



Expression of Interest for Empanelment of Advertising Agencies

The Department of Tourism, Himachal Pradesh invites offers for empanelment from National level, reputed advertising companies / agencies that have adequate experience of working with large business houses, India Tourism, Hospitality Sector, National Campaigns and leading States on tourism promotion for undertaking and launching an integrated & focused media campaign in electronic, print, outdoor and web mediums for Himachal Tourism.

The Agencies will also facilitate in designing & release of advertisements in print, electronic media including preparation & dubbing of Television Commercials (TVC's), preparation of promotional films, Radio Jingles / Spots, designing of booklets, posters, other promotional & marketing activities and designing & fabrication of exhibition stalls, organization of events etc..

The company should have a minimum annual turnover of Rs. 10.00 Crores during the last three each financial years (i.e. 2014-15, 2015-16, 2016-17). Preference will be given to the companies that have expertise in terms of number of professionals in the field of creative designing, production etc. The agencies / companies will be shortlisted on the basis of their performance and relevant experience in promotional film /TVCs preparation, exhibition stall designing and fabrication, outdoor media etc. apart from print creative designing.

The interested companies / agencies may give their "Expression of Interest" (EOI) along with company's brief profile, C.A. certificate in support of turn over for last three each year mentioned above, proof of accreditation with INS, experience of minimum three years as advertising agency (Please attach proof), creative team of persons in design, editing / production house, client list of Corporate and Government Departments, samples of previous work related to tourism (soft copy only); Five display creative on Himachal Pradesh only (hard copy in A4 size, related to promotion of Tourism) and supporting details to Director, Department of Tourism & Civil Aviation, Block No. 28, SDA Complex, Kasumpti, Shimla-171009, on or before **31-03-2018** by 4:00 PM.

The EOI should be concise & focused giving the above information and accompanied with **non-refundable tender fee** of Rs. 1000/- (Rs One thousand only) in the shape of Bank draft drawn in favour of Director, Department of Tourism & Civil Aviation, H.P. payable at Shimla. The EOI's without tender fee and received after the above date & time will not be entertained. The short listed Agencies who qualify the EoI criteria will be invited to make technical presentations for which they will be intimated separately after evaluation of the EoI's. The agencies will be finally empanelled on the basis of Technical Presentation.

The terms & conditions and criteria for the evaluation of EOI may be downloaded from the website www.himachaltourism.gov.in or can be obtained from the office of Directorate of Tourism, Shimla-9. The qualifying marks for EOI are 25 (twenty five) out of 50 (fifty) marks. For any clarification the interested companies may contact on telephone 0177-2623959, 2625924.

The main envelope should be written as "EOI for Empanelment of Advertising Agencies".

Note: The Director, Tourism, reserves the right to reject any or all the EoI's without assigning any reason thereof.

Department of Tourism & Civil Aviation, Block No. 28, SDA Complex, Kasumpti, Shimla-171009 (H.P.).

APPLICATION FORMAT FOR EOI

EOI for empanelment of Advertising Agencies for Department of Tourism, Himachal Pradesh.

1. **Name of the Agency/Company:**

2. Address:

3. **Authorized Person to be contacted:**

Tel & Fax No.:

Mobile No.:

Email ID:

4. **Profile of the company** (in brief on company's letter head):

- a) Details w.r.t. any other company or entity in which you have a controlling ownership interest:
- b) Geographical presence (Countries/Regions of Operations) :

5. Name of the Proprietor/Directors:

6. **Date of Establishment** (Pl. attach proof: Type of Registration– include certificate of incorporation):

7. Status of Agency/Company (partnership firm /Pvt Ltd Co. / Public Ltd Co.):

(Goods and Services Tax Identification Number (GSTIN) and PAN number (if any):

8. **Experience of the Advertising Agency/Company** (Pl. attach proof):

9. Detail of Accreditations etc. (Pl. attach copy of INS accreditation):

10. Financial Turnover for 3 years: 2014-2015 = Rs.

(Pl. Attach CA Certificate) 2015-2016 = Rs.

2016-2017 = Rs.

(Turn over should not be less than Rs. 10 Crore in each year)

11. Organizational Set up (Manpower):

a) Creative / Graphics design section (Number) =

b) Editing / Production section (Number) =

(Pl attach CV w.r.t. 11 (a) & (b))

12. Number of tourism clients only (current clients only with name):

13. Non-refundable fee of Rs. 1000/- (Rs One thousand only) in the shape of Bank draft drawn in favour of Director, Department of Tourism & Civil Aviation, H.P. payable at Shimla, Himachal Pradesh.

14. List of documents:

(Separate sheet can be used for providing relevant information)

Declaration:

It is hereby declared that I / We hereby certify that the information given above is true and correct. I / We also acknowledge that the Department of Tourism & Civil Aviation, H.P. reserves the right to request supporting documents at any time to prove the information provided above. Any information as given above, if found to be incorrect, wrong or misleading, will render us liable to rejection of our EoI without prejudice to any other action that may be taken against us in this behalf.

(Signed by Authorised Representative)

Name:

Designation:

Agency/ Company:

Seal of Bidder:

Date:

Place:

EoI for Empanelment of Advertising Agencies for Department of Tourism, H.P.

General Scope of Work

Terms & conditions:-

1. The Advertising Agencies / Companies who qualify the EoI criteria will be called for technical presentation and on the basis of technical presentation the agencies will be finally empanelled by the Department of Tourism, H.P. The EoI evaluation criteria is at Annexure-“A”.
2. Initially, the empanelment would be for a period of two years and empanelment period may be further extended for one year by the Department, if required.
3. The agencies finally empanelled by the Department of Tourism, H.P. will have to deposit refundable empanelment security of Rs. 50,000/- (Rs. Fifty thousand only) in the shape of Demand Draft within 15 days from the date of issuance of letter of empanelment which shall not attract any interest.
4. The security deposit submitted by the empanelled agencies shall be refunded after the period of empanelment or after expiry of empanelment whichever is later. Mere Empanelment should not be considered for any guarantee of business.
5. The project basis financial proposals for electronic media including preparation of promotional television commercials (TVC's) / promotional films; Radio spots / jingles; web medium including social media and outdoor media & events etc. will be taken separately only from the empanelled advertising agencies.
6. The proposals also includes print media, designing & fabrication of exhibition stall for national & international tourism fairs / marts, organization of events and other promotional branding / advertisement in metro & non-metro cities, branding / advertisement in airports, airlines, railway metro station through hoardings / panels etc.; designing of promotional publicity material, calendars, posters, and designing & production of other promotional items etc..
7. The Department may also take media plans for print, electronic, digital and outdoor media separately only from the empanelled advertising agencies.
8. In respect of print media campaign i.e. in Newspapers and Magazines the Department will pay 15% agency charges. On repetition / adaptation of the same approved advertisement creative campaign in other publication (s) 10% advertising agency charges will be paid. The Department will not make any additional payment for translation of creative.

