

No. MMTC/CCD/Agency Empanelment/2021-24

Invitation of EOI for Empanelment of Advertising/Creative Agencies | Dt. 04.01.2021

MMTC Limited., a Miniratna CPSE, is an international trading company under the Ministry of Commerce & Industry, Govt. of India. Over the years, MMTC has diversified its trade operations across sectors like agro, power, fertilizers, coal and hydrocarbons, steel, precious metals, 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 trade related joint ventures in areas such as bullion refining and minting, retailing, trade and infrastructure development, etc., the Company has established its presence both in India and abroad. For further info about MMTC, visit www.mmtclimited.com .

MMTC invites applications from full service advertising agencies for empanelment with its Corporate Office in Delhi/NCR for a period of 2+1 years for various communication activities; including Advertising, PR & Publicity, Media Planning & Buying, Design, Copywriting, Content Writing, Translation work, Production & Printing, Social Media & Digital Marketing, Events, Videography, etc. Agencies must have digital and social media marketing capabilities. **Follow the given instructions and send in your sealed bids to the Manager (Corporate Communication), MMTC Ltd. latest by 1600 hrs on 25.01.2021 (Monday) with a cover list of enclosures.**

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

- a) Self-attested copy of registration proof. The bidder must be registered in India under the Companies Act or the Shops & Establishments Act. The bidder has to declare the agency type such as Partnership/ Proprietorship/ Company etc.
- b) Self-attested copies of GST (Delhi/UP/ Haryana) and PAN of the bidder (or of sole proprietor).
- c) Turnover certificate (consolidated) of last three FYs certified by a chartered account. Annual turnover should not be less than INR 10 crore per year for each of last three financial years. Please do not submit book of accounts or additional documents.
- d) Single-page profile of the bidder, including details of skilled manpower and resources.
- e) INS accreditation proof of last three years.
- f) Documentary proofs of similar jobs done for any two Govt. organizations/ PSUs (i.e. client certificate/ job order + proof of payment/ CA certificate) to the effect of minimum sum of INR one crore billing per year during any two of the last three FYs. (Do NOT submit documents of work experience/billing for more than 2 clients or from earlier than 2017.)

- g) MSME Registration Certificate, if applicable.
- h) Proof of working address in Delhi/NCR.

The bidder needs to submit the following in separate enclosures packed together through physical mode only latest by **1600 hrs on 25.01.2021 (Monday)**.

- **Agency Empanelment Form** (Annexure 1)
- **Expression of Interest** (Annexure 2)
- **Essential Profile Requirements/ EPR Documents** - a to h, as mentioned above
- **Creative Designs** – I and II mentioned below in this tender.

Submission of Creative Designs:

Bidders must submit the following creative submissions with their applications. Please submit the exact no. of designs as specified (no more, no less):-

- I. 1 bilingual corporate ad creative (print) for MMTC's image building/ reputation management.
- II. 1 bilingual commodity ad creative (print) for MMTC's *Sanchi* brand of silverware.

Evaluation Criteria:

Bidders who submit all required information (Empanelment Forms, supporting EPR documents, and creative designs) and fulfill the essential profile requirements will be shortlisted for Creative Evaluation. Upon being further shortlisted in the Creative Evaluation, based on creativity of submitted designs and their relevance to MMTC, bidders may be called for a final presentation to a Senior Committee. Surprise agency visits may also be conducted.

The final panel of agencies (bidders) will have a validity of minimum two years (2021-23), extendable by an additional year based on satisfactory performance by the agencies. If however, any agency(s) does not participate (while empaneled) in MMTC's limited tenders for various jobs on two or more consecutive occasions, they are liable to be dis-empanelled due to non-performance, at the sole discretion of MMTC.

MMTC reserves all rights to empanel as few or as many number of agencies as it deems necessary.

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 and II (as mentioned earlier in this tender document)

Bidders may download the tender documents free of cost by logging on to MMTC or Govt. websites: www.mmtclimited.com or <http://eprocure.gov.in/> Kindly address the complete tender package to:- Manager, Corporate Communications, 2nd Floor, MMTC Ltd., Core-1, SCOPE Complex, Lodhi Road, New Delhi-110003 (Phone: 24362200, extn. 1294 / 1426).

DEADLINE FOR SUBMISSION: 25.01.2021 (Monday) at or by 4:00 PM
OPENING DATE & TIME: 27.01.2021 (Wednesday) (tentative) at 12:00 noon

Due to social distancing necessity, agencies may not physically attend the bid openings.

Pre-Bid Queries: For better understanding of the tender requirements, bidders should email any queries they may have to somdutta@mmtclimited.com and ag@mmtclimited.com by 22.01.2021 latest.

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

- ✓ Address Proof for Delhi-NCR
- ✓ Proof of Registration
- ✓ Copy of PAN
- ✓ Copy of GST (Delhi/ UP/ Haryana registration)
- ✓ CA certification of Turnover (last 3 FYs)
- ✓ Copy of INS Accreditation (last 3 years)
- ✓ Copy of MSME Certificate (if applicable)
- ✓ Single-page Agency Profile
- ✓ Documentary proofs of similar jobs done for any two Govt. organizations/ PSUs (during any two of the last three FYs; minimum billing of INR one crore per annum)
- ✓ Annexures - 1 & 2
- ✓ Creative Designs (I to II)

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.

Terms & Conditions:

Arbitration

Any dispute or difference whatsoever arising between the concerned parties out of or relating to the construction, meaning scope, operation or effect of this bid or the validity or the breach thereof shall be settled by arbitration by a sole arbitrator to be nominated by Chairman and Managing Director (CMD) of MMTC. The provisions of Arbitration and Conciliation Act- 1996 shall apply to such arbitration proceedings.

The venue of arbitration shall be Delhi. Language of arbitration shall be English only.

Fraud Prevention

(1) Commitments of the Bidder(s)/ Bidding agency(s):

The bidder shall be bound to take all measures necessary to prevent Fraud and Corruption while dealing with MMTC. They agree and undertake to observe the principles/ provisions as laid down in 'Fraud Prevention Policy' of MMTC during the execution of agreement and in any other transaction with MMTC.

- (a) The bidder shall not, directly or through any other person or firm, offer, promise or give or otherwise allow any of MMTC's employees any benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the tender process or during the execution of the agreement .
- (b) The bidder shall not enter with other parties/bidders into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary agreements/ contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.
- (c) The bidder shall not commit or allow any employees of MMTC to commit any offence under the relevant provisions of IPC/Prevention of Corruption Act; further The agency will not use improperly or allow any employee(s) of MMTC, for purposes of competition or personal gain, or pass onto others, any information or document provided by MMTC as per of the business relationship, including information contained or transmitted electronically.
- (d) The bidder shall not instigate third persons to commit offences/activities outlined in Fraud Prevention Policy or be an accessory to such offences.
- (e) The bidder if in possession of any information regarding fraud/suspected fraud, hereby agree and undertake to inform MMTC of same without any delay.

(2) Disqualification from tender process and exclusion from future agreements/ contracts: If the bidder, before award or during execution has committed a transgression through a violation of this Clause, above or 'Fraud Prevention Policy' of MMTC in any other form such as to put their reliability or credibility in question, MMTC other than taking recourse available under law, shall be entitled to disqualify the bidder from undertaking any transaction with MMTC and/or declare the bidder ineligible to be awarded a work order/agreement/contract either indefinitely or for a stated period of time.

(3) Damages: If MMTC has disqualified the bidder from the tender process prior to the award or during execution according to this Clause, MMTC shall be entitled to demand and recover from the bidder liquidated damages of the agreement value or a suitable penalty.

Holiday Listing Policy

Notwithstanding anything contained in this call for bids, MMTC's policy for Holiday Listing of an Agency mutatis mutandis applies to this Tender and in the event, the bidding agency(s) while discharging its obligations under the Agreement or otherwise, come(s) within the ambit of the said policy, MMTC at its sole discretion reserves the right to suspend/discontinue dealings or take any curative measures with the bidding agency (s) in accordance with the policy in force.

Termination

MMTC reserves the right to cancel/terminate the bid at any point of time by giving 15 days' notice, and no dispute in relation to such cancellation shall be raised by the bidders.

ANNEXURE 1

AGENCY EMPANELMENT FORM

1) Name of the Agency:

Change of Name (if any) since initial establishment:

2) Year of Establishment:

3) Type of Establishment (Partnership/ Proprietorship/ Company, etc.) (attach a single-page profile):

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4) Registered Office Address (should be registered in India; attach self-attested copy of Registration Proof):

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5) Correspondence Address (proof of working address in Delhi-NCR to be provided):

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5) Contact Person (name & designation):

6) Office Telephone Nos. :

7) Email ID:

8) Website (if any):

9) No. of Branch Offices & Locations:

10) i) GST Registration (Delhi/ UP/ Haryana) (attach self-attested copy):

ii) PAN (attach self-attested copy):

12) INS Accreditation of last 3 years (attach copies):

13) MSME (attach registration copy, if applicable): YES / NO

14) Turnover (in INR) (minimum annual turnover required of INR 10 crores or above during each of the last three FYs; attach CA certification to the same effect, not the entire book of accounts):-

2017-18	2018-19	2019-20

15) Work experience with at least two PSUs/ Govt. bodies amounting to minimum sum of INR one crore billing per annum during any two of the preceding three FYs. (*attach work orders/client certificate as well as paid bill proofs from two clients or only CA certificate to the same effect*):-

Name of Client	Billing Amt. in 2017-18	Billing Amt. in 2018-19	Billing Amt. in 2019-20
Total (should be minimum INR one crore per FY, for any two FYs)			

16) Awards Won, if any (*please specify in the relevant boxes, post 2015 only – proof of the same may be asked to be submitted at a later stage; no need to submit at this stage*):-

International	National

17) Areas of services (*please tick relevant boxes*):-

Branding & Marketing Communications	
Advertising & Campaign Planning	
Creativity & Copywriting	
Content Writing &	
Graphic Design & Desktop Publishing	
Printing & Production (offset & digital)	
Media Planning & Media Buying	
Digital / Social / Online Media	
Exhibitions & Fabrication	
Public Relations & Publicity	
Event Planning & Management	
Audio-Visual/ Video Production	

Official Stamp & Signature:

ANNEXURE 2

LETTER OF EXPRESSION OF INTEREST

- A. This is with reference to the tender No. MMTC/CCD/AGENCY_EMPANELMENT/2021-24 dated for the Empanelment of full service 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. We understand that MMTC reserves the right to decide whether or not to consider us for empanelment, that MMTC reserves the right to accept or reject any or all the bids/offers without assigning any reason whatsoever, that MMTC reserves all rights to have any number of agencies as deemed fit on its panel and to award them work at its discretion during their period of empanelment with MMTC.

We accept the terms and conditions specified in the tender document and assure you of our active participation in all subsequent stages of the tender process if shortlisted.

We further assure you of the best of our services in the case we are chosen to be empaneled.

Date:

Place:

Signature of authorized signatory:

Name:

Designation

Contact:

Official Stamp: