



**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/2016-17/02 dated 09/02/2017**

**Tender Document**

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

  
बिप्लब दासगुप्ता / Biplab Dasgupta  
मार्केटिंग (विपणन)  
मैनेजर (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 10/03/2017 latest by 1.00 PM along with Agency Profile and other details as mentioned below :-

## **ELIGIBILITY CRITERIA**

1. Minimum 5 years experience in advertising and mass communication.
2. Advertising agency's profile and credentials.
3. Accreditation of India News Papers Society (INS),IBF, Advertising Standards Council of India (ASCI), All India Radio.
4. No dues certificate from leading newspapers- the Times of India, Indian Express, The Telegraph, Dainik Jagran, Navbharat Times The Economic Times, The Hindu, Barthaman and Ananda Bazar Patrika.
5. Audited Annual Gross Turnover for Rs. 1 crore and above for the last three Consecutive years. (Copy attached)
6. Income Tax Return, PAN & TAN (copy attach), Service Tax / Vat Registration Certificate (Copy attached)
7. Trade Licence. (Copy attached)
8. 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.
9. Proficiency and proof reading, translation facilities in Hindi, English, Bengali and other regional languages.
10. Experience and list if Client, awards received including details of current work undertaken for the Government/Public sector undertakings.

Note: For all the above Eligibility Criteria, necessary documentary proofs are to be enclosed.

  
21/02/2017  
बिप्लव दासगुप्ता / Biplab Dasgupta  
प्रबंधक (विपणन)  
Mananer (Marketing)  
बंगाल केमिकल्स एण्ड फार्मास्यूटिकल्स लि.  
Bengal Chemicals & Pharmaceuticals Ltd.  
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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.

*[Handwritten Signature]*  
24/02/2017  
बिप्लब दासगुप्ता / Biplab Dasgupta  
प्रबंधक (विपणन)  
Manager (Marketing)  
बंगाल केमिकल्स एंड फार्मास्यूटिकल्स लि.  
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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, stereotypes, 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 15 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 which should be valid for a period of 6 (Six) months from the month of April 2017.

#### FORMAT FOR EMPANELMENT OF ADVERTISING AGENCY

*[Handwritten signature]*  
24/04/17

बिप्राब कुमार Desgupta  
Manager (Marketing)  
बंगाल केमिकल्स एंड फार्मास्यूटिकल्स लि.  
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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.

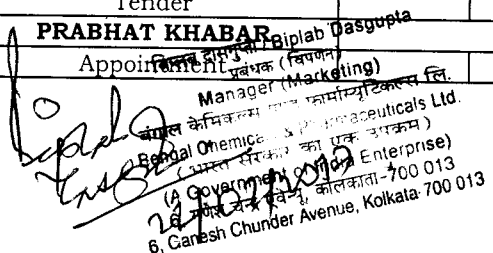
Signature of authorized Signatory

Full Name

Designation

24/07/2017  
Dipak Dasgupta  
Manager (Marketing)  
बंगाल केमिकल एंड फार्मास्यूटिकल्स लि.  
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NEWS PAPER		ALL INDIA EDITIONS						
		RATE:- per sq.cm.						
1	TIMES OF INDIA	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	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 JAGRAN							
	Appointment							
	Display							
	Tender							
17	PRABHAT KHABAR							
	Appointment							


 Biplob Dasgupta  
 Manager (Marketing)  
 Bengal Chemicals & Pharmaceuticals Ltd.  
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	Display							
	Tender							
18	<b>INDIAN EXPRESS</b>							
	Appointment							
	Display							
	Tender							
19	<b>AAJKAL</b>							
	Appointment							
	Display							
	Tender							
20	<b>EI SAMAY</b>							
	Appointment							
	Display							
	Tender							
21	<b>SANGBAD PRATIDIN</b>							
	Appointment							
	Display							
	Tender							

*Biplab Dasgupta*  
*24/02/2017*

**बिप्लब दासगुप्ता / Biplab Dasgupta**  
 प्रबंधक (विपणन)  
 Manager (Marketing)  
 बंगाल केमिकल्स एण्ड फार्मास्यूटिकल्स लि.  
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