



**SICOM Ltd.**

**Request for Proposal (RFP) for Empanelment of Advertising Agencies**

**Last Date for Submission: 16:00 hrs of July 15, 2021**

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## I. INTRODUCTION, PURPOSE AND INVITATION

SICOM Ltd. hereinafter referred to as 'the NBFC', having its office at 6th Floor, Building No. 4, Solitaire Corporate Park Andheri East, Mumbai 400093 invites proposals for "Empanelment of Advertising Agencies" for releasing advertisements, tenders, notices, recruitment, notifications etc. in Local/National newspapers, magazines, journals etc. as per the requirement of the NBFC.

Interested Advertising Agencies meeting the eligibility criteria may submit their proposals for empanelment complete in all respect to Assistant General Manager, SICOM Ltd., 6th Floor, Building No. 4, Solitaire Corporate Park Andheri East, Mumbai 400093 before **4:00 P.M on July 15, 2021.**

The complete proposal in sealed cover superscribed, as '*Proposal for Empanelment of Advertising Agencies - SICOM*' along with necessary documents to be submitted to:

Assistant General Manager  
ADPR,  
SICOM Ltd.  
6th Floor, Building No. 4,  
Solitaire Corporate Park Andheri East,  
Mumbai 400093

Filled-in proposals with all credentials and other related documents must be submitted and incomplete proposals and proposals received after the last date of submission will not be considered.

## II. SCHEDULE OF REQUEST FOR PROPOSAL (RFP)

Sl No.	Items	Details
1.	Date of Issuing of RFP	June 28, 2021
2.	Date, Time and Venue for pre-bid meeting Any applicant desirous of attending the pre-bid meeting may please send their request through <a href="#">email</a>	July 08, 2021 10:00 am  SICOM Ltd 6th Floor, Building No. 4 Solitaire Corporate Park Andheri East, Mumbai 400093
3.	Last Date of Submission of Proposal	July 15, 2021

4.	Place and address for submission of the Proposal	SICOM Ltd 6th Floor, Building No. 4 Solitaire Corporate Park Andheri East , Mumbai 400093	
5.	Date, Time and Venue for opening the tender documents	July 20, 2021 10:00 am onwards SICOM Ltd 6th Floor, Building No. 4 Solitaire Corporate Park Andheri East , Mumbai 400093	
6.	Address for Communication	SICOM Ltd 6th Floor, Building No. 4 Solitaire Corporate Park Andheri East , Mumbai 400093	
7.	Contact Officials	1. Shri Manish Jaggi Email <a href="mailto:mjaggi@sicomindia.com">mjaggi@sicomindia.com</a> Tele-022 66572857	2.Shri Pramod Chavan Email: <a href="mailto:pchavan@sicomindia.com">pchavan@sicomindia.com</a> Tele - 022 66572728

### III. SCOPE OF WORK

(i) The NBFC's advertising activities range from regular tender notice, public notice, and recruitment notifications to full-fledged multi-media, multi-language, pan-India advertising activities involving use of creative for print media. They are expected to be released in newspapers often at short notice. Ability to undertake any other related services will be an added advantage but not a necessary condition for empanelment and may be separately indicated.

(ii) The process followed by the NBFC in assigning jobs will be through:

- A. For routine notice / tender type advertisement below Rs.50,000/-
  - By rotation among all the empaneled agencies.
- B. For advertisements involving space buying of more than Rs 50,000/-
  - By inviting bids from the empaneled agencies through e-tendering. ([Annex V](#) - Vendor Registration Manual for e-tendering)
- C. The NBFC however reserves the right to:
  - a) change/revise/alter the monetary limits in one or all of the above limits.
  - b) call for quotations even when the value of work is less than Rs 50,000.
  - c) select any suitable selection method which may emerge from time to time.

(iii) The scope of work of empaneled agencies shall encompass, but would not be limited to the following:

- Conceptualization of creative, designing and release of advertisements in Newspapers.
- Designing and release of advertisements in Print Media for:
  - a) Notice Inviting tenders
  - b) Recruitment/ Auction Notices etc.
  - c) Classified Ads, Tenders Request for Proposals (RFP) etc.
  - d) To provide inputs such as circulation figures, cost etc. for various newspapers.
  - e) Any other work related to advertisements and corporate communication of SICOM.

#### **IV. ELIGIBILITY CRITERIA**

(i) All agencies desirous of applying for the empanelment may fill in their eligibility criteria as given in [Annex 1](#).

(ii) The NBFC will scrutinize the eligibility of the agencies as per “Eligibility Criteria” mentioned in the RFP document based on the documents submitted. If a proposal is not in prescribed format/accompanied by all the necessary documents, it may be rejected.

(iii) The NBFC reserves the right to seek fresh set of documents or seek clarifications on the already submitted documents. The NBFC’s decision in this regard shall be final and binding on all.

(iv) An agency, which has been empanelled, may be removed from the panel in case it is observed that the agency has submitted incorrect documents during/after the empanelment process.

#### **V. TERMS AND CONDITIONS**

i) The empanelment of advertising agencies with the NBFC will be valid for a period of two years, subject to annual review on the basis of past performance.

ii) The NBFC reserves the right to:

- a) Accept or reject any or all the proposals.
- b) Cancel/withdraw the RFP process at any stage without assigning any reasons thereof
- c) To reissue the RFP
- d) Delete/amend/add any clause(s) in the RFP at any time, without assigning any reason and shall not be held liable for any losses or damages caused by such amendment/modification.

iii) In case, an empaneled Agency shuts any of its offices, it should inform the NBFC immediately.

iv) In case, an empaneled agency changes the location of its registered office, it should inform the NBFC immediately.

- v) The NBFC's dealing with the agencies shall be on a principal-to-principal basis and the NBFC shall have no liability to pay any media or suppliers for anything done/not done or any act of omission/commission by the agencies.
- vi) The Agency shall indemnify SICOM against any action or proceedings brought against SICOM by act of commission/omission or negligence on its part or on the part of its employees/agents, in the performance of the said services. The Agency shall be liable for any of its or its employees/agents actions that are detrimental to the interest of the NBFC and the quantum of damages for the same will be decided by the Bank and will be final and binding on the Agency. The Agency shall also indemnify SICOM in respect of any third party claim in respect of any Intellectual Property Rights (IPR) violations alleged or raised on account of the services rendered by the Agency to SICOM.
- vii) Agencies may request clarifications on any clause of the RFP documents by raising queries to SICOM. Any request for clarification must be sent in writing via regular mail to the address as mentioned in Sl No 6 of SCHEDULE OF RFP or by email on or before the date of the pre-bid meeting i.e. July 08 ,2021.
- viii) The inclusion of Agencies in the NBFC's panel will not guarantee assignment of work or any minimum quantum of work in a year and the empaneled advertising agency will have no right to make any claim whatsoever in that regard. It is further clarified that the empanelment of any Agency does not tantamount to an assurance by the NBFC for the purpose of awarding any assignment/publicity services/release of the advertisement for such other matter. Further, empanelment of any Agency shall not prejudice the NBFC's right to avail the services from any other Agency(ies)/ service providers.
- ix) The NBFC reserves the right to cancel the empanelment of any particular agency or entire panel at any time by giving one month notice or otherwise.
- x) The NBFC does not make advance payment to advertising agencies towards any activity, including creative, media releases, production, taxes, etc.
- xi) The Agency shall not assign the project, whole or in part, to any other agency, even to its own subsidiary or parent agency, to perform its obligation, under the work order that may be issued by the Bank to an empaneled agency, without the NBFC's prior consent.
- xii) The Agency should have adequate resources to handle full-fledged multi- media multi-lingual pan-India publicity campaigns.
- xiii) In case of work performance is not as per the required standards or specifications and are found unsatisfactory, the work shall not be allotted to the agency.
- xiv) Non-Disclosure clause:**
  - a) The advertising agencies shall treat all documents, information, data and communication of and with the NBFC as confidential.

- b) The empaneled agencies shall abide by the Non-Disclosure clause. Successful agencies shall not, without the NBFC's prior written consent, disclose any specification, plan, sample or information or data or drawings / designs furnished by or on behalf of the NBFC to any person other than a person employed by the Agency in the performance of the work.
- c) Disclosure to any such person employed by the agency shall be made in utmost confidence and should extend only so far as may be necessary and relevant for the purpose of such performance and shall be subject to the terms and conditions of the Non-Disclosure clause.

**xv) Special conditions**

In case the date fixed for opening of proposals is subsequently declared as holiday, the revised schedule will be notified. However, in absence of such notification, the proposals will be opened on next working day with the time and venue remaining unaltered.

**xvi) Other Conditions:**

- a) Proposals once submitted cannot be withdrawn or altered by the Agency and the same will be treated as final.
- b) The agencies shall abide by all relevant rules and regulations of the Government as issued from time to time. The agencies shall be responsible for adhering to norms of the Advertising Standards Council (ASCI), Indian Newspaper Society (INS), Advertising Agency's Association of India (AAAI), Competition Act, 2002, Indian Copyright Act, 1957 and other applicable regulations and must ensure that each advertisement released by them on behalf of the NBFC is honest, truthful and conforms to the aforesaid requirement. They shall also maintain the highest standards of advertising principles.
- c) The NBFC reserves the right to select or reject any proposal without assigning any reason thereof.
- d) Software and creative elements used by the Agency must be original and bills/licenses may be checked by the NBFC at any point of time.

**(VI) INSTRUCTIONS TO AGENCIES**

- a) Language: For any proposal submitted by the agency in any other languages (besides English), a translated version in English is required to be submitted. In case of dispute, the English version will prevail.
- b) Proposals shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the Agency. Any such corrections must be authenticated by the persons or person who sign(s) the proposal.

- c) Every page of the proposal shall be authenticated with the seal of the Agency and signature of a person duly authorized by the Agency.
- d) Agencies shall bear all costs associated with the preparation and submission of their proposals. The NBFC is not bound to accept any or all proposals, and reserves the right to annul the selection process without assigning any reason(s), at any stage of the RFP process without incurring any liability or obligations on the NBFC. The Bank also reserves the right to re-issue the RFP, if the Bank decides so.

## **(VII) EVALUATION PROCESS**

All proposals received will be scrutinized to assess their eligibility based on the eligibility criteria as mentioned above. The proposals which do not meet the eligibility criteria will be rejected, forthwith, or at any stage of detection.

If deemed necessary, the NBFC may seek clarifications on any aspect from the Agency(ies). However, that would not entitle the Agency(ies) to alter or cause any change in the material information of the proposal already submitted.

The evaluation process will be done by the NBFC, on the basis of examination of documents, certificates, declarations etc. submitted by the Agency as required.



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## Application

Date

To,

The Assistant General Manager  
SICOM Ltd.  
6th Floor,  
Building No. 4  
Solitaire Corporate Park  
Andheri East , Mumbai- 400093

Dear Sir,

**Subject: Empanelment of Advertising Agencies**

We have gone through the advertisement posted on the SICOM's website and we agree to offer Media and Advertisement related services to SICOM as per the terms and conditions specified in the RFP dated.....

While submitting this proposal, we certify that:

1. We have not induced nor attempted to induce any other Agency to submit or not submit a proposal for restricting competition.
2. We agree with all the terms and conditions specified in the RFP.

If our proposal is accepted, we undertake, to start the work as per the job assigned by SICOM as soon as we receive the order.

We also certify that the information/ data/particulars furnished in our proposal are factually correct.

We understand that SICOM reserves the right to accept or reject any or all proposals at any time without assigning any reasons. We agree to abide by all the decision(s) of SICOM in this regard. We have gone through the vendor registration document for e-tendering and have understood the requirements.

Certified [Annex I, II, III](#), Affidavit ([Annex IV](#)) and [Annex V](#) (Vendor Registration Manual) are attached herewith.

Yours sincerely,

Authorised Signatory [In full and initials]: Name and Title of Signatory and Name of Agency:

Address (Please affix rubber stamp of your Agency)

## ANNEX 1

### Statement on Satisfaction of Eligibility Criteria and other details

The following are the documents in support of eligibility for empanelment of advertising agencies and other details as required for consideration of our Proposal

Eligibility Criteria Description	Documents Enclosed
1. The agency should have accreditation from Advertising Standards Council of India (ASCI).	
2. Legal Status of the Agency. Any one of the following: a) A company/firm having registered office in India and incorporated or registered under The Indian Companies Act 2013, b) Partnership firm under Partnership Act 1932, c) Sole Proprietor-ship under the Societies Registration Act 1860. d) If registered under any other act(s) in India, please provide details	
3. Agency should have valid PAN and GST registration in India	
4. Client's certificate/ experience certificate should be submitted.(Annex III)	
5. Agency should not have been found guilty/penalized by any court. They should not have been blacklisted/de-listed by any Central/State Government/Public Sector	
Undertaking/Listed Company/Media House/Regulatory Body in the past three years (Affidavit).	
8. The Agency should have done at least 1 work in the last two years in 12 Indian languages Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu (excluding Hindi and English). Proof of execution of work.	
9. The Agency should have the ability to handle development of creative content for print. (Affidavit)	

10. Whether involved in any litigation or any legal, criminal, civil, taxation and other cases pending against the Agency/Directors/Proprietors etc. If yes, give details, including details of conviction, if any.		
12. Agency should have handled at least three national level multi lingual campaigns in the last three years.  Please quote clients names and the campaign outlays.		
	<b>For the year 2018-19</b> Client Name - Campaigns Handled - Campaign Outlay -	
	<b>For the Year 2019-20</b> Client Name - Campaigns Handled - Campaign Outlay -	
	<b>For the Year 2020-21</b> Client Name - Campaigns Handled - Campaign Outlay -	

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Signature: \_\_\_\_\_ (of Authorised Signatory)

Name: \_\_\_\_\_

Designation: \_\_\_\_\_ (Please affix rubber stamp of your agency)  
(On Agency Letter Head)

## Annex II

Details of the Agency				
1.	Name of the Agency			
2.	Address of the Registered Office with contact person(s), Telephone nos., Mobile no., email Ids			
3.	Legal status of the agency (Company Public Ltd./ Pvt. Ltd./ Partnership etc.)			
4.	Details of incorporation of the agency	Date		
		Ref:		
5.	Accreditation details with various organizations			
6.	Valid Sales tax registration no.			
7.	Valid Service tax registration no.			
8.	Permanent Account Number (PAN)			
9.	GST Registration No.			
10.	Name and Designation of the authorized signatory			
11.	Address of Branch Offices with Contact Person(s), Telephone nos., Mobile No., email ids.			
12.	Name of the Proprietor/Partner/Directors (please provide DIN wherever applicable)			
13.	Telephone No. (with STD code)			
14.	Mobile no. and E-mail id of the contact person			
15.	Fax No. (with STD code)			
16.	Website address			
Financial Details (as per audited Balance Sheets) (in ` Cr)				
a.	Year	2018-19	2019-20	2020-21
b.	Net Worth			
c.	Turnover of advertising and PR business			
d.	Operating Profit			

We certify that the above particulars are correct and we understand and agree that if any statement is found to be false or not correct, SICOM has the right to remove our name from the panel with immediate effect and SICOM's decision in this regard shall be final. We understand and agree that the empanelment does not obligate SICOM in any manner and SICOM has the right to omit the name of the Agency from the approved lists at its sole discretion at any time during the term of the empanelment.

Date\_\_\_\_\_

Place\_\_\_\_\_

Signature\_\_\_\_\_

Name\_\_\_\_\_

Designation\_\_\_\_\_

(Please affix rubber stamp of your  
Agency)

### **Annexure III**

(On letterhead of the Agency duly stamped and signed)

Date:

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s..... is our empaneled  
advertising Agency for more than.....year(s).

The performance of the Agency has been satisfactory during their tenure with us.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

#### **Annex IV (Format for Affidavit)**

(On the letterhead of the Agency duly stamped and signed)

#### **TO WHOMSOEVER IT MAY CONCERN**

This is certify that our Agency:

1. does not owe any money beyond 60 days to any other media house.
2. has not been blacklisted/de-listed by any of the Central /State Government /Public Sector Undertakings /Public Sector Banks/any regulatory institution in the past 3 years.
3. does not have any legal, civil, criminal, taxation and other cases pending against the Agency that may have an impact affecting or compromising the delivery of services required.
4. has the ability to handle development of creative content for print
5. has the ability to serve the requirements of SICOM.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION:

**Annex V (Vendor Registration Manual)**

**SICOM Vendor Registration and Empanelment Form**

**Vendor Empanelment Form**

Name of the Entity			
Type (please tick)	Company (Public Ltd/ Pvt Ltd/) / Partnership / LLP / Proprietorship / Individual / Others		
Existing Vendor ?	Y <input type="checkbox"/> N <input type="checkbox"/>	Company/Firm Registration no & date of registration	
Associated with SICOM since (years)		Last 3 years billing to SICOM (if applicable, provide year wise in Rs.lacs)	
Type of Vendor	Manufacturer <input type="checkbox"/> Trader <input type="checkbox"/> Service Provider <input type="checkbox"/> Consultant <input type="checkbox"/> Other <input type="checkbox"/>		
Names of Directors / Partners / Proprietors	Email ID	Contact Nos.	
Do any relatives of the persons named above or the Individual business owner work / had worked in the past for SICOM	Y <input type="checkbox"/> N <input type="checkbox"/>		
What is your primary business or specialization ?			
Annual Rate Validity (Y / N)	Y <input type="checkbox"/> N <input type="checkbox"/>		
Name any Banks / NBFC's / MF's who are your clients (mark the top 3 clients)			
Bank Account Details	Name of the Bank		
Account Type	Account No		
Branch Name	IFSC Code		
Branch Address	MICR Code		
	Cancelled Cheque Enclosed	Y <input type="checkbox"/> N <input type="checkbox"/>	
Signature of Director/Partner/Proprietor / Individual			
Signature			
Name & Designation			
Date			