



The West Bengal Power Development Corporation Limited

(A Government of West Bengal Enterprise)

Corporate Identity No. U40104WB1985SGC039154

Registered & Corporate Office:

Bidyut Unnayan Bhaban, Plot No. : 3/C, LA-Block, Sector-III,
Bidhannagar, Kolkata – 700098.

NIT No.: WBPDCCL/Tend-Adv/CC/14-15/71/Corp.

Date:06.08.2014

Empanelment of Advertising Agencies

Applications in sealed cover are invited from Kolkata based (having registered office at Kolkata) reputed, resourceful and bonafide Advertising Agencies for empanelment in The West Bengal Power Development Corporation Limited (WBPDCCL).

The eligibility criteria for empanelment of advertising agencies are mentioned below. The advertising agency must have:–

1. Full accreditation of Indian Newspaper Society (INS).
2. 10 (ten) years of experience in doing artwork for all sorts of tenders, display and other advertisements.
3. 10 (ten) years of experience in Advertising & PR consultancy.
4. Certificates of INS Accreditation, Sales Tax & GOI Service Tax and other statutory clearances, PAN, last IT Return, etc. and must submit the same.
5. Municipal license
6. Full-fledged office establishment in Kolkata with infrastructure, fully computerized environment and manpower/creative personnel, sophisticated communication facilities including e-mail, fax, internet etc. and infrastructure link.
7. Skilled full-time personnel in the areas of creative copywriting, language writing, translation work, editing, visualization, and DTP operation.
8. Last 03 (three) years' audited balance sheets and have minimum turnover of Rs. 5 (Five) Crores per year, and must furnish the same.
9. Mode of payment and any other facilities/percentage of discount offered over the tariff
10. Client mix must cover large PSUs and other Power Utilities and Govt. Sectors. List of clients has to be submitted.
11. WBPDCCL reserves the right to take final decision in this regard, or to modify or scrap the entire empanelment process without assigning any reason.

TERMS & CONDITIONS

1. Maximum 10 (ten) Applicants / Agencies will be empanelled depending upon the maximum turnover during last three years (average), subject to fulfillment of other eligibility criteria.
2. The empanelment will be valid for 03 (three) years, subject to satisfactory performance.
3. Service should be available all the time, as and when required by WBPDCCL.
4. In case of any emergency, service must be provided on Sundays and Holidays, if required by the organization.
5. In case of non-acceptance of advertisement order, the same will be given to the next agency, as per internal rotational system.
6. If any agency refuses to accept advertisement on 03 (three) occasions, the name would be removed from the empanelment list.
7. The agency will attend WBPDCCL's office to collect the materials within 02 hours of intimation.
8. The bills should be sent to WBPDCCL along with the photo copies of the rate card, Service Registration no., VAT registration no., Sales Tax, Advertisement material release order, etc.
9. Year in which INS accreditation was given to the agency, must be mentioned.
10. Validity period of INS accreditation (attach proof along with application).
11. In case of failure to fulfill the terms and conditions and if the service is not satisfactory, WBPDCCL reserves the right to delete the name of the Advertising Agency at any point of time without assigning any reason thereof.
12. If the agency fails to observe the time limit prescribed by WBPDCCL for publication of the advertisement, no bill will be entertained for such delayed advertisement and also action will be taken as deemed fit as per conditions of the contract.

The existing empanelled Advertising Agencies of WBPDCCL may also apply for fresh enlistment.

All applications must be accompanied by a crossed Demand Draft of Rs. 20,000/- (Rupees Twenty Thousand) only payable to 'The West Bengal Power Development Corporation Limited' drawn on any Nationalized Bank in Kolkata as Security Deposit which will be refunded without interest to the applicants who do not qualify.

Canvassing or any attempt to influence for inclusion in the panel by any manner/form will be strictly treated as disqualification and the application will be summarily cancelled.

The Company reserves the right to reject any or all applications for enlistment without assigning any reason whatsoever.

Applications along with the company profile and supporting documents (strictly based on the criteria stated above) should reach the Executive Director (HR), WBPDCCL, Bidyut Unnayan Bhavan (5th Floor), 3/C, LA-Block, Sector – III, Bidhannagar, Kolkata – 700098, **by 20th August 2014.**

Application for Empanelment of Advertising Agency

1. Name of the Firm:

2. Nature of Firm (Limited/Company/Partnership, etc):
(Attach copy of Partnership Deed/Certification of Incorporation)

3. Year of Establishment:

4. Registration No. if any/Trade License No.:
(Attach photocopy)

5. Registered Office Address:

6. Address for Communication:

7. Telephone No. of the Contact Person (Mobile No., if any):

8. Name of Director/ Proprietor/ Partners:
(With Address and Telephone Nos.)

9.
 - a. Year in which INS accreditation was given to the agency:

 - b. Validity period of INS accreditation (attach proof):

10. Annual business turnover for last three years:
(2011-12, 2012-13, 2013-14, certified from the auditor)
(Attach copy)

11. Permanent Income Tax Account No.:

12. ST/CST No.

13. Last Income Tax Clearance Certificate:
(Attested photo copy)

14. Name of Bankers with Full address:

15. Are you/were you associated with WBPDCCL in any other contract in the past? If yes, give details:

16. Do you have contact with WBPDCCL. If yes, give details:

17. Name of the organization/ institution presently empanelled with, giving details of the following:

- a. Name of job:
- b. Name of the Company:
- c. Value of Contract:

(SUPPORTING DOCUMENTS TO BE ATTACHED AS PER THE FORMAT ENCLOSED, DULY SIGNED BY THE AUTHORIZED SIGNATORIES OF THESE ORGANIZATIONS)

CERTIFICATE

This is to certify that M/s _____ is on our panel as an Advertising Agency since _____. The value of their annual contract is Rs. _____. The dealing of the said firm is satisfactory.

Name & Designation of the Signatory
(Duly supported by the rubber stamp of the institution)

(This certificate may be obtained from at least 03 (three) reputed organizations and submitted along with the application)

18. Details of experience :

19. Whether any Civil Suit/Litigation has arisen in respect of the contracts executed during the last 05 (five) years/being executed.

If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date, and brief details of litigation.

20. Any other information you would like to add:

I/We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by the WBPDCI, if it deems fit.

SIGNATURE:

NAME:

NAME OF THE FIRM:

SEAL:

ADDRESS:

DATE: