



**MAHANAGAR  
GAS**

**MAHANAGAR GAS LTD**

Equinox Business Park, 5<sup>th</sup> Floor, West Wing, Tower 3, Off Bandra Kurla Complex  
LBS Marg, Kurla (West). Mumbai-400070.

**NOTICE FOR "EMPANELMENT FOR ADVERTISING AGENCY" PUBLISHED ON  
MGL WEBSITE 10.10.2019**

**Reference No: MGL/C&P/EMPANELMENT/ADVERTISING/2019-20/PP**

**LAST DATE FOR SUBMISSION OF FORM: 24.10.2019 15:00 HRS**

Interested agencies shall submit duly filled Empanelment form and relevant documents as sought under the empanelment form and eligibility criteria. The application should be submitted in a **Sealed Envelope** Super scribing it as **"Application for Empanelment for Advertising Agency to Vice President (Contracts & Procurement and CRO)** at above mentioned address **latest by 24.10.2019; 15: 00 Hrs.**

## **Eligibility Criteria**

### **MINIMUM ELIGIBILITY CRITERIA**

The prospective Advertising & Creative agency must conform to the minimum eligibility criteria. Bids submitted by agencies that do not fulfill the minimum eligibility criteria will not be considered.

- a. The agency should have been in the business of providing Advertising and Creative services in India for at least 7 years.
- b. The agency should have recorded a minimum turnover of **Rs. 5 Crore** in each of the immediately preceding three financial years. In support of their eligibility under this criterion, firms should furnish self- attested copies of Audited Accounts / Balance Sheet /Annual Report duly certified by the Auditor.
- c. The agency should have previous experience in designing and advertising through multiple channels i.e. press, audio visual, hoardings, digital, etc. for at least 5 reputed Corporates, of which at least one should be a listed company. Experience of working with Oil & Gas sector will be an added benefit. In support of their eligibility under this criterion, agencies should furnish copies of contracts/agreements/ self-attested copies of the work orders/ letter from clients.
- d. The agency should have its office in Mumbai/Navi Mumbai/Thane.
- e. The agency should have a full-fledged team of atleast 10 people for creative, media planning and buying etc. the details of the same is to be submitted along with the name, qualification etc.
- f. The agency should attach a brief presentation of the ATL and BTL work done by them for print, digital & audio visual medium. If necessary, the agencies may be called for detailed presentation.
- g. The agency shall provide organogram of its organization.

MGL reserves the right to relax the eligibility criteria in its own Business Interest without assigning any reason. Merely meeting the eligibility criteria shall not entitle applicant for empanelment with MGL. MGL shall consider all other requirements as stipulated under terms and condition & Empanelment form for considering applicant for empanelment.

Bidder shall furnish copies of work order(s), Client certificate for jobs as mentioned at above. Bidder shall also furnish copies of Balance Sheet and P&L Account (Audited) for previous 3 years.

## **Brief Scope of Work for Advertising Agency**

### **1) Print Advertisements for Magazine & Press ads**

Concept Design & Artwork for standard design sizes in b/w and colored, example 180 sqcm, 240 sq.cm.,400 sq.cm. for newspaper advertisement & full page, half page and quarter page advertisements for magazines.

### **2) Television Commercial**

Concept development, scripting & Scheduling for Audio Visual

### **3) Radio Advertisement**

Concept development, scripting & Scheduling of Radio Jingles and advertisements

### **4) Creatives for Digital Media**

### **5) Promotional activities Concept, Designing & Artwork**

Poster  
Banner  
Sticker  
Glow Sign / Signages  
Bills / Bills cover  
Pamphlets / Folder / Booklet / Leaflet  
Customer Handbook / Instruction Book  
Corporate Brochure  
Standees / Tents

### **6) Outdoor advertising Conceptualizing, Designing & Artwork**

Hoardings  
Van Design  
Bus Panels  
Bus Shelter  
Kiosk  
Exhibition stall (designing and fabrication)  
Exhibition Panels  
Branding at CNG outlets including dispenser and other display  
Backdrop/Gate design

### **7) CSR Annual Report (Conceptualizing, Designing and Artwork)**

Digital & Print Version

### **8) Coffee Table Book (Conceptualizing, Designing and Artwork)**

**9) Miscellaneous Jobs - Design, Concept & Artwork**

Novelties / Giveaways  
Invitation Card  
Shopping Bag  
T-shirt  
Cap  
Desk Calendar  
Trophy Design  
Greeting Card  
Conference Folder

**10) Newsletter / House Journal**

Conceptualizing, designing and artwork for Digital and Print version

**11) ROI**

Measure the effectiveness and submit analytical report of ad campaign and promotional campaign on various media (Print, Radio & Television)

## FORM FOR EMPANELMENT OF AGENCY

We M/s. \_\_\_\_\_ are desirous of being empaneled and hereby apply for the same. We give the following details for your consideration:

| Sr. No | Description   | Applicant's Confirmation |
|--------|---|--------------------------|
| 1      | Name of the Company / Firm  |                          |
| 2      | Full Address of Registered Office / Corporate Office  |                          |
|        | Telephone No:   |                          |
|        | Fax No.:  |                          |
|        | Contact Person:   |                          |
|        | Mobile No.:   |                          |
|        | E-Mail:   |                          |
|        | Website   |                          |
| 3      | Company's Organizational Structure (Attach Organogram)  |                          |
| 4      | Nature of Company / Firm i.e Proprietorship / Partnership / Private Limited / Government / Public Sector / Contractors / Others                       |                          |
| 5      | In case of Proprietorship firm, attach relevant document showing name of proprietor   |                          |
| 6      | In case of Partnership firm, specify names of the Partners and attach copy of partnership deed  |                          |
| 7      | In case of a Company, attach copy of Articles of Association and Memorandum of Association  |                          |
| 8      | Year of Establishment & Starting of Production / Shop & Establishment Certificate (Attach copies)<br>OR Registration No. of the Company (Attach copy) |                          |

| Sr. No | Description  | Applicant's Confirmation |
|--------|--|--------------------------|
| 9      | Authorization letter from the concerned  |                          |
| 10     | Having INS accreditation<br>(Attach copy)  |                          |
| 11     | Registration Nos. (Whichever is applicable)<br>1) PAN<br>2) GST No<br>Please attach copies of documents for above.   |                          |
| 12     | Audited Balance Sheets of immediately preceding three Financial year including Profit and Loss account statement (to be enclosed)  |                          |
| 13     | If you are already existing agency with MGL, please indicate the same.   |                          |
| 14     | a) List of Clients (Attach list separately)<br>b) Work Order of Clients / Certificate (Attach photocopies for the same)<br>c) Single largest value of order executed in the last three years (Attach copy of WO / Completion certificate) as stated in eligibility criteria.   |                          |
| 15     | Details of empanelment with other Organization, Govt., Quasi Govt. Organization (preferably for similar Work) Please attach copies.  |                          |
| 16     | Any other Special / relevant information.  |                          |
| 17     | Whether the Company/Firm is under litigation / arbitration cases during last five years; if yes furnish details.   |                          |
| 18     | Whether the Company / Firm / Director / Partner / Proprietor has been de-listed / debarred / kept on holiday / blacklisted in India. If so, the reason for the same  |                          |
| 19     | Applicant confirms that the document / information furnished are true and valid for the duration of the empanelment and in case there are any changes / variation, the same shall be immediately brought to the notice of MGL. Applicant also confirms that in case of conflicting version, MGL may consider any version as convenient to MGL. |                          |

| <b>Sr. No</b> | <b>Description</b>  | <b>Applicant's Confirmation</b> |
|---------------|---|---------------------------------|
| 20            | Please provide the details of the manpower engaged by your company                  |                                 |
| 21            | We understand and agree that mere empanelment does not entitle us for award of work |                                 |

**Note:** It is mandatory to fill in all the columns by the company and submit the same along with all necessary documents / credentials / copies of the certificates etc. Any other relevant information in support of empanelment may be volunteered by the applicant. All pages may be signed in ink with stamp by the authorized signatory of the Company.

Place:

Signature:

Name & Designation:

Date:

Company Seal:

(To be submitted on the Letter Head)

**DECLARATION**

1. I / We have read the instructions appended to the proforma and I / We understand that if any false information is detected at a later date, any future contract made between ourselves and MGL, on the basis of the information given by me / us can be treated as invalid by MGL and I / We will be solely responsible for the consequences.
2. I / We agree that the decision of Mahanagar Gas Limited in selection of agency will be final and binding to me / us.
3. All the information furnished by me hereunder is correct to the best of my knowledge and belief.
4. I / We agree that I / we have no objection if enquiries are made about the work listed by me / us in the accompanying sheets.
5. I / We agree that I / We have not applied in the name of sister concern for the subject empanelment process.
6. The empanelment of agency at MGL shall only entitle him to be considered for inviting creatives / concepts for various requirement of MGL. It shall not confer any right on him to be necessarily awarded the work. MGL has sole discretion to accept or reject any or all the applications at any stage of the process and/ or modify the process without assigning any reason whatsoever. Applications submitted through Agents / Intermediaries will not be considered.

PLACE:  
DATE:

SIGNATURE  
NAME & DESIGNATION

SEAL OF ORGANIZATION



## **TERMS AND CONDITIONS**

1. For empanelment the applications will be evaluated for meeting the minimum stipulated financial and experience criteria. The details of manpower employed, pending litigation, performance on past assignments etc. shall also be evaluated for empanelment of the agency. The applications received will be evaluated on the basis of information & documents provided by the applicant and in case the applicant is found to be suitable on the criteria of MGL, the applicant shall be considered for empanelment. In view of the quantum of work, 4 agencies shall be empaneled. The applications not meeting the criteria of MGL shall be rejected. **The applications shall be accompanied by following documents for empanelment:**
  - i. **Brief profile of your company**
  - ii. **INS accreditation copy**
  - iii. **Power of attorney / partnership deed for authorized Signatory**
  - iv. **List of Clients to whom similar services are provided**
  - v. **Audited Balance Sheet and Profit & Loss statement for last 3 years**
  - vi. **Copy of Work Orders & Completion certificates from clients as stated in eligibility criteria**
  - vii. **Manpower details**
  - viii. **Details of pending litigation etc**
  - ix. **Other details asked in the Application form**
  - x. **Organogram**
2. MGL at any time reserves the right to modify the eligibility criteria, to accept or reject any application, to annul the empanelment or to reject any or all the applications or accept new application at any time without assigning any reason or incurring any liability to the applicants.
3. The agencies who are in arbitration/litigation with MGL shall not be considered for empanelment, however, request from the agency may be considered for empanelment upon resolution of dispute.
4. The empanelment of agency shall be cancelled by MGL in case of poor performance of the agency, delay in completion of work, abandoning of the allotted work, bankruptcy, for activities detrimental to the interest of MGL and in case empanelment is secured based on false information/documents. In case of cancellation of empanelment, the agency shall be debarred from taking up works of MGL for the period as decided by MGL. The decision of MGL in this regard shall be final and binding on the party.
5. MGL reserves the right to call open/limited tenders in which the agencies not empanelled in this process but meeting the minimum criteria for the tender can participate. For such tenders, the empanelled contractors under this process meeting the stipulated criteria of tender can also participate.

6. MGL reserves the right to reject any application without assigning any reasons thereof and does not bind itself to accept any of the applications.
7. MGL takes no responsibility of applications lost/delayed in postal transit. MGL reserves the right to postpone the date of submissions or issue any amendments.
8. Empanelment does not guarantee for award of work. The empaneled agency shall have no claim on MGL if invitation for any job is not issued to them.
9. The agency shall submit all the documents as asked in empanelment form. The agency may be asked to produce original documents for verification. The agency may also be called for discussions/clarifications and the agency shall depute their authorized representative for the same.
10. The commercial terms will be formalized post empanelment, therefore documents pertaining to rates, etc. need not be submitted with the empanelment form.
11. After going through the process, the empaneled agencies are expected to carry out various creative work at the rates prescribed by MGL.
12. MGL may inspect the works/work sites/offices of the applicants as and when required and as deemed fit.
13. Agencies selected for empanelment shall be empaneled for a period of 2 years, which is extendable for 1 more year. This period can be reduced or increased, or the empanelment can be scrapped at any time, at the sole discretion of MGL without assigning any reasons. In case of empanelment, the agency shall be required to submit every year the latest Balance sheet, up to date list of work done, works in hand etc. failing which their empanelment is liable to be cancelled.
14. The application/documents submitted to MGL are non-returnable.
15. The applications shall be signed by a duly authorized person of the agency;
  - a. In case of Sole Proprietorship, an affidavit of Sole Proprietorship and if the application is signed by any other person, Power of Attorney issued by the Sole Proprietor, in favour of the signatory.
  - b. In case of partnership, if document is not signed by all the partners, Power of Attorney in favour of the Partner/person signing the documents, authorizing him to sign the documents.
  - c. In case of a Company, a copy of the Board resolution, authorizing the signatory to sign on behalf of the Company.

- d. Applications from Joint Ventures/ Consortium may be considered by MGL at its sole discretion.

16. Applications with following discrepancies are liable to be rejected:

- a. Applications, which are incomplete, ambiguous and not accompanied with the documents asked for and the processing fee.
- b. Even though an applicant may satisfy the minimum criteria of MGL for empanelment, his application is liable for rejection, if he has record of poor performance such as abandoning work, not properly completing the work, delay in completion of work, poor quality of work, financial failure/weakness etc.
- c. Application in respect of which canvassing in any form is resorted to by the applicants.
- d. If the applicant made misleading or false representation or deliberately suppressed the information in the application form and documents etc. or resorts to unfair methods in creating circumstances for the acceptance of his application.

17. The completed applications along with required documents shall be submitted in an envelope marked "Application for Empanelment for Advertising Agency- 2019" at following address latest by 23.10.2019:

**Mr. T.L Sharnagat**  
Vice President (Contracts & Procurement & CRO)  
Equinox Business Park  
5<sup>th</sup> Floor, West Wing,  
Tower 3, Off Bandra Kurla Complex  
LBS Marg, Kurla (West).  
Mumbai-400070