

## TENDER NO.MMTC/CCD/AGENCY EMPANELMENT/2014-16

### E-Tender for Inviting of Expression of Interest (EOI) for Empanelment of Advertising/Creative Agencies

MMTC Limited was set up in 1963 under the aegis of the Ministry of Commerce, Govt. of India. The Company is now a corporate giant engaged in International and Domestic Trading of commodities like Precious Metals, Steel, Power, Fertilizers, Coal & Hydrocarbons, Agro Commodities and General Trading, in addition to the Minerals and Metals with which it was initially entrusted. The Company is currently in its 51<sup>st</sup> year of existence. During the past five decades, it has grown exponentially and has emerged as India's largest Exporter of Minerals, one of the largest importers and suppliers of Bullion in the country, the leading exporter and importer of Agro Commodities and a major player in Coal and Hydrocarbons. It has been a consistently zero long term debt company and has regularly paid dividend. MMTC is the first Public Sector Enterprise to have been accorded the status of 'Premier Trading House' by the Govt. of India for long standing contribution to exports. The Company commands extensive market coverage in over 65 countries in Asia, Europe, Africa, Oceania and America, and has a domestic network spanning nearly 60 offices, warehouses and retail outlets across India.

MMTC invites applications from reputed advertising/creative agencies for its various publicity/communication activities, including Advertising, Media Planning/ Purchasing, Creative Designing, Production, Printing & Publishing Jobs, Marketing and Branding requirements, etc. **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 03.04.2014 with a covering letter clearly listing the enclosures.**

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

- a) The bidding party 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 bidding party should have annual financial turnover of at least Rs. 7 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. **The entire book of accounts need not be submitted; only P&L, Balance Sheet, or CA certification will suffice.** Also, latest ITR copy may be enclosed.
- c) The bidding party must submit self certified copies of PAN and Service Tax Registration. Copies of VAT/ Sales Tax (Local & CST) Registration Certificate may also be submitted by the party. Non-submission of VAT/Sales Tax Certificate, however, will not be a ground for disqualification.
- d) The bidding party should be accredited by the INS since 2011 or earlier. (attach INS accreditation proof of last three years)
- e) The bidding party should have recent work experience in doing high quality jobs of similar nature for MNCs, 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. 30 lakhs billing p.a. with each PSU. (empanelment letters and work orders/certifications from concerned clients need to be attached).

Advertising/Creative Agencies need to submit the following in separate sealed envelopes through physical mode only latest by 1430 hours on 03.04.2014:

- **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 e, as mentioned above in this tender & specified in Annexure 1
- **Creative Designs** – A to F mentioned below in this tender.

### **Submission of Creative Designs:**

Agencies are required to submit the following creative submissions with their applications. (For further info about MMTC, the party may refer to our website) Please do not submit greater or lesser no. of designs than what is specified:

- A. 1 creative for Concept & Cover of MMTC Annual Report 2014-15
- B. 1 creative design for the Corporate Calendar 2015
- C. 1 creative ad for MMTC's upcoming jewellery exhibition (Festival of Gold) during Akshay Tritiya
- D. 1 corporate ad for MMTC's overall image building
- E. 2 commodity ads for any of MMTC business lines (Minerals, Agro, Fertilizers, Coal & Hydrocarbons, Non-Ferrous Metals, NINL, Precious Metals, etc.)
- F. 1 commodity ad for MMTC's *Sanchi* brand of sterling silverware

### **Evaluation Criteria:**

Those who submit all required information (Empanelment Form, supporting documents, EOI Letter) and fulfill the essential profile requirements will be shortlisted for Creative Evaluation and upon being shortlisted further, may be called for a final presentation to a Senior Committee. The Final Panel will have a validity of 2 years (2014-16). 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** - A to F, as mentioned earlier in this tender document)

Parties may download the tender documents free of cost by login to MMTC or Govt. websites: [www.mmctlimited.gov.in](http://www.mmctlimited.gov.in) or <http://eprocure.gov.in/> or <http://tenders.gov.in>. Kindly address the complete Tender package to: Mr. Vipin Katyal, Manager, or Ms. Somdutta Sarkar, Dy. Manager, Corporate Communications Division, 2<sup>nd</sup> Floor, MMTC Limited, Core-1, SCOPE Complex, Lodhi Road, New Delhi-110003 (Phone: 24362200 extn. 1220 / 1474).

