons, steel, precious metals, drugs and chemicals, engineering goods, etc., besides minerals and metals. With a network of regional offices spread across the country, a wholly owned subsidiary in Singapore, and a number of joint ventures in areas such as bullion refining & minting, retailing, commodity hedging, steel production, wind energy, mining, trade & infrastructure development, etc., the Company has established its presence both in India and abroad.

MMTC invites applications from reputed advertising/creative agencies for its various communication activities, including Advertising, Publicity, Media Planning & Buying, Creative Designing, Copywriting, Production, Printing & Publishing Jobs, Marketing and Branding requirements, etc. for empanelment with the Corporate Office for a period of minimum two years. **Please follow the given instructions closely and send in your bids in sealed envelopes addressed to the Manager, Corporate Communications, MMTC Limited, latest by 1430 hours on 11.08.2017 (Friday) with a covering letter clearly listing the enclosures.**

Essential Profile Requirements / EPR (*check if you are eligible to apply*) :-

- a) The bidder should be registered within India (under the Companies Act or the Shops & Establishments Act). (Self attested copies of the 'Registration Certificate' to be submitted). The bidder has to declare the Agency profile such as Partnership/ Proprietorship/ Company etc.
- b) The bidder should have annual financial turnover of at least Rs. 15 crores and above during each of the immediately preceding three financial years. (The certificate to this effect should be enclosed duly certified by a Chartered Accountant. **Do NOT submit the entire book of accounts; only submit CA certification, or P&L and Balance Sheet.** Latest ITR copy may also be enclosed.)
- c) The bidder must submit self-certified copies of PAN & GST Registration (Delhi/UP/ Haryana)
- d) The bidder should be accredited by the INS since 2012 or earlier. (attach INS accreditation proof of last five years)
- e) The bidder should have recent work experience in doing high quality jobs of similar nature for prominent Government bodies, PSUs. The party should have worked with a minimum of 2 PSUs during the immediately preceding 2 FYs to the effect of Rs. 50 lakhs billing p.a. with each PSU. (Work orders/client certificates and proof of paid bills from concerned clients **or** only CA certificate need to be attached. **Do NOT submit documents of work experience/billing for more than 2 PSUs.**)
- f) The bidder should have their office in Delhi/NCR. (address proof to be attached)

Advertising/Creative Agencies need to submit the following in separate sealed envelopes through physical mode only latest by 1430 hours on 11.08.2017 (Friday):

- **Agency Empanelment Form** (Annexure 1 of this tender; to be submitted with complete details & required EPR documents).
- **Expression of Interest** letter for Agency Empanelment with MMTC Ltd. (format attached with this tender – Annexure 2)
- **Essential Profile Requirements/ EPR Documents** - a to f, as mentioned above in this tender & specified in Annexure 1
- **Creative Designs** – I to IV mentioned below in this tender.

Submission of Creative Designs:

Agencies must submit the following creative submissions with their applications. (For further info about MMTC, the party may refer to our website) Please submit the exact no. of designs as specified (no more, no less):

- I. 1 creative for Cover of MMTC Annual Report 2017-18 (*published Annual Reports of recent years are available on MMTC's website and may be referred to*)
- II. 1 creative design for MMTC's Corporate Wall Calendar 2018 (*max. three sheets*)
- III. 1 bilingual corporate ad creative (print) for MMTC's overall image building/ brand development
- IV. 2 bilingual commodity ads (print) for any of MMTC's business lines (Minerals / Agro / Fertilizers / Coal & Hydrocarbons / Non-Ferrous Metals / *Sanchi* silver / Precious Metals / India Gold Coin / Engineering Products / Drugs & Pharmaceuticals)

Evaluation Criteria:

Parties who submit all required information (Empanelment Forms, supporting EPR documents, and creatives) and fulfill the essential profile requirements will be shortlisted for Creative Evaluation. Upon being further shortlisted (based on creativity of submitted designs and their relevance to MMTC), bidding parties may be called for a final presentation to a Senior Committee. Surprise agency visits may also be conducted. The Final Panel will have a validity of minimum 2 years (2017-19), extendable by an additional; year on satisfactory performance by the party/parties. If Empanelled Agencies do not participate in submission of creative designs or price bids for various jobs (other than tender notices) on two or more consecutive occasions, they are liable to be dis-empanelled due to non-performance at MMTC's sole discretion.

How to Tender:

The Agencies need to submit the following in separate sealed envelopes through physical mode only:

1. **Agency Empanelment Form** (Annexure 1, completely filled & with EPR documents attached)
2. **Expression of Interest** letter for Agency Empanelment. (Annexure 2, in prescribed format)
3. **Creative Designs** – I to IV, as mentioned earlier in this tender document)

Parties may download the tender documents free of cost by login to MMTC or Govt. websites: www.mmtclimited.com or <http://eprocure.gov.in/>. Kindly address the complete Tender package to:- Manager, Corporate Communications Division, 2nd Floor, MMTC Limited, Core-1, SCOPE Complex, Lodhi Road, New Delhi-110003 (Phone: 24362200 extn. 1247 / 1474).

DEADLINE FOR SUBMISSION: 11.08.2017 (Friday) at or before 2.30 PM
OPENING DATE & TIME: 11.08.2017 (Friday) at 3.00 PM

Authorized representatives (max one from each party) of the bidders may attend the opening of tender.

PRE-BID MEETING: For better understanding of the tender requirements and clarify any queries or doubts the bidding parties may have, one pre-bid meeting will be held on 01.08.2017 (Tuesday) at 11 AM at MMTC's Corporate Office, Core-1, SCOPE Complex, Lodhi Road, New Delhi-110003. Interested agencies are welcome to attend. Kindly email your queries and interest for participation beforehand to somdutta@mmtclimited.com and anupk@mmtclimited.com by 28.07.2017 (Friday). Alternately, parties can seek clarifications via email from the above by 09.08.2017 (Wednesday) latest.

MMTC reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever. Submissions not in line with our format, terms/conditions, technical bid requirements and other parameters will be rejected. MMTC reserves all rights to have any number of agencies as deemed fit on its panel and to allot them work at its own discretion.

Checklist of Documents to be submitted (ensure that you submit all of them):-

- ✓ Address Proof for Delhi-NCR
- ✓ Registration Certificate
- ✓ PAN Card
- ✓ GST Number (Delhi/ UP/ Haryana registration)
- ✓ Proof of INS Accreditation of last 5 years (since 2012)
- ✓ Latest I.T. Return (optional)
- ✓ Turnover Proof of last 3 FYs (min. 15 crores p.a.), ie. FYs 2014-15, 2015-16, 2016-17 (only P&L and Balance Sheet **OR** CA Certification should be submitted)
- ✓ Work Experience with any two PSUs/Govt. Bodies since 2015 (submit work orders/client certificates & proof of min. 50 lakh paid billing p.a. with each of the two clients during 2015-17 **OR** CA certificate to the same effect)
- ✓ Annexures - 1 & 2
- ✓ Creative Designs (I to IV)

Annexure 1

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AGENCY EMPANELMENT FORM

- 1) Name of the Agency:
- Change of Name (if any) since initial establishment:
- 2) Year of Establishment:
- 3) Registered Office Address (*should be registered in India; self-attested copy of Registration Certificate to be provided with declaration of Agency Profile such as Partnership/ Proprietorship/ Company, etc*):
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- 4) Correspondence Address (*if different from above*):
- 5) Contact Person (*name & designation*):
- 6) Telephone Nos. :
- 7) Email ID:
- 8) Website (*if any*):
- 9) No. of Branch Offices & Locations:
- 10) i) GST Regn. No. in Delhi/ UP/ Haryana (*attach self-attested copy*):
- ii) PAN Number (*attach self-attested copy*):
- 11) Latest copy of ITR Return (*attach copy*):
- 12) INS Accreditation of last 5 years (*attach certificate copies*):
- 13) Turnover (in INR) (*minimum annual turnover required of 15 crores or above during each of the last 3 FYs. Please attach CA certification or balance sheet & P&L statements, not the entire book of accounts*):-

2014-15	2015-16	2016-17

Official Stamp & Signature:

14) Work experience with at least 2 PSU's/ Govt. bodies with minimum INR 50 lakh billing p.a. with each client in each of the preceding 2 FYs. (work orders/ certificate as well as paid bill proof from only two clients or only CA certificate to be attached):-

Name of Company	Billing Amt. in 2015-16	Billing Amt. in 2016-17

15) Awards Won, if any (please specify in the relevant boxes, post 2007 only – proof of the same may be asked to be submitted at a later stage; no need to submit at this stage):-

International	National

16) Areas of services (please tick relevant boxes):-

Corporate Branding & Marketing	
Advertising & Campaign Planning	
Creativity & Copywriting	
Graphic Design & Desktop Publishing	
Printing & Production (offset & digital)	
Media Planning & Media Buying	
Digital / Social / Online Media	
Exhibitions & Fabrication	
Outdoor/ OOH	
Public Relations	
Event Management	
Event Publicity	
Market Research	
Brand Development	
Audio-Visual/ Film Development	

Official Stamp & Signature:

Annexure 2

MMTC LTD

AGENCY EMPANELMENT: LETTER OF EXPRESSION OF INTEREST

- A. This is with reference to your tender No. MMTC/CCD/AGENCY EMPANELMENT/2017-19 dated for the Empanelment of Advertising/Creative Agencies for a duration of minimum two years.
- B. We (*name of agency*), hereby confirm that the information provided by us as part of our bid is true to the best of our knowledge and we have no objection if the same is verified by MMTC.
- C. It is clearly understood that MMTC reserves the right to decide whether or not to consider us for potential business association, that MMTC reserves the right to accept or reject any or all the bids/offers without assigning any reason whatsoever, and that MMTC reserves all rights to have any number of agencies as deemed fit on its panel and to award them work at its sole discretion.

We hereby state on record that we accept all the terms & conditions as specified in the tender document and would be actively participating in the subsequent stages of the bidding process for empanelment assuring best of our services.

Date:

Place:

Signature of the authorized signatory:

Name:

Contact:

Official Stamp: