



Expression of Interest (EOI) for Empanelment of Advertising Agencies

The Department of Tourism & Civil Aviation, Himachal Pradesh invites Expression of Interest (EOI) for empanelment of Advertising Agencies from reputed advertising companies / agencies having adequate experience of working with large business houses, tourism boards, hospitality sector, India Tourism and leading States etc.. In order to undertake integrated & focused promotional tourism campaign (s) in print media, electronic, digital / social media, web mediums and outdoor media for Himachal Pradesh Tourism, the interested companies / agencies may submit their “Expression of Interest” (EOI) to the Director, Department of Tourism & Civil Aviation, Block No. 28, SDA Complex, Kasumpti, Shimla-171009 on or before **02 / 11 /2022 till 5:00 PM**. The Agencies will also facilitate in designing / production and release of advertisements including preparation & dubbing of television commercials (TVC’s), digital promotional videos / promotional films, Radio Jingles / Spots, designing of brochures, folders, booklets, calendars, posters, hoardings, designing & fabrication of exhibition stalls, organization of events, road shows, conclaves / seminars etc. and other promotional & marketing activities.

The company / agency should have a minimum annual average turnover of Rs. 10.00 Crore during the last three financial years (i.e. 2018-19, 2019-20, 2020-21). The agencies / companies will be shortlisted on the basis of their relevant experience in the field of creative designing, production, TVCs preparation / promotional films / digital audio-videos, exhibition stall designing, fabrication, organization / managing of events / exhibitions and outdoor promotional activities etc. apart from print media creative designing.

The EOI should be concise & focused giving the required details and accompanied with non-refundable EOI 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. EOI without tender fee and received after due date & time will not be entertained. The details, terms & conditions and EOI / tender document may be downloaded from the website: <https://himachaltourism.gov.in>

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. For any clarification the interested companies / agencies may contact on telephone 0177-2625924. The EOI's will be opened on 03 / 11 / 2022 at 11:30 AM by the constituted Committee in the presence of bidders or their authorized representatives whosoever present at that time for further evaluation. Conditional, incomplete and EOIs without requisite EOI tender fee will not be considered.

The Director, Tourism & Civil Aviation, H.P. reserve the right to accept or 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.).

Department of Tourism & Civil Aviation, Himachal Pradesh, Shimla

Block No 28, SDA Complex,
Kasumpti, Shimla-171009.
Ph.0177- 2625924; Fax: 2625456.
Email: tourismmin-hp@nic.in

EOI TENDER DOCUMENT

Expression of Interest (EOI) for Empanelment of Advertising Agencies

The Department of Tourism & Civil Aviation, Himachal Pradesh invites Expression of Interest (EOI) for empanelment of Advertising Agencies from reputed advertising companies / agencies having adequate experience of working with large business houses, tourism boards, hospitality sector, India Tourism and leading States etc..

In order to undertake integrated & focused promotional tourism campaign (s) in print media, electronic, digital / social media, web mediums and outdoor media for Himachal Pradesh Tourism, the interested companies / agencies may submit their “Expression of Interest” (EOI) along with company's brief profile, C.A. certificate in support of turn over for last three years as mentioned, proof of accreditation with INS (Indian Newspaper Society), experience of minimum five years as advertising agency/company, details of creative production team including working strength of agency / company, client list of corporate and government departments (currently working / associated), sample creative's on print, outdoor & digital /social media campaign related to tourism promotion of Himachal Pradesh only (attach sample design) and other supporting details addressed to Director, Department of Tourism & Civil Aviation, Block No. 28, SDA Complex, Kasumpti, Shimla-171009 and must be submitted in the Department on or before the due date and time i.e. **02 / 11 /2022 till 5:00 PM** along with EOI Tender fee and signed covering letter. On outer cover of envelope please mention “EOI for Empanelment of Advertising Agencies”.

The EOI's will be opened on 03 / 11 / 2022 at 11:30 AM in the Directorate of Tourism & Civil Aviation, Block 28, SDA Complex, Kasumpti, Shimla-9 (H.P) by the constituted Committee in the presence of bidders or their authorized representatives whosoever present at that time for further evaluation. The EOI should be submitted in accordance with the instructions mentioned in the EOI document.