9. The Department will also not make any additional payment for photographs / models used in print creative.
10. The Department shall pay the Taxes as applicable.
11. The agency will provide the approved advertisement campaign to concerned publication (s) in the appropriate format & size etc. in soft copy and submit the bill to the Department of Tourism, H.P. for payment along with copy of published advertisement (s).
12. The Department shall have the full rights on the approved published creative prepared by the agency.
13. In addition, if the agency be asked to prepare the creative campaign for outdoor promotion, the Department will pay the fixed creative charges on the basis of financial bid w.r.t. Outdoor Media.
14. The Department will intimate the empanelled advertising agencies from time to time for preparation of creative campaign (s) with in specified time period. The creative (s) campaign will be selected on the basis of attractiveness, message, theme etc. and the decision of Director (Tourism) in this regard will be final.
15. The Department shall have all the rights to use the selected published creative (s) in any other publications (if needed).
16. If the empanelled Advertising Agency uses the pictures, other than the stock pictures provided by the Department in any creative, the agency should have all the rights to use the respective pictures, models etc. in the creative and the Department will not make any payment for pictures / models purchased by the empanelled agency for creative (s) / campaign.
17. The Department of Tourism & Civil Aviation, H.P. shall not be liable for use of any copyright graphics, pictures, model etc. used by the empanelled agency in creative (s). However, it should be ensured by the empanelled agency that the picture used in the creative's should be of the State of Himachal Pradesh only.
18. The Advertising Agencies / Companies will remain responsible for all costs and expenses incurred by them, their staff, and their advisors or by any third party acting under their instructions in connection with this EOI. This will be regardless of whether such costs arise as a result of any direct or indirect amendments made to the EOI by the Department of Tourism & Civil Aviation, H.P. at any time.
19. The Department of Tourism, H.P. reserves the right to terminate the services of the empanelled agency at any time without assigning any reasons whatsoever.

20. The Department may, if necessary, remove the advertising agency from the list of empanelled agencies, in case, the agency:

- Fails to execute the awarded work or fails to execute the work satisfactorily.
- Is declared bankrupt or insolvent.
- Is blacklisted by the Govt. of India, Govt. of H.P., Public Sector Undertakings, Boards and Corporation etc.

21. The Director (Tourism), H.P. reserves the right in its sole and absolute discretion to change or modify the terms & conditions.

Note: The decision of the Director (Tourism), Shimla, H.P. regarding acceptance or otherwise of the proposals shall be final and shall not be called upon to question under any circumstances.

-Sd-
Director,
Tourism & Civil Aviation,
Block No 28, SDA Complex,
Kasumpti, Shimla, H.P.
Tel: 0177-2625864, 2623959.
Fax: 0177-2625456

Criteria for Evaluation of EoI's for Empanelment of Advertising Agencies for Department of Tourism, Himachal Pradesh:

Total marks: 50; Qualifying marks: 25

1. Turn Over: 10 marks

Turn Over in Crore Minimum Rs. 10 Crore in each financial year i.e. 2014-15, 2015-16 & 2016-17 (Pl. Attach CA Certificate copy)	Marks
Rs. 10 Crore	05
Above 10 Crore -15 Crore	06
Above 15 Crore -20 Crore	07
Above 20 Crore -25 Crore	08
Above 25 Crore -30 Crore	09
Above 30 Crore	10

2. INS Certificate: 05 marks

INS Certificate	Marks
Copy of INS certificate	05

3. Experience: 10 marks

Experience as Advertising Agency (Pl. attach proof)	Marks
3 years experience	05
Above 3 years -5 years	06
Above 5 years -10 years	07
Above 10 years -15 years	08
Above 15 years -20 years	09
Above 20 years	10

4. Creative: 15 marks

Print, Electronic & Outdoor media	Marks
A. Print display design = 5 nos (Please attach hard copy in A4 size)	05 (One mark for one creative)
B. TVC : 30 second, 60 second (Please attach soft copy of earlier	05 (One mark for one film)

produced promotional films)	
C. Outdoor creative = 5 nos (Please attach hard copy in a4 size)	05 (One mark for one creative)
Marks: A+B+C=	

5. Creative team: 10 marks

Creative Team	Number of persons	Marks
Creative / graphic design section		05
Editing / Production section		05
Up to 5 persons team in each section = 3 mks; Above 5 persons team in each section = 5 marks		

Note: The documents mentioned at Sr. no 1, 2 and 3 i.e. copy of CA certificate, copy of INS accreditation certificate and agency experience proof is required along with the EoI. Without these documents the EoI will not be considered.

Dated:

Authorized Signatory
Name of Agency
With seal and sign