



BENGAL CHEMICALS & PHARMACEUTICALS LIMITED

(A Government of India Enterprise)

6, Ganesh Chunder Avenue, Kolkata-700 013

Fax-(91)033 2225 7697, Phone: 033 2237-1525/26

Website: www.bengalchemicals.co.in

Tender Notice No.

MKTG/PPR/2018-19/01 dated 23/05/2018

Tender Document

**INVITATION OF
EXPRESSION OF INTEREST FOR
EMPANELMENT OF ADVERTISING AGENCIES**

Biplab Dasgupta
23/05/2018

बिप्लब दासगुप्ता / Biplab Dasgupta
प्रबंधक (विपणन)
Manager (Marketing)

बंगाल केमिकल्स एण्ड फार्मास्यूटिकल्स लि.
Bengal Chemicals & Pharmaceuticals Ltd.
(भारत सरकार का एक उपक्रम)
(A Government of India Enterprise)
6, गणेश चंद्र एवेन्यू, कोलकाता-700 013
6, Ganesh Chunder Avenue, Kolkata-700 013



INTRODUCTION:

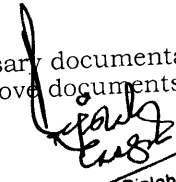
Bengal Chemicals & Pharmaceuticals Limited, A Government of India Enterprise, desires to empanel qualified, reputed, creative and accredited advertising agencies.

Applications are invited from accredited, reputed advertising agencies to undertake release of advertising of Bengal Chemicals & Pharmaceuticals Limited. These agencies should have the following eligibility criteria. Interested agencies may forward their application as per application format to Bengal Chemicals & Pharmaceuticals Limited, 6, Ganesh Chunder Avenue, Kolkata-700 013, on or before 13/06/2018 latest by 2.00 PM along with Agency Profile and other details as mentioned below :-

ELIGIBILITY CRITERIA

1. Minimum 5 years experience in advertising and mass communication especially working with Government/ Public Sector clients (Documents is support needs to be furnished)
2. Accreditation of India News Papers Society (INS),IBF, Advertising Standards Council of India (ASCI), All India Radio.
3. No dues certificate from leading newspapers- Times of India, Navbharat Times, The Economic Times, The Indian Express, The Financial Express, Loksatta and Jansatta.
4. Audited Annual Gross Turnover for Rs. 50 Lakhs and above for the last three Consecutive years. (Copy need to be furnished)
5. Income Tax Return, PAN & TAN (copy need to be furnished), Service Tax / Vat Registration Certificate (Copy need to be furnished)
6. Trade Licence. (Copy need to be furnished)
7. Established office/s along with details of modern technique/facilities available with the Agency. Agencies should have full fledged office at Kolkata and other metropolitan cities.
8. Proficiency and proof reading, translation facilities in Hindi, English, Bengali and other regional languages.

Note: For all the above Eligibility Criteria, necessary documentary proofs are to be enclosed. However, the agencies already submitted the above documents during the last tender need not submit the document again.


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THE TERMS AND CONDITIONS OF EMPANELMENT ARE AS UNDER:

I. THE BRIEF SCOPE OF WORK IS AS FOLLOWS:

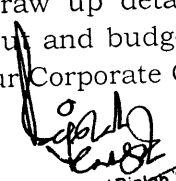
1. Recruitment advertisements. (Display, Classified and other Colum)
2. Financial advertisements.

II. ADVERTISEMENTS

1. Bengal Chemicals & Pharmaceuticals Limited has the right to invite quotations from all the advertising agencies empanelled with it.
2. Processing charges for preparation of blocks, matrix, art pulls, positive/negative etc. will not be paid. The Agency will not be paid for translation of material from English, Bengali, Hindi or any other Indian Languages.
3. In case of publishing advertisement in news papers, Service Tax will be paid to the agency as per the prevailing Government rule.
4. The Advertising Agency will issue release instructions to the publications and ensure proper display and reproduction of the advertisement and arrange for prominent position, if necessary.
5. The Advertising Agency will submit one bill in duplicate for all insertions in all publication along with voucher copies/tear sheets, publication bills artwork/production charges.
6. The Advertising Agency will supply copies of the current rate cards of all national and important regional dailies immediately and also as and when the rates are revised by the publisher.

III. PRINT PRODUCTION


1. On the basis of BCPL's briefing, the agency will submit three alternative layouts and copy matters along with estimates for space and production cost. Modifications therein as may be necessary will have to be incorporated.
2. The Advertising Agency will draw up detailed specifications for the job content with the approved layout and budgetary provision for a particular item and have it approved by our Corporate Communications personnel.


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IV. **GENERAL**

1. The agency will come to BCPL's. Office for discussions as and when required. In that case the agency will not be reimbursed any expenditure.
2. BCPL reserves the right to appoint additional agency/agencies at its discretion.
3. The agency will submit a call report after every discussion/meeting with our Corporate Communications personnel/concerned officials etc.
4. The agency will keep in custody, blocks, stereos, CDs etc. and all other material which you will be preparing on BCPL's behalf.
5. The agency will not undertake any work on BCPL's behalf without a written order from the officer concerned. If in case of an emergency you have to undertake any work on verbal instructions a letter of confirmation may be obtained as early as possible.
6. The agency will submit all bills in duplicate along with voucher copies, bills of publications, printers, suppliers etc. Publication's bill is required for processing press bill.
7. All claims will be settled within 90 days of receipt of the bill in BCPL's office.
8. The agency will have to visit BCPL at its own cost as and when required.
9. The agency should submit their best rate for all the leading newspaper advertisement as per annexed format - 1.


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FORMAT FOR EMPANELMENT OF ADVERTISING AGENCY


| Sl. No. | PARTICULARS | DETAILS/REMARKS |
|---------|--|------------------------------------|
| 1 | Name of the Advertising Agency | |
| 2 | Office Address - I | |
| 3 | Office Address- II | |
| 4 | Office Addresses in other metropolitan cities in the (region wise) | To be submitted in tabulation form |
| 5 | Date of Establishment | |
| 6 | Accreditation details with Indian Newspaper Society (INS), | To be submitted in tabulation form |
| 7 | Turnover details (Audited Balance Sheets along with Annual Reports enclosed) | |
| 8 | Year 2014-15 2015-16 2016-17 | Gross Turnover |
| 9 | Income Tax No./ PAN Card No. | To be submitted in tabulation form |
| 10 | Service Tax No. | |
| 11 | Empanelment Details - Name of Public/ Govt. Sector Clients & Others | |
| 12 | Private Sector clients | To be submitted in tabulation form |
| 13 | Work Experience in Various Media (Media Relations, Digital) | To be submitted in tabulation form |
| 14 | Manpower and infrastructure facility available with the agencies on Kolkata/other cities | |
| 15 | No dues certificate | To be enclosed |
| 16 | Tax clearance certificate | To be enclosed |

I/we hereby certify that all the particulars given above are correct and true to the best of my /our knowledge.

Signature of authorized Signatory

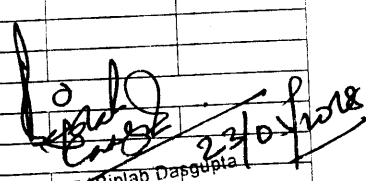
Full Name

Designation



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ALL INDIA EDITIONS & METRO EDITIONS

| S.L. No. | NEWS PAPER | RATE:- per sq.cm. | | | | | | |
|--------------|-----------------------------|-------------------|-----|-----|-----|-----|-----|-----|
| | | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
| 1 | TIMES OF INDIA | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 2 | NAV BHARTHA TIMES | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 3 (1+2) | TOI + NBT | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 4 | THE ECONOMIC TIMES | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 5 (1+4) | TOI+ET | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 6 (1+2+4) | TOI+ET+NBT | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 7 | THE TELEGRAPH | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 8 | ANANDA BAZAR PATRIKA | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 9 (7+8) | TT + ABP | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 10 | THE HINDU | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 11 | BARTHAMAN | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 12 | Hindusthan Times | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 13 | Hindusthan (Hindi) | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 14 (12+13) | HT + HH | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |
| 15 (7+10+12) | TT + H + HT | | | | | | | |
| | Appointment | | | | | | | |
| 16 | DAINIK JAGARAN | | | | | | | |
| | Appointment | | | | | | | |
| | Display | | | | | | | |
| | Tender | | | | | | | |


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| L. No. | NEWS PAPER | ALL INDIA EDITIONS & METRO EDITIONS | | | | | |
|-----------|------------------------------|-------------------------------------|--|--|--|--|--|
| | | RATE:- per sq.cm. | | | | | |
| 17 | PRABHAT KHABAR | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 18 | THE INDIAN EXPRESS | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 19 | THE FINANCIAL EXPRESS | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 20 | AAJKAL | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 21 | EI SAMAY | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 22 | SANGBAD PRATIDIN | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |
| 23 | SANMARG (HINDI) | | | | | | |
| | Appointment | | | | | | |
| | Display | | | | | | |
| | Tender | | | | | | |


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