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 qualifying marks for EOI will be 25 (twenty five) out of 50 (fifty) marks. The shortlisted agencies will also required to submit the hardcopy of presentation (spiral binding) on the day of presentation. For any clarification the interested companies / agencies may contact on telephone 0177-2625924. Conditional, incomplete and EOIs without requisite EOI tender fee will not be considered.

The Director, Tourism & Civil Aviation, H.P. reserve the right to accept or reject any or all the EOI's without assigning any reason thereof.

1. INTRODUCTION

The Department of Tourism & Civil Aviation, Himachal Pradesh, carries various promotional activities, theme based promotional advertisement campaigns in print media, electronic media, social /digital media, online/web media and outdoor media etc. from time to time during the year and showcases the varied tourism products / destinations of the State, to attract domestic and foreign tourists. The Department also participates in various travel-tourism fairs, marts, exhibitions and organises events, road shows etc. and prepares various types of promotional material. The objective is to promote & publicize the State of Himachal Pradesh at National & International level.

The Department of Tourism and Civil Aviation, HP proposes to empanel professional Advertising Agencies and utilize their services to provide strategy / media plan, innovative promotional campaigns in all types of media, planning & organization of events, road shows and other tourism promotional activities.

2. SCOPE OF WORK:

The Scope of work for promotional, marketing & publicity activities for the Department of Tourism & Civil Aviation, HP, in order to promote the tourism of the State, shall include the following, but not limited to it:-

1. Designing and production of print media advertisement creative's (i.e. for newspapers, magazines / other print publications) and their release in required size/format etc..
2. Production & dubbing of television commercials (TVC's) / promotional films, digital promotional creative's / videos / social media creative's, radio jingles / spots etc..
3. Designing of promotional brochures, folders, maps, booklets, coffee table book, calendars, posters, invitation cards, kit folder etc. and their digital versions. The agencies may also be asked to print the respective items (if required).
4. Designing and development of departmental publication/magazine including content writing along with relevant photographs and its digital version.
5. Development of advertorials with digital version for print media publications. This will include content/copy writing and designing as per the requirement of the Department.
6. Designing and display of outdoor hoardings, banners, selfie stands, flags / badges, standees etc.. Besides, branding / advertisement campaigns in metro & non-metro cities, airports, airlines, metro trains / railway stations etc.
7. Designing & fabrication of exhibition stalls, tableaux / preparation of 3D models etc.
8. Organization & management of events / exhibitions, road shows, conclaves / seminars etc..
9. Designing of logo / event specific logo for campaign (s).

10. Designing and production of promotional souvenir's like, carry bags, coffee mugs, caps, file folder, badges / magnet stickers and any other promotional & marketing collaterals etc.
11. The Agencies will suggest and plan the promotional innovative advertisement campaigns including appropriate schedule of campaigns for whole year (general and theme / event specific campaigns) keeping in view the tourism potential and varied topography of the State of Himachal Pradesh.
12. The Agencies will also suggest the priority markets, regions, target audience and media platforms including selection of FM radio channels, digital / social media sites, television channels, theatres / screens, print publications, outdoor media sites etc. to effectively promote and publicize Himachal Tourism in all type of Media platforms.
13. The empanelled advertising agencies should be able to provide creative strategy to carry out the promotional campaigns and will be asked to submit project basis proposals for any marketing / publicity activities / events, separately, including social media management and electronic media proposals as per the requirements of the Department of Tourism & Civil Aviation, H.P.
14. The project basis financial proposals / tender bids (as per scope of work) for tourism promotion & marketing activities will be invited separately from the empanelled Advertising Agencies on requirement basis during the empanelment period.

3. ELIGIBILITY CRITERIA, INSTRUCTIONS TO THE BIDDERS AND TERMS & CONDITIONS:-

ELIGIBILITY CRITERIA:-

The companies /agencies meeting the following minimum qualifying criteria are eligible to apply for empanelment. Agencies / companies which do not meet the qualifying criteria will be rejected.

- The annual average Turn Over of the companies / agencies **should not be less than Rs. 10 crore for the last 3 financial years mentioned.** i.e. 2018-19, 2019-20 & 2020-21 (Please attach Chartered Accountant's Certificate only in support of Turnover). To calculate the average turnover (for marks evaluation only), the total turnover achieved by the companies / agencies (s) during last 3 years shall be divided by 3. The total average turnover for the last three years should not be less than Rs. 10 crore.
- The Agency should have experience / or in existence for a **minimum of 5 (five) years** as advertising agency / company. Proof of the same should be submitted along with EOI.
- The Agency should have valid INS accreditation. Copy of the certificate should be submitted with EOI. Without proof /copy, the EOI proposal will not be accepted.

- For participation in the EOI, the Agency (ies) / Company (ies) has to submit non- refundable EOI 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, Himachal Pradesh.
- The EOI's without tender fee and received after the due date & time will not be entertained and rejected straightway.

INSTRUCTIONS TO THE BIDDERS:-

The EOI's are invited by the Department of Tourism and Civil Aviation, HP from the interested Agencies / Companies having professional creative / technical and financial capabilities as detailed in EOI document. The EOI should be submitted in accordance with the instructions mentioned in the document.

The EOI along with signed covering letter and EOI Tender fee draft (non-refundable) must be submitted in the Department of Tourism & Civil Aviation, Himachal Pradesh, addressed to: The Director, Department of Tourism & Civil Aviation, Block No. 28, SDA Complex, Kasumpti, Shimla-171009 (H.P.). The outer cover of envelope with address and contact details of agency / company should clearly mention "EOI for Empanelment of Advertising Agencies" . The EOIs of those agencies / companies will not be considered in case the EOI tender fee is not submitted by them as required for participation in this EOI.

The Department of Tourism & Civil Aviation, HP will not be responsible for any delay in submission of EOI proposals due to any reason. For this, agencies / companies are requested to submit the complete EOI along with requisite documents on or before the due date and time, so as to avoid issues like postal /courier delay or any other unforeseen problems.

The EOI shall remain valid for a period of 180 days from the date of opening of EOI proposals.

The agencies / companies who will not fulfil the eligibility and qualifying criteria / parameters will not be considered for empanelment.

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.

For providing the professional services, the Agency (ies) shall be responsible to adhere the government rules & regulations and any other instructions.

The agency / company should not be blacklisted by any Government Department (s) / Govt organisation, as on the closing date of this EOI. Self declaration in this regard should be submitted with EOI on their letter head.

All the received EOI's of the agencies / companies will be evaluated to assess their eligibility on the basis of documents submitted and as per the parameter and criteria mentioned in EOI document. The agencies which do not fulfill the qualifying criteria will be rejected.

Only those shortlisted agencies who fulfill the eligibility criteria and whose score is at least 25 out of 50 marks will be called to make Technical Presentation before the Committee. The final empanelment will be based on the Presentation. However, the number of agencies to be empanelled will be at the sole discretion of the Department of Tourism & Civil Aviation, H.P. The EOI evaluation criteria is at Annexure-“A”.

CLARIFICATIONS:

For any clarification on the EOI/Tender Document, the agencies / companies may send e-mail at: **tourismmin-hp@nic.in**, prior to the time and date of submission of this EOI.

TERMS & CONDITIONS:-

1. The professional 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 & Civil Aviation (DoT&CA), H.P. The EOI evaluation criteria is at Annexure-“A”.
2. Initially, the empanelment shall be for a period of three years and empanelment period may be further extended based on the performance, on yearly basis (not more than two years) by the Department of Tourism & Civil Aviation, H.P, if required.
3. The agencies finally empanelled by the Department of Tourism & Civil Aviation, H.P. shall have to deposit empanelment security amount (refundable) 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 and the Department will not pay any interest on the amount submitted as refundable security.
4. The security deposit submitted by the empanelled agencies shall be refunded / returned after the period of empanelment or after expiry of empanelment whichever is later.
5. Mere Empanelment with DoT&CA, HP should not be considered for any guarantee of business and empanelment does not necessarily mean that the services of the agency must be availed as this would depend upon the response and performance of the agency. It would also depend upon the quality of advertisement prepared by agency and response time. Preference will be given to quick responding agency (ies) which can deliver quality work in a time bound manner.
6. The agency / company should be a registered company and have valid GST number, PAN number.
7. The Department may also take media plans for print, electronic, digital / social and outdoor media separately only from the empanelled advertising agencies.

8. In respect of print media campaign i.e. in Newspapers, magazines /other print publications, the Department will pay the designing charges for the selected artwork /creative (s) to the agency as per DAVP rates (as approved from time to time).
9. On repetition / adaptation / alteration of the same approved advertisement creative in other publication (s) , no extra charges will be paid. The Department will not make any additional payment for translation of creative, if required.
10. 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 & Civil Aviation, H.P. for payment along with copy of published advertisement (s). The agency charges in this regard will be paid as per DAVP norms/rates.
11. The Department may prepare promotional audio-video creative content / short duration films / jingles etc. from the empanelled Advertising Agencies on DAVP rates. The Department has all the rights to use the creative artwork once approved/accepted and for which payment made, in any type of media for promotional purpose.
12. The Department of Tourism & Civil Aviation, HP shall pay the taxes, as applicable.
13. If the empanelled agency (ies) be asked to prepare the creative promotional campaign for outdoor activities, the Department will pay the fixed creative charges on the basis of financial bid w.r.t. Outdoor Media.
14. The Department of Tourism & Civil Aviation, H.P. will not make any additional payment for photographs / models used in print creative (s).
15. For the development of 'photo bank' of Department of Tourism & Civil Aviation, H.P., the empanelled agencies may be asked to submit financial proposal for the work of professional photography (both drone and still photography) in the State for promotional publicity campaign (s). The professional photography includes various destinations / unexplored places, landscapes, lakes, pilgrimage places, adventure, culture-heritage sites, fair-festivals etc.(as per requirement), in the State.
16. The Department of Tourism & Civil Aviation (DoT&CA), H.P. will not make any advance payment to the empanelled agency for the assigned work / campaign (s). The payment will be released only after completion of the assigned work / campaign (s) and on receiving the required report / documents as per details mentioned in respective work order by the Department.
17. The Department of Tourism & Civil Aviation, HP will intimate the empanelled advertising agencies through email / or telephonically from time to time for preparation of creative campaign (s) with in specified time period or on a short notice to submit the print advertisement creative's on specific event / programme / theme etc..
18. The advertisement creative campaign (s) will be selected on the basis of creative innovation, attractiveness, title-content, visual display etc. and the decision of the Director, Tourism & Civil Aviation, HP in this regard will be final.

19. The Department of Tourism & Civil Aviation, H.P. shall have all the rights to use the selected approved published advertisement creative (s) prepared by the agency in any other publications (if needed). The department reserves the right to make necessary changes / modifications in the selected artwork, if required.
20. If the empanelled Advertising Agency uses the photographs, other than the photographs 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 extra payment for pictures / models purchased by the empanelled agency for creative (s) / campaign.
21. 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 photographs used in the creative (s) should be of the State of Himachal Pradesh only and have no copyright issue.
22. The Department of Tourism, H.P. reserves the right to terminate the services of the empanelled agency at any time / stage without assigning any reasons whatsoever.
23. 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.
24. The security amount of the agency will be forfeited, in case, if the agency is unable to execute any assigned work mentioned in the work order given by the DoT&CA, H.P.
25. If any mistake done by the agency in executing the assigned work, the agency has to rectify the same without any extra cost to the Department of Tourism & Civil Aviation, H.P.
26. In the event, if any dispute arises, the decision of Director, Tourism & Civil Aviation, Shimla, H.P. will be final. However, any legal proceeding (s), if necessity arises to institute, by any of the party (ies) needs to be lodged in courts situated in Shimla, (Himachal Pradesh) jurisdiction only.
27. The Director (Tourism & Civil Aviation), 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 & Civil Aviation, 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.

Criteria for Evaluation of EOI's for Empanelment of Advertising Agencies.
Total marks : 50 ; Qualifying marks : 25

Sr. No	PARAMETER*	DOCUMENTARY PROOF	MAXIMUM SCORE
1	<p>Turn Over (Required Turn Over in Crore: Minimum average Rs 10 Crore for financial year i.e. 2018-19, 2019-20 and 2020-21) Example for evaluation of marks of Turnover: if 2018-19 = 10 Cr ; 2019-20 = 11 Cr and 2020-21 = 12 Cr. i.e. $10+11+12 = 33/3 = 11$ Cr i.e. 05 marks. If min. average turnover for the three years = $10+10+10$ Cr = $30/3$ Cr = 10 cr. i.e. 05 Mks. For average turnover of Rs. 10 Cr = 05 marks Above Rs. 10 Cr. to Rs. 12 Cr = 06 Mks Above Rs. 12 Crore to Rs.15 Crore = 07 Mks Above Rs.15 Crore to Rs.20 Crore =08 Mks Above Rs.20 Crore to Rs.25 Crore = 09 Mks Above Rs.25 Crore =10 Mks</p>	<p>Attach CA Certificate only in support of Turn Over for the financial years mentioned.</p> <p>(Note: if the required minimum average annual turnover of mentioned financial year is less than Rs. 10 cr., the same will not be considered for evaluation and further empanelment process).</p>	10 marks
2	Accreditation certificate / letter of Indian Newspaper Society (INS)	Attach the copy / proof.	05 marks
3	<p>Experience/existence of agency / company: Minimum required experience / existence in years =05 years. Existence/Experience of 05 years = 05 marks Above 5 years to 7 years = 06 marks Above 7 years to 10 years= 07 marks Above 10 years to 15 years= 08 marks Above 15 years to 20 years = 09 marks Above 20 years = 10 marks</p>	Attach proof of Company / Agency's existence / date of incorporation.	10 marks
3	<p>Display Creative (A+B+C=5+5+5= 15 marks) A. Print display sample creative's on Himachal Pradesh to promote as a tourist destination, keeping in view the various tourism products of the State. Total 5 sample designs in A4 size. (One mark for one creative design).</p>	Attach sample creative designs in A4 size. (One mark for one sample creative design)	15 marks

Sr. No	PARAMETER*	DOCUMENTARY PROOF	MAXIMUM SCORE
	<p>B. Outdoor hoarding display sample creative's on promotion of Himachal Pradesh as a tourist destination. Total 5 sample designs in customized size. (One mark for one sample creative design)</p>	<p>Attach sample creative designs in customized size. (One mark for one sample creative design)</p>	
	<p>C. Digital / social media promotion sample creative's. Total 5 sample designs in appropriate customized size. (One mark for one sample creative design)</p>	<p>Attach sample creative designs. (One mark for one sample creative design)</p>	
<p>5</p>	<p>Creative team & agency strength (A+B = 5+5 = 10 marks) A: Creative Production /designing, graphics team: 05 Marks Upto 5 persons team = 3 mks 6 to 10 persons team = additional one mark i.e. 3+1 = 4 mks. Above 10 persons team = additional one mark i.e. 3+1+1 = 5 mks. Details of number of total persons working in the main office of agency/company is also to be mentioned.</p> <p>B: Earlier produced films / digital videos /social media creative's: 03+02 = 05 Marks i.e. Upto 2 films produced earlier = 2 marks More than 2 films produced earlier = additional one mark i.e. 2+1 = 03 mks Upto 2 digital creative's / videos produced earlier = 1 mark More than 2 digital creative's / videos produced earlier = additional one mark i.e. 1+1 = 02 mks</p>	<p>Please attach details mentioning name of the professional team persons (with CV) on letter head of company/agency.</p> <p>Attach work order copy / proof of earlier produced films / digital creative's / videos i.e. either in single work order or in different work order.</p>	<p>10 marks</p>
	<p>Total</p>		<p>50 Marks</p>

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 and EOI tender fee draft of Rs. 1000/-is required as eligibility criteria for participation in the EOI for empanelment. Without these documents & fee the EOI will not be considered.

The Tentative Topics for Technical Presentation

The technical presentation will be evaluated on the following topics for final empanelment by the constituted committee. On the day of presentation, the Agencies will be required to submit hard copy (spiral binding) & soft copy of presentation along with signed covering letter.

Sr. No	Particular / topic for presentation
1	Brief profile of agency (introduction), network details, strength, in-house facilities etc. on letter head.
2	<p>Creative concept, innovation in creative design and visual approach.</p> <p>Print Media: Sample creative's on promotion of Himachal Pradesh as a tourist destination to attract domestic & foreign tourists. Themes: Adventure, winter, unexplored destinations, pilgrimage, wellness, weekend circuit, wedding destination, tribal circuit etc.. (Minimum 10 sample designs for presentation)</p>
3	<p>Electronic Media: Creative concept / innovative idea for preparation of TVC / promotional films</p> <ul style="list-style-type: none"> • Sample scratch television commercial (TVC) of 60 second & 30 seconds on promotion of tourism of Himachal Pradesh. • Scratch Radio jingle / spot of 60 and 30 seconds on promotion of tourism of Himachal Pradesh. • Any promotional film (s) produced earlier for any client.
4	<p>Digital media / Social Media:</p> <ul style="list-style-type: none"> • Creative strategy for promotion of tourism through social/digital media platforms. • Sample digital / social media creative video (scratch design) for promotion of tourism in an innovative way on social / digital media platforms including static creative.
5	<p>Outdoor media:</p> <ul style="list-style-type: none"> • Exhibition stall : Sample 3 D design in customized size for exhibition (minimum size 36 square meter) showcasing potential of tourism in Himachal Pradesh. The sample design should be innovative. • Sample creative design for Hoarding / banner (in customized size) for tourism promotion. • Events handled / organized by agency (if any).
6	Innovative / unique idea for promotion of tourism of the State of Himachal Pradesh.

Dated:

Authorized Signatory
 Name of Agency
 With seal and sign

APPLICATION FORMAT FOR EOI
(to be submitted on letter head by the agency/company)

To

The Director,
Department of Tourism & Civil Aviation,
Block No. 28, SDA Complex, Kasumpti,
Shimla, Himachal Pradesh-171009.

Subject: EOI for empanelment of Advertising Agencies for Department of Tourism & Civil Aviation, Himachal Pradesh.

Sir,

With reference to your EOI on the mentioned subject, I / We hereby submit our proposal for empanelment and the proposal / EOI is unconditional.

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

2. Address:

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

Tel & Fax No.:
Mobile No.:
Email ID:

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

- Geographical presence (Countries/Regions of Operations, if any) :

5. Name of the Proprietor/Directors:

6. Date of Establishment (Pl. attach proof: Type of Registration– includes 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 /existence 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:

2018-19 = Rs.

2019-20 = Rs.

2020-21 = Rs.

(Pl. Attach CA Certificate)

(The annual average turnover of mentioned years should not be less than Rs. 10 Crore)

11. Organizational Set up (Manpower):

- Creative Production /designing, graphics team (persons in Number) =
(Pl attach CV's of the persons)

12. Number of tourism clients (currently) and serviced during last five years (proof to be submitted).

13. Non-refundable EOI 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:

CHECK LIST FOR SUBMISSION OF EOI:

For empanelment of Advertising Agency (ies), if the requisite documents are not attached, as mentioned in EOI document, the EOI proposal of that agency (ies) / company (ies) shall be summarily rejected. Documents must be attached in sequence.

Sr No	PARTICULARS	DOCUMENTS
1	EOI proposal copy duly signed on all pages. Name of Agency / Company with brief profile and proper correspondence address, phone, email etc. and proof of registered office.	Attached: Yes/No Page number of attached document should be mentioned. The covering letter should be signed.
2	EOI Tender fee draft of Rs. 1000/- (non-refundable) (Required to be submitted with the EOI in the Department on or before the due date & time).	Attached: Yes/No
3	Financial Turn Over 2018-19 = Rs. 2019-20 = Rs. 2020-21 = Rs.	Attach copy of C.A. Certificate only in support of Turn Over. (Attached: Yes/No)
4	Experience / existence of company / agency. Date of Establishment, Status of Company etc.	Experience in years = (Please attach proof in EOI: (Yes/No)
5	Accreditation certificate / letter of Indian Newspaper Society (INS)	Copy / proof attached (Yes/No)
6	Details about organizational set up (Manpower including Directors / Partners): i.e. Creative Production /designing, graphics (Number of professionals / Persons with name, designation along with CV)	Attach details on company/Agency letter head : Attached: (Yes/No)
7	Copy of Memorandum (if any)	Attached: (Yes/No)
8	PAN Number and GST Number of Company /Agency	Copy Attached (Yes/No)
9	Documents / proof attached as required / mentioned vide Annexure 'A' in EOI.	Attached: (Yes/No)
10	Certificate by the Agency / Company on their letter head to be submitted stating that the agency / company has not been black listed / barred by any Central Govt. / State Govt. / PSU etc.	Attached: (Yes/No)
11	Certificate by the Agency / Company on their letter head stating that they have read and understand all the term and conditions mentioned in the EOI tender document.	Attached: (Yes/No)