**DEADLINE FOR SUBMISSION: 03.04.2014 (Thursday) at or before 2.30 PM**  
**OPENING DATE & TIME: 04.04.2014 (Friday) 2014 at 11.00 AM**

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

**PRE-BID CONFERENCE/MEETING:** For better understanding of the tender requirements, one pre-bid meeting will be held on 20.03.2014 (Thursday) at 11 AM at MMTC Corporate Office, Core-1, SCOPE Complex, Lodhi Road, New Delhi-110003. All interested agencies are welcome to attend the meeting and clarify their queries, etc. Briefing will be done by the Head of Corporate Communications Division. Kindly email your queries beforehand to [somdutta@mmtclimited.com](mailto:somdutta@mmtclimited.com) and [anupk@mmtclimited.com](mailto:anupk@mmtclimited.com) before 18.03.2014.

**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 allot work to them at its own discretion.**

Checklist of Documents Submitted (ensure that you have submitted all of them):-

- ✓ Registration Certificate
- ✓ Service Tax Registration
- ✓ PAN Card
- ✓ VAT / CST (optional)
- ✓ Proof of INS Accreditation of last 3 years
- ✓ Latest I.T. Return
- ✓ Turnover Certificate of last 3 FYs (min. 7 crores p.a.)
- ✓ Work Experience with PSUs/Govt. Bodies since 2011 (min. 30 lakh billing p.a. with at least 2 PSU/Govt. Bodies during 2011-13)
- ✓ Annexure - 1 & 2
- ✓ Creative Designs ( A to F)

## MMTC LTD

## AGENCY EMPANELMENT FORM

- 1) Name of the Agency: .....
- 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*):  
 .....  
 .....
- 4) Correspondence Address (*if different from above*): .....
- 4) Contact Person (*name & designation*): .....
- 5) Telephone Nos. : .....
- 6) Fax Nos.: .....
- 7) Email ID: .....
- 8) Website: .....
- 9) No. of Branch Offices & Locations: .....
10. i) VAT/ Sales Tax (Local & CST) Regn. No. (*attach self attested copy*): .....
10. ii) Service Tax Regn. No. & Validity (*attach self attested copy*): .....
10. iii) PAN Number (*attach self attested copy*): .....
- 11) Latest copy of ITR Return (*attach copy*): .....
- 12) INS Accreditation of last 3 years (*attach certificate copy*): .....
- 13) Turnover (in Rs.) (*Should have minimum annual turnover of atleast 7 crores or above during each of the last 3 FYs. Please attach CA certified balance sheet & P&L statements, not the entire book of accounts*):-

2010-11	2011-12	2012-13

- 14) Work experience with at least 2 PSU's/ Govt. bodies with at least Rs. 30 lakh billing p.a. with each client in each of the preceding 2 FYs. (*work orders/ certificate from concerned clients need to be attached*):-

Name of Company	Billing Amt. in 2011-12	Billing Amt. in 2012-13

Official Stamp &amp; Signature:

15) List of work experience with Maharatna /Navranta/ Mini Ratna PSU accounts in each of last 3 years  
(specify list of clients and attach copies of not more than 5 empanelment letters/ work orders) :-

2011-12	2012-13	2013-14 (upto Dec '13)

16) Awards Won, if any (please specify in the relevant boxes, post 2004 only):-

International	National

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

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

Official Stamp & Signature:

**MMTC LTD**

**AGENCY EMPANELMENT: LETTER OF EXPRESSION OF INTEREST**

- A. This is with reference to your tender No. MMTC/CCD/AGENCY EMPANELMENT/2014-16 dated ..... for the Empanelment of Advertising/Creative Agencies for a duration of 2 years.
- B. We, ..... (*Name of agency*), hereby confirm that the information provided by us is true to the best of our knowledge and we have no objection if the same is verified by MMTC LIMITED.
- C. It is clearly understood that MMTC LIMITED reserves the right to decide whether or not to consider the agency/party for potential business association, that MMTC LIMITED reserves the right to accept or reject any or all of the offers without assigning any reason whatsoever, and that MMTC LIMITED 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 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:**