



**Bharat Heavy Electricals Limited
BHEL House, Siri Fort,
New Delhi-110049**

**Tender Document
For Empanelment of Advertising Agencies**

Tender Enquiry No.: CC/ADEM/01/2020-21 dated 11.01.2021

**Issued by:
Corporate Communication, BHEL
BHEL House, Siri Fort, New Delhi - 110049**

NOTE: The entire bid document along with relevant supporting sheets should be properly spiral bound, indexed and all the pages should be duly numbered. No loose / separate sheets shall be accepted. Information / extra booklets / brochures / Agency Profiles / Agency's own Annual Reports which are not asked for SHOULD NOT be submitted

ISSUE LETTER OF TENDER DOCUMENT

NAME OF WORK : Empanelment of Advertising Agencies

TENDER NO : Tender No. CC/ADEM/01/2020-21

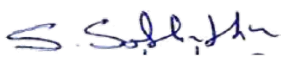
1. One set of Tender document is hereby issued to:

Name of the Bidder:

Date of Issue:

Address of the Bidder:

Nature of work	Date of issue of printed copy of tender document to the bidder on request	Tender submission date & time	Tender opening date & time
Empanelment of Advertising Agencies		18.01.2021 by 10:00 hrs	18.01.2021 at 11:00 hrs


Sayed Salahuddin
Sr. Executive (CC)
Corporate Communication, BHEL
BHEL House, Siri Fort, New Delhi - 110049

NOTICE INVITING TENDER

To handle various image building, advertising and miscellaneous PR activities for all BHEL offices (country-wide), sealed offers under two part bid system are invited from Indian, technically competent, experienced and financially sound advertising agencies (meeting Qualification Requirement criteria as per clause 1.0 of Special Terms and Conditions, Annexure III of the tender enquiry) for empanelment

The shortlisted agencies shall subsequently enter into separate rate contract with BHEL for various activities as listed in the Scope of Work (Annexure II of the tender enquiry).

The finalization of party among all the empanelled agencies for release of advertisements in chosen media mix will be by way of limited tender enquiry among all the empanelled agencies (as per notified Scope of Work) and award of work to the lowest bidder. **The duration of empanelment and rate contract shall be for a period of two years.** BHEL reserves the right to short-close the rate contract.

Following points relevant to the tender may please be noted and complied with:

1.0 Salient features of NIT

Sl. No.	ISSUE	DESCRIPTION
i	Tender No.	CC/ADEM/01/2020-21
ii.	Name of Work	Tender for Empanelment of Advertising Agencies
iii.	Earnest Money Deposit (EMD)	Rs 2,00,000/- (Two Lakh only) payable by way of DD / Pay Order drawn in favour of Bharat Heavy Electricals Limited, payable at New Delhi (Offer received without EMD will be rejected except in case of MSME registered bidders.)
iv.	Place of Issue of Tender	Corporate Communication, BHEL, BHEL House, Siri Fort, New Delhi – 110049
v.	Submission/ Receipt of tenders	Upto 10:00 hrs on 18.01.2021 at Corporate Communication, BHEL, BHEL House, Siri Fort, New Delhi – 110049
vi.	Opening of Tender	At 11:00 hrs on 18.01.2021 at Corporate Communication, BHEL, BHEL House, Siri Fort, New Delhi – 110049
vii.	Last Date of seeking clarification(s)	In writing, at least 1 day ahead of the date of submission of bids at the address of the undersigned.
viii.	Latest Updates	Latest updates on the Important dates, Amendments, Correspondences, Corrigenda, Clarifications, Changes, Errata, Modifications, Revisions, etc to Tender Specifications, Terms & Conditions etc. will be hosted on BHEL's

		website (www.bhel.com) & https://eprocure.gov.in . Bidders to keep themselves updated with all such information.
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2.0 Terms and Conditions

- 2.1 Interested Agencies (meeting QR criteria as per Clause 1.0 of Special Terms and Conditions, Annexure III of the tender enquiry) may collect the tender document from BHEL's Corporate Communication office apart from downloading from BHEL's website – www.bhel.com & <https://eprocure.gov.in>
- 2.2 For obtaining the printed copy of tender, the agencies would be required to give a letter on their letterhead requesting for the document or email requesting the tender document.
- 2.3 Mere issuance of tender document/ obtaining tender document through BHEL website OR <https://eprocure.gov.in> should not be construed that the bidder is considered qualified.
- 2.4 The bidding document is non-transferable.
- 2.5 The tender document shall not be sent by post by BHEL.
- 2.6 Bids/ offers may be sent by post/ courier to the office of tender submission authority namely, **Additional General Manager, Corporate Communication, BHEL, BHEL House, Siri Fort, New Delhi - 110049**. However, BHEL accepts no responsibility for any loss/ delay/ non-receipt of offers not submitted in person. Offers received incomplete/ late are liable for rejection.
- 2.7 **Your offer shall be accompanied with a DD / Pay Order for Rs. 2,00,000/- drawn in favour of Bharat Heavy Electricals Limited, payable at New Delhi, towards Earnest Money Deposit (EMD). (Offer received without EMD will be rejected except in case of MSME registered bidders.)** MSME bidders have to submit a self-attested copy of **Udyog Aadhar / EM-II Certificate**
- 2.8 EMD as mentioned above shall be paid separately by DD/ Pay Order of any scheduled Indian bank in favour of Bharat Heavy Electricals Limited, payable at New Delhi. Offers received without EMD will be rejected except in case of MSME registered bidders provided they submit Udyog Aadhar/ EM- II Certificate.
- 2.9 During opening of Techno-commercial Bid (i.e. Part-1) the name of Bidders who have submitted their offers along with details of Earnest Money Deposit will only be read out and no other information/ details whatsoever will be read out.
- 2.10 Bidders will not be allowed to quote in association with their group companies or in association with other companies. Therefore, all the supporting documents required to be submitted with the tender documents are to be in the name of bidding advertising agency only
- 2.11 The finalization of party among all the empanelled agencies for release of advertisements in chosen media mix is by way of limited tender enquiry among all the empanelled agencies (as per notified Scope of Work) and award of work to the lowest bidder, in the tender enquiry.
- 2.12 Each and every page of Tender document along with supporting documents should be signed by authorized person with company seal as a mark of their acceptance of terms and condition of the tender.
- 2.13 **The entire bid document along with relevant support sheets should be properly spiral bound, indexed and all the pages should be duly numbered. No loose / separate sheets shall be accepted. Information / extra booklets / brochures / Agency Profiles / Agency's own Annual Reports which are not asked for SHOULD NOT be submitted.**



- 2.14 **In case any of the agency refuses to carry out any work at the agreed rates in the rate contract, irrespective of the reason (except in case of Force Majeure as detailed in Clause No. 11.0 of Annexure IV – General Terms & Conditions), BHEL shall have the right to de-panel such an agency**

For & On behalf of
Bharat Heavy Electricals Limited



Sayed Salahuddin
Sr. Executive (CC)

Date: 11.01.2021

Place: New Delhi

Enclosures:

Annexure- I	: BHEL's Corporate Profile
Annexure- II	: Scope of Work for Advertising agencies
Annexure- III	: Special Terms & Conditions (includes QR)
Annexure- IV	: General Terms & Conditions
Annexure- V	: Price Proforma
Annexure- VI	: No Deviation Certificate
Annexure- VII	: Submission of Offers
Annexure- VIII	: Checklist
Annexure- IX	: NEFT Details Format

BHEL'S CORPORATE PROFILE

Established in 1964, BHEL has been one of the earliest and strongest contributors towards a strong and Aatmanirbhar India. BHEL is India's largest engineering and manufacturing enterprise in the energy and infrastructure sectors and a leading power equipment manufacturer globally. We serve our customers with a comprehensive portfolio of products, systems and services in the areas of power-thermal, hydro, gas, nuclear & solar PV, transmission, transportation, defence & aerospace, oil & gas, and water.

BHEL's commitment to attaining the vision of a self-reliant India manifests in many ways- in its contribution to the country's installed power generation capacity; bringing the latest state-of-the-art technology to the country; consistent highest expenditure of more than 2.5% of its turnover on R&D and innovation in the Indian engineering segment; pan-India presence; establishment of world-class assets, and creating sustainable business solutions and contribution to the society at large through initiatives in skilling youth, health & hygiene, education, cleanliness and environment protection, among others.

The force behind driving the outcomes at BHEL and ensuring success is BHEL's resilient workforce, supported ably by efficient processes and innovative enablers. A team of more than 33,500 empowered employees stands strong, focused on driving the businesses of today as well as the future.

The company's pan-India presence includes a network of 16 manufacturing facilities, 2 repair units, 4 regional offices, 8 service centres, 1 subsidiary, 3 active joint ventures, 15 regional marketing centres, 4 overseas offices and current project execution at more than 150 project sites across India and abroad. BHEL manufactures a wide range of high quality & reliable products adhering to national and international standards.

The worldwide installed base of power generating equipment supplied by BHEL exceeds 190 GW, making it the undisputed leader amongst Indian power plant equipment manufacturers. Having installed more than 1000 thermal, hydro, nuclear, gas and solar PV based power generating sets in the country, BHEL is now building strong foundations for cleaner and greener energy usage in future.

BHEL has a widespread footprint in all the inhabited continents of the world with references in 84 countries including the neighbouring countries of Bangladesh, Afghanistan, Bhutan, and Nepal, Indonesia, Oman, Iraq, Sudan, Afghanistan, United States and New Zealand. Till date, BHEL has installed around 11 GW power generating capacity in overseas markets. An additional 6 GW is under execution, including the 2x660 MW Maitree Super thermal power project in Bangladesh and 4x225 MW Arun-3 Hydroelectric project in Nepal.

BHEL is also a name to reckon with in various sectors of the industry. More than half of the traction equipment in locomotives & EMUs of Indian Railways has been supplied by BHEL. BHEL has commissioned 200+ electric substations and 5 major HVDC projects in the country. BHEL's solar portfolio of more than 1.2 GW, spread across the country includes ground mounted, rooftop, canal top and floating PV plants. BHEL is also one of the largest manufacturers and suppliers of power transformers and electrical AC machines in the country.

BHEL has been a major reliable supplier of critical equipment and services in defence & aerospace sector for over three decades. Most of the satellites launched by ISRO are

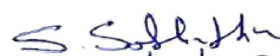
powered by BHEL manufactured solar panels and lithium ion batteries. BHEL is a trusted supplier of naval guns to Indian navy for their warships.

BHEL is leveraging on its technology capabilities and committed workforce to transform itself. Asserting leadership in core business, diversifying the business mix, efficiency optimisation & innovative technological solutions are the major enablers driving company's competitiveness in its businesses. Resolute focus and persistent efforts are directed towards building a new future.

SCOPE OF WORK

The broad scope of work for the agencies to be empanelled with BHEL to handle various image building, advertising and miscellaneous PR activities for all BHEL offices (countrywide) is defined below:

- Design, artwork, creation, preparation, and placement of all types of advertisements (both Digital and Print) including NIT/ Notice/ EOI/ Appointment/ Classified Advertisements/Financial/Display (Print – all types, Electronic, Outdoor, Digital, etc), in all the media including newspapers, magazines, films, TV, Radio, outdoor, etc.
- Design adaptation of the advertisement already created to suit size of publication including output on email and printout.
- Translation in Indian and Foreign Languages.
- Artwork, Composing, Design, Visualisation, preparing of dummy, etc. of Brochures (Corporate/Product), Coffee Table Books, Catalogues, Manuals, Annual Reports, Books, Leaflet, Pamphlets, Folders, Management Messages, Magazines, other Printed Material leading to high visibility content for brand building of the company, etc. in English, Hindi and other languages.
- Design and Visualisation of Calendars including dummy, print-ready file on email and supervision of printing, if required.
- Making/ Updating of Corporate / Institutional / Product Film/ Multimedia including concept, treatment, script, shoot in Full HD, 4K
- Design of exhibition stall including layouts, drawings on professional software, design & detailing for each surface/poster, copy-writing, specifications for each item as per design and estimated cost for budgetary purposes, printing of posters/ panels/ translites/ vinyl cut, etc.
- Hiring of Octonorm Systems
- Printing of High Quality Flex
- Supervision of Printing and Publishing Jobs
- Industrial Photography
- Creation of 2D and 3D Animations
- Designing of Logos
- Designing of Mementoes/Souvenirs
- Public Relations activities involving Media Relations within the country
- Design of Greeting Cards, Invitation Cards, Stickers, Stamps, Banners, Stationary, Backdrops, etc.
- Designing, composing & artwork for pages for BHEL Diary
- Designing E-books/ Digital Flip-books
- Designing of artworks for BHEL's Social Media Handles
- Designing, Artwork, Composing for Newsletters/In-House Journals
- Any other work related to the above but not specifically defined, may also form part of the scope as per requirement.
- **Note: The finalization of party among all the empanelled agencies for release of advertisements in chosen media mix is by way of limited tender enquiry among all the empanelled agencies (as per notified Scope of Work) and award of work to the lowest bidder.**



ANNEXURE III

SPECIAL TERMS AND CONDITIONS

1.0 ELIGIBILITY CONDITIONS/ QUALIFICATION REQUIREMENT

Offers shall be considered only from INDIAN, TECHNICALLY COMPETENT, EXPERIENCED AND FINANCIALLY SOUND agencies who meet the following QUALIFICATION REQUIREMENT:

S.No.	Parameter/Criteria/Requirement	Minimum Requirement	Documents required in support
i	INS Accreditation	Full, continuous and running accreditation with Indian Newspaper Society (INS) without any interruption for the last 3 years (commencing from 21 Dec 2017 or earlier)	Self-Certification confirming full and continuous accreditation from INS for the last 3 years (commencing from 21 Dec 2017 or earlier) Note: Please note that BHEL shall confirm the accreditation status of the agencies from INS, before opening Price Bids. Those whose submissions are not found in line with QR, their Price Bids will not be opened and they shall stand disqualified.
ii	BOC (DAVP) accreditation/empanelment	Agency should be empanelled with Bureau of Outreach and Communication - BOC (DAVP) in the print media category as on date of publication of this tender	Self-certification on agency's letterhead certifying empanelment with BOC (DAVP) as on date of publication of this tender. Note: Please note that BHEL shall confirm the accreditation/empanelment status of the agencies from BOC (DAVP), before opening Price Bids. Those whose submissions are not found in line with QR, their Price Bids will not be opened and they shall stand disqualified.

iii	Empanelment and Release Order/Work Orders	
A) Empanelment with minimum 3 different organizations as specified in the note below: B) Release Orders/Work Orders for: 1) Print advertisements (Display OR Financial OR Chairman Speech) designed and released in print media during last 3 years ending on the date of publication of this tender. (The advts which will be considered are as stated above; recruitment ads, notices, tenders, or any other type of advt will not be considered). 2) Designing of Brochures/News Letters/ E-Newsletter / Folder / Leaflet /Flyer / Pamphlet / Magazine/ 3) Designing of Annual Reports (4) Production of Corporate Film/Film/Audio Visual/TVC of any duration	A) Empanelment : Empanelment from minimum three different organizations (as mentioned in the note in the previous column – S No. III), valid on the date of submission of bid. At-least five Release Orders/Work Orders (as per break-up below and of organizations mentioned in the previous column) in the last three years ending on the date of publication of this tender. (1) Print Ads – One (2) Brochures/News Letters/ E-Newsletter /Folder/Leaflet/Flyer/ Pamphlet/Magazine – One (3) Annual Report – One (4) Corporate Film/Film/Audio Visual/TVC of any duration – One	1) Copy of Letter of Empanelment (of three different organizations (as mentioned in the note in Column No.1 of S No. II) valid as on the date of publication of the tender. 2) Copy of Latest Work Order/Release Order for each work. For Print Advertisement Work Orders, Colour Printout (A4 size) of the Creative/Advertisement published has to be submitted. <u>Also for each Work Order/Release Order, Work Completion certificate has to be submitted from concerned organization, along with contact details (Name, Phone Nos, Email) of the issuing authority</u> Note: BHEL may verify with the concerned in case of each work completion certificate and in case any discrepancies are found, their Price Bids will not be opened and they shall stand disqualified.

	5) Making of Exhibition Design Note: The work orders for above mentioned five categories and Empanelment Letters from three different organizations shall only be from PSUs /Central Govt./State Govt./Ministry/Autonomous Bodies/Statutory Bodies/ Listed Companies. In case, of work order/Release Order/ Empanelment Letter is from any other organization/body, the same will not be accepted.	(5) Exhibition Design – One	
iv	Softwares All agencies should possess the latest version of the following software: 1. Corel Draw 2. InDesign 3. Adobe Illustrator 4. Adobe Photoshop 5. Adobe Acrobat Professional	Latest version of the following softwares: 1. Corel Draw 2. InDesign 3. Adobe Illustrator 4. Adobe Photoshop 5. Adobe Acrobat Professional	Self-certification on the agency's letterhead certifying that the agency has the latest version of softwares mentioned in the previous column Note: BHEL has the right to verify the softwares mentioned here and in case any discrepancies are found, their Price Bids will not be opened and they shall stand disqualified.

2.0 IMPORTANT CONDITIONS

- 2.1 Bidders will not be allowed to quote in association with their group companies or in association with other companies. Therefore, all the supporting documents required to be submitted with the tender documents are to be in the name of bidding advertising agency.

3.0 EVALUATION OF TENDER AND AWARD OF WORK:

BHEL will constitute a committee for both techno-commercial evaluation of the bids and price bids opening and matching of L1 rates. This committee will evaluate the bids and shortlist agencies for empanelment with BHEL based on agencies meeting QR Criteria.

The process of evaluation is detailed hereunder:

3.1 Techno-Commercial Evaluation

- 3.1.1 A committee to open techno-commercial bids submitted by agencies and screen-shortlist agencies based on the company's qualification requirement (QR- Annexure III) indicated in the tender.

- 3.1.2 The committee will verify the accreditation status/empanelment status of the agencies meeting QR from Indian Newspaper Society (INS) and Bureau of Outreach and Communication (BOC) - erstwhile DAVP, before opening Price Bids.

3.2 **Price Evaluation**

- 3.2.1 The committee will open price bids of all the agencies meeting QR as notified in the tender enquiry.
- 3.2.2 The committee will then counter-offer the lowest rates received from any of the shortlisted agencies for all individual items in the Price Bid Format to all the agencies for their acceptance. In case of refusal to match these rates by any agency, their bid shall be rejected. In case, any agency refuse to match even a single individual item rate or agrees to match some item rates and reject some rates, their bids shall be rejected.

4.0 DURATION OF EMPANELMENT AND RATE CONTRACT

- 4.1 Empanelment for a period of two years would be done with the short-listed agencies selected as per the process detailed in 3.0 above. BHEL shall enter into a rate contract with these selected agencies (on rates as finalized in the Price Evaluation above) for a period of two years. BHEL reserves the right to short-close the rate contract.

5.0 QUERIES OF BIDDERS

- 5.1 Bidder(s) are required to send their queries, if any, in writing at least 2 days ahead of the date of submission of bids.

6.0 EXPENSES TO BE BORNE BY BIDDERS

- 6.1 All expenses in preparation and submission of bids and visits to the office or any place in connection with the preparation of Bid shall be borne by Bidder. BHEL in no case shall be responsible or liable for these costs regardless of the outcome of the Bidding process.

7.0 CONTRACT AGREEMENT

- 7.1 The successful bidder shall be required to execute a contract agreement with BHEL (proforma to be shared with short-listed agencies later) on non-judicial stamp paper of Rs. 100/- (Rupees One Hundred only) to be purchased from Delhi within 7 days from the date of intimation by BHEL. The cost of stamp paper shall be borne by successful Bidder.
- 7.2 BHEL reserves the right to amend the terms & conditions of contract after mutual discussions and shall only be in writing.

8.0 PENALTY- QUALITY

- 8.1 If the final product/work does not match the quality and specifications mentioned, BHEL will not be obliged to accept the goods/services. If at all the goods/services are accepted, penalty shall be imposed at a rate to be decided

by BHEL. Agency shall be given reasonable opportunity to place their side before the penalty is applied.

9.0 LIQUIDATED DAMAGES – DELAY

- 9.1 Since the jobs involving publishing of advertisements are time bound, in case of delay/non-completion of the job in time, BHEL may suspend the empanelment with the concerned agency with immediate effect and start proceedings for termination of the contract as per clause no. 19.0 of General Terms and Conditions (Annexure IV) of the tender enquiry.
- 9.2 BHEL shall levy and recover by way of adjustment from the pending bills or the Agency penalty at the rate of 0.5 per cent per week subject to a maximum of 5% of the order value. In the event of non-publishing of the advertisement on a date as specified, besides non-payment of the charges of that particular paper/edition (rate of the respective edition), penalty @ 5% of the total R.O. value shall be imposed on the selected agency. No penalty, however, shall be levied in the event of delays arising out of the circumstances totally beyond the control of the Agency e.g. riots, strikes, natural calamities, etc.

10.0 PERIODIC REVIEW

- 10.1 The performance of the empanelled agencies shall be reviewed regularly, on the basis of reports received from the user departments. Further continuation in the panel, thereafter, shall depend upon the satisfactory performance.

11.0 OTHER IMPORTANT CONDITIONS

- 11.1 The ownership of the creatives of the selected advertising agencies will at all times vests with BHEL and the advertising agencies will have no proprietary or other rights in respect of the same
- 11.2 The selected advertising agency will be responsible for any copyright issues / plagiarism resorted to by the advertising agency. BHEL will not be a party to any dispute arising out of copyright violation / plagiarism by the advertising agency.
- 11.3 Bidding document is not transferable. Bidding document once issued shall not be transferable in any other name.
- 11.4 The finalization of party among all the empanelled agencies for release of advertisements in chosen media mix is by way of Limited Tender Enquiry among all the empanelled advertising agencies (as per notified Scope of Work) and award of work to the lowest bidder.

GENERAL TERMS AND CONDITIONS**1.0 SUBMISSION OF OFFER**

- 1.1 Your offer should be complete in all respects (refer Annexure VIII).
- 1.2 Offer should be either typed or written legibly in English. Alterations/ over-writings, if any, in the tender should be attested by the person signing the tender. Tenders with alterations etc. not authenticated as above may be rejected by BHEL.
- 1.3 **The entire bid document along with relevant support sheets should be properly spiral bound, indexed and all the pages should be duly numbered. No loose / separate sheets shall be accepted. Information / extra booklets / brochures / Agency Profiles / Agency's own Annual Reports which are not asked for SHOULD NOT be submitted**

2.0 EARNEST MONEY DEPOSIT (EMD)

- 2.1 Your offer shall be accompanied with a DD / Pay Order for Rs. 2,00,000/- drawn in favour of Bharat Heavy Electricals Limited, payable at New Delhi, towards EMD. Offers received without EMD shall be rejected **except in case of MSME registered bidders**. MSME bidders have to submit a self-attested copy of **Udyog Aadhar / EM-II Certificate in a separate envelope not be put inside** Part-I Techno commercial offer, otherwise, the bid shall not be accepted. The EMD submitted by the unsuccessful bidders shall be refunded within thirty days of selection of successful advertising agencies.
- 2.2 Bidders may please note that EMD carries no interest. EMD shall be forfeited in the following cases:
- a) If after opening of tender, the tenderer revokes his tender within the validity period or increases his earlier quoted price or makes any modifications which are not acceptable to BHEL
 - b) The tenderer does not commence the work within the specified period of LOI/ Contract or the tenderer fails to deposit the required Security Deposit.
- 2.3 EMD of successful bidders shall be returned after submission of Security Deposit.

3.0 PRICE

- 3.1 Price quoted should be firm and valid for duration of empanelment.
- 3.2 Price to be given in either words or figures without any correction/ overwriting for each item. Care should be taken to ensure that the amount in words and figures match with each other. In case of any mismatch between the prices quoted in figures and words, higher of the two will be considered for evaluation and lower of the two will be considered for placement of the order and no objection would be entertained by BHEL in

this regard. Similarly, if there is an error in calculation, the calculation shall be corrected by BHEL. In such a case (i.e. in case of calculation error in the amount quoted by the bidder and the corrected amount calculated by BHEL), higher of the two will be considered for evaluation and lower will be considered for placement of the order and no objection would be entertained by BHEL in this regard. Decision of BHEL in this regard will be final. The bidders are required to quote essentially for the entire scope of work.

- 3.3 Price to be filled-in strictly as per the Price Proforma enclosed as Annexure-V. Change in Proforma is not allowed. **No remarks/ Notes/ Deviations/ Conditions are to be filled in Price Proforma. Only values are required to be filled.**
- 3.4 **The price quoted should be inclusive of all taxes, duties and levies excluding GST.**
- 3.5 Offers not fulfilling any of the above conditions are liable to be rejected.

4.0 VALIDITY OF OFFER

- 4.1 The offers of parties shall be valid for a period of six months from the date of opening of Part-I bid and three months from the date of opening Part-II bid. Price bid opening shall be limited to techno-commercially acceptable bidders only. Further, BHEL reserves the right to reject the offer of bidder(s) without assigning any reason.

5.0 TAXES

- 5.1 It is mandatory to comply with all taxes applicable for the required services. The price should be inclusive of all taxes, duties and levies except GST.
- 5.2 The agency must have registration under all applicable taxes/registrations required for performing works throughout the country. BHEL shall not be responsible in any way, for violation of any rules/regulations by the Advertising Agency.
- 5.3 To enable BHEL to avail GST Input tax credit, contractor shall submit GST compliant Tax invoice containing all the particulars as stipulated under Invoice Rules of GST Law. Such invoice shall be submitted within prescribed time limit in the name of BHEL Corporate Office, BHEL House, Siri Fort, New Delhi.
- 5.4 Payment shall be made to contractor only after submission of GST compliant tax invoice as mentioned above and other relevant documents. However, to protect BHEL's interest for GST input tax credit, GST portion amount along with notional interest on GST credit for 2 months' period (presently rate of interest is @ 24%) shall be withheld and the same shall be released only after confirmation from GST website/portal that such invoice has been declared in GSTR-1 return filed by contractor within the stipulated time for relevant period and tax amount thereon has been paid by contractor to Govt. within the stipulated time period as per GST Law.
- 5.5 In case GST credit is delayed/denied to BHEL or subsequently recovered from BHEL due to non/delay in filing of GSTR-1 Return or delay in/non-payment of tax to Govt. by contractor or for any other reasons not attributable to BHEL, in such case any financial implication on BHEL on account of delay/loss/recovery from BHEL of such GST Credit along with interest levied/leviable on BHEL till the time GST credit is available to

- BHEL, shall be recovered from the contractor's bill and/or adjusted against GST amount not paid as indicated above.
- 5.6 Irrespective of refund of GST Credit and interest thereon to BHEL by GST portal upon subsequent declaration of such invoice by contractor in his GSTR-1 for any period after due date of such return and/or payment of GST thereon by contractor on GST portal, the notional interest for delayed period of GST credit (i.e. delay for the period when GST credit is actually allowed and the period when GST credit should have been allowed had contractor declared such invoice in his GSTR-1 and paid tax thereon in the relevant month as per GST law) shall be recovered from contractor.
- 5.7 The contractor has to submit their GST registration certificate to BHEL Corporate Office, Siri Fort, New Delhi within 30 days from the acceptance of work order. GSTIN of BHEL will be provided to the contractor by respective office of BHEL within 30 days from the placement work order.

6.0 SECURITY DEPOSIT (SD)/ PERFORMANCE GUARANTEE

- 6.1 The successful agencies shall be required to furnish security deposit / Performance Guarantee of Rs. 2.0 Lakh within 7 days from the date of intimation by BHEL by way of "Performance Bank Guarantee" in favour of BHEL. Bidders to note that Security Deposit / Performance Guarantee carry no interest. Security deposit shall be forfeited / Bank Guarantee encashed in case of non-fulfillment of conditions of the contract/delay.

7.0 PRICE ESCALATION CLAUSE

- 7.1 All the prices quoted by the agencies shall be in Indian Rupees and shall remain unaltered for the entire period of the contract.

8.0 TERMS OF PAYMENT

- 8.1 Separate work orders shall be placed for each work.
- 8.2 Full payment shall be released within thirty days from the date of receipt of bills after successful completion of the work as per work order.
- 8.3 While making the payment, statutory deductions as applicable, shall be made by BHEL.
- 8.4 BHEL reserves the right to make payment through E-mode. Successful advertising agency shall be required to furnish the following information upon selection on its letter head as per Annexure XI

9.0 LATEST UPDATES

- 9.1 All corrigenda, addenda, amendments, time extensions, correspondences, clarifications, changes, errata, revisions etc. to the tender will be hosted on the websites (www.bhel.com and <http://eprocure.gov.in>) only. Bidders should regularly visit the websites till the date of submission of the bids to keep themselves updated.

10.0 RISK PURCHASE

- 10.1 In the event the bidder has failed to deliver or dispatch whole of the goods/services or any part within the time stipulated, BHEL may purchase/arrange it from elsewhere at the risk and the cost of the seller. BHEL at its option will be entitled to terminate the contract and bidder shall be liable for any loss which BHEL may sustain by reason of such risk purchases in addition to penalty at the rate mentioned in clauses no. 8.0 & 9.0 mentioned above (Annexure III)
- 10.2 If the bidder fails to deliver good/services or any installment thereof within the period fixed for such delivery and failing to adhere to the contract specifications or at any time repudiates or refuses or is unable to supply goods or materials or services covered by the Order either in whole or in part or commits any breach of order not herein specifically provided for or in the event, BHEL shall be entitled to cancel the order either in whole or portion thereof without compensation to bidder and if BHEL so desires, may procure upon such terms and in such manner as deemed appropriate, at the risk and cost of the bidder and the bidder shall be liable to BHEL for any excess costs provided that the bidder shall continue the performance of the order to the extent not cancelled under the provisions of this clause. Bidder shall on no account be entitled to any gain on such repurchases.

11.0 FORCE MAJEURE

- 11.1 Force Majeure" shall mean any event beyond the reasonable control of the Purchaser or of the Seller/Contractor including but not limited to fire, flood, earthquake or other acts of God, war, riots, civil war and restraints of Governing States, as the case may be, and which is unavoidable notwithstanding the reasonable care of the party affected. The following events are explicitly excluded from Force Majeure and are solely the responsibilities of the non-performing party: a) any strike, work-to-rule action, go-slow or similar labour difficulty (b) late delivery of equipment or material (unless caused by Force Majeure event) and (c) economic hardship.
- 11.2 If either party is prevented, hindered or delayed from or in performing any of its obligations under the Contract by an event of Force Majeure, then it shall notify the other in writing of the occurrence of such event and the circumstances thereof within 02 (two) days after the occurrence of such event.
- 11.3 The party who has given such notice shall be excused from the performance or punctual performance of its obligations under the Contract for so long as the relevant event of Force Majeure continues and to the extent that such party's performance is prevented, hindered or delayed. The Time for Completion shall be extended by a period of time equal to period of delay caused due to such Force Majeure event.
- 11.4 Delay or non-performance by either party hereto caused by the occurrence of any event of Force Majeure shall not (a) Constitute a default or breach of the Contract. (b) Give rise to any claim for damages or additional cost or expense occasioned thereby, if and to the extent that such delay or non-performance is caused by the occurrence of an event of Force Majeure.

- 11.5 A bidder shall not be liable for any failure of or delay in the performance of this contract for the period that such failure or delay is due to causes beyond its reasonable control, including but not limited to acts of God, war, strikes or labor disputes, embargoes, government orders or any other force majeure event.

12. ARBITRATION

- 12.1 In case of failure to arrive at amicable settlement, dispute of any kind whatsoever which arises between BHEL and the bidder in connection with or arising out of the Order / Contract, including without prejudice to the generality of the foregoing, any question regarding its existence, validity or termination, or the execution of the contractual obligations whether before or after the termination, abandonment or breach of the Contract, shall be referred through prior notice in writing by either party to Arbitration.
- 12.2 Any dispute in respect of which a notice to commence arbitration has been given, in accordance with Sub-Clause 12.1, shall be finally settled by Arbitration.
- 12.3 Any dispute shall be referred to the sole arbitration of an arbitrator to be nominated by BHEL, within 45 days of the receipt of the notice invoking arbitration.
- 12.4 Subject as aforesaid, the Arbitration proceedings shall be conducted;
- 12.4.1 In accordance with the rules of procedure of the Indian Arbitration and Conciliation Act 1996.
- 12.4.2 The place of Arbitration shall be New Delhi, India.
- 12.4.3 The language of the Arbitration proceedings shall be English.
- 12.4.4 The law governing the arbitration proceeding shall be the Indian law

The award of the Arbitrator shall be final and binding upon the parties to the dispute and shall be enforceable in any court of competent jurisdiction as decree of the court.

- 12.5 Notwithstanding any reference to arbitration herein, the parties shall continue to perform their respective obligations under the Contract not affected by the issues governing arbitration unless otherwise the obligations become impossible to perform due to the dispute having been referred to arbitration.

13 EFFECT AND JURISDICTION OF CONTRACT

- 13.1 The law applicable to this contract shall be the laws in force in India. The courts in Delhi, India, shall have exclusive jurisdiction in all matters arising under and on account of this contract.

14 BHEL's FRAUD PREVENTION POLICY

- 14.1 The Bidder along with its associate/ collaborators/ sub-contractors/ sub-vendors/ consultants/ service providers shall strictly adhere to BHEL Fraud Prevention Policy displayed on BHEL website <http://www.bhel.com> and shall immediately bring to the notice of BHEL Management about any fraud or suspected fraud as soon as it comes to their notice.

15 CONFIDENTIALITY

- 15.1** All the material sent to the agencies shall be treated as confidential and should not be disclosed in any manner to any unauthorised person under any circumstances.

16.0 ACCEPTANCE OF TERMS AND CONDITIONS

- 16.1** The bidder should accept all terms & conditions of the tender unconditionally, including the penalty and confidentiality clause. Bidders are required to submit a 'No Deviation Certificate' to this effect as per format in Annexure VI.
- 16.2** Any deviation to BHEL terms and conditions, failure to provide 'No Deviation Certificate' as per format in Annexure VI or counter terms and conditions prescribed by the Agency in the Tender shall not be considered and may lead to outright rejection of such offer.

17.0 INCOMPLETE TENDERS

- 17.1** Incomplete tenders, which do not contain all the information called for, are liable to be rejected.
- 17.2** The decision of BHEL in respect of evaluation of bids and/or award of contract shall be final.

18.0 CANCEL/SCRAP OF TENDER

- 18.1** BHEL also reserves the right to cancel/ scrap the tender without assigning any reason whatsoever.

19.0 CONTRACT/ EMPANELMENT TERMINATION

- 19.1** BHEL reserves the right to terminate the contract /empanelment any time if the execution of work is unsatisfactory or the time schedule is not strictly adhered to.
- 19.2** The process of termination shall involve evaluation of the performance, facts and circumstances by a BHEL committee. The proceedings shall be done in a transparent manner and the agency shall be given a reasonable opportunity, to the extent possible, to put forth his views and defend himself.
- 19.3** In case of termination of the contract/empanelment, the concerned agency/partner/director of the firm shall not be eligible to get themselves registered/empanelled under different company name/firm name across BHEL.
- 19.4** The Security Deposit / Performance Guarantee shall be forfeited / encashed if the contract/empanelment is terminated.
- 19.5** Once the contract is terminated, the agency will not be eligible for empanelment for a period of two years, beyond which this may be reviewed.

20.0 AUTHORISED OFFICER

- 20.1 Head of Corporate Communication of BHEL, or any other officer nominated by BHEL, shall be the authorized officer with regard to the Contract. The decision of the authorized officer shall be final and binding on the advertising agency. The authorized officer shall hold all the meetings at Delhi only.

21.0 CONTACT PERSONS

- 21.1 For any clarification, bidders may contact the following officials of BHEL:

Sh. Rohit Inder Singh – Sr. DGM (CC)
Tel.: 011-66337374, email: ccris@bhel.in

Sh. Sayed Salahuddin – Sr. Executive (CC)
Tel.: 011-66337379, email: sayed@bhel.in

Ms. Jaya Mitra – Sr. Executive (CC)
Tel.: 011-66337363, email : jayamitra@bhel.in



ANNEXURE V

PRICE PROFORMA

S.No.	Work Description	Unit/Remarks	Amount including all taxes (excluding GST)
1.	ADVERTISEMENT		
1.1.	Design and artwork for advertisement with artwork, visuals and copy irrespective of the SIZE, COLOUR, MEDIA, etc. The rates are excluding cost of photographs / stock images, if any. Photographs / Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However all liabilities including legal aspects would rest with advertising agencies for sourcing such stock images for BHEL.		
1.1.1	Output of the accepted advertisement design in soft form through e-mail	Lumpsum in Rs. per accepted design	
1.1.2	Printout of the accepted advertisement design on coated paper in A3 size	Lumpsum in Rs. per accepted printout in A-3 size	
1.2	Design and artwork for advertisement <u>with text only</u> irrespective of size, colour or media		
1.2.1	Output of the accepted advertisement design through email	Lumpsum in Rs. per accepted design	
1.2.2	Printout of the accepted advertisement design on coated paper in A-3 size	Lumpsum in Rs. Per accepted design in A-3 size	
1.3	Design adaptation of the advertisement <u>already created</u> to suit particular size (irrespective of the size, colour or media)		
1.3.1	Output through email	Lumpsum in Rs. Per design per size	
1.3.2	Printout on coated paper in A-3 size	Lumpsum in Rs. Per printout	
1.4	Set of artpulls of already designed advertisements		
1.4.1	Printout in A4 size or equivalent on coated paper. Each set of artpulls shall consist of 10 printouts .	Lumpsum Per set consisting of 10 printouts on A4 size coated paper	
Note: Designs should be of high resolution			

2.	TRANSLATION		
2.1	Indian Language		
2.1.1	Translation in Indian Languages (Any Indian Language) (Pls. quote single price only. <u>Pls. do not quote different prices for different languages.</u>)	Rs. Per word per language.	
2.2	Foreign Language		
2.2.1	Foreign languages (Any foreign language) (Pls. quote single price only. <u>Pls. do not quote different prices for different languages.</u>)	Rs. per English word per language	
3.	DESIGNING FOR: • BROCHURES (PRODUCT/CORPORATE), • ANNUAL REPORTS, • COFFE TABLE BOOK • CATALOGUES • MANUALS • BOOKS • FLYER • LEAFLET • FOLDERS • PAMPHLET • DIARY • MAGAZINE • MANAGEMENT MESSAGES • OTHER PRINTED MATERIAL IN ENGLISH, HINDI OR ANY OTHER LANGUAGE	• The rates are excluding cost of photographs / stock images, if any. Photographs / Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However, all liabilities including legal aspects would rest with advertising agencies for sourcing such stock images for BHEL. For any subsequent versions, as in the case of Annual Report, No design charges would be applicable separately for the language version; only artwork charges per page would be payable.	
3.1	Designing of Cover (Including Outer & inner covers – Front & Back) and printout on A-4 size coated paper. Irrespective of no. of colors, language and size	Lumpsum in Rs Per accepted cover design	
3.2	Designing of inside Pages with visuals (Note: chargeable only for designed pages where distinctly new concepts are visualised.)	Lumpsum in Rs. Per page	
3.3	Designing of inside Pages with text only (except design charges for tables, charts, graphs and illustration)	Lumpsum in Rs.Per page	
3.4	Designing of Tables or Charts or Graphs or Illustrations (irrespective of number of colors or size):		
a)	Tables	Lumpsum price in Rs. Per Table	

b)	Charts	Lumpsum price in Rs. Per Chart	
c)	Graphs	Lumpsum price in Rs. Per Graph	
d)	Illustrations	Lumpsum price in Rs. Per Illustration	
4	ARTWORK AND COMPOSING FOR: • BROCHURES (PRODUCT/CORPORATE), • ANNUAL REPORTS, • COFFE TABLE BOOK • CATALOGUES • MANUALS • BOOKS • FLYER • LEAFLET • FOLDERS • PAMPHLET • DIARY • MAGAZINE • MANAGEMENT MESSAGES • OTHER PRINTED MATERIAL IN ENGLISH , HINDI OR ANY OTHER LANGUAGE		
4.1	Artwork and composing charges per page including page proofs:	(Please note that page proofs shall be supplied as many times as required till finalization of the matter without extra charges. However, if dummy is required, the charges for making the dummy shall be paid extra as per item no. 5)	
4.1.1	Artwork and composing charges in any Indian Language (including English) per page including page proofs:	(Charges for translation, if any, shall be extra as per item no. 2)	
a)	Run on matter	Lumpsum in Rs. Per page	
b)	Tabular	Lumpsum in Rs. Per page	
4.1.2	Artwork and composing charges in any foreign language (excluding English) per page including page proofs:	(Charges for translation, if any, shall be extra as per S.No. 2)	
a)	Run on matter	Lumpsum in Rs. Per page	
b)	Tabular	Lumpsum in Rs. Per page	
5.	Preparation of Dummy wherever specifically required		
5.1	Colour dummy in A-4 size	Lumpsum price in Rs. Per Page	

5.2	Colour dummy in A-3 size	Lumpsum price in Rs. Per Page	
5.3	Black & White dummy in A-4 size	Lumpsum price in Rs. Per Page	
5.4	Black & White dummy in A-3 size	Lumpsum price in Rs. Per Page	
6.0	GREETING CARDS, INVITATION CARDS, STICKERS, STAMPS, BANNERS, STATIONARY, BACKDROPS, ETC.		
6.1	Designing including providing print ready file through email and one color printout for the following: (S.No.6.1.1 to S.No.6.1.6)	The rates are excluding cost of photographs / stock images, if any. Photographs / Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However, all liabilities including legal aspects would rest with advertising agencies for sourcing such stock images for BHEL. The designs shall be with or without visuals and irrespective of size, colour or media.	
6.1.1	Greeting/Invitation Cards (printout upto A4 size)	Lumpsum price in Rs. Per accepted card design	
6.1.2	Stickers (printout upto A4 size)	Lumpsum price in Rs. Per accepted sticker design	
6.1.3	Stamps (printout upto A4 size)	Lumpsum price in Rs. Per accepted stamp design	
6.1.4	Banner (incl. one printout in A-3 size)	Lumpsum price in Rs. Per accepted banner design	
6.1.5	Stationary (printout upto A4 size)	Lumpsum price in Rs. Per accepted stationary design	

6.1.6	Backdrop (incl. one printout in A-3 size)	Lumpsum price in Rs. Per accepted backdrop design	
7	DESIGNING OF MEMENTOES/SOUVENIRS	Lumpsum price in Rs. Per accepted design	
8	CALENDARS		
8.1	Design and Visualization of calendars with date pads and visuals per page irrespective of the size. This shall include preparation of dummy and rendering print-ready file on CD/DVD/through email . Note : The rates are excluding cost of photographs / stock images, if any. Photographs / Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However all liabilities including legal aspects would rest with advertising agencies for sourcing such stock images for BHEL.	Lumpsum price in Rs. Per page/sheet	
9	FILM		
9.1	Making of Corporate / Institutional / Product Film excluding shooting. This shall include: • Concept, • Treatment, • Script, • Voice-over of professional voice-over artist, • Postproduction, • Editing and • Providing final finished film (including complete project file) on the following formats and one copy on DVD/ any other media in vogue:		
i)	FULL HD		
	a) Duration up to 10 min.	Lumpsum in Rs.	
	b) Duration above 10 min & up to 20 min.	Lumpsum in Rs.	
	c) For more than 20 min, every 5 min thereof	Lumpsum in Rs.	
ii)	4K		
	a) Duration up to 10 min.	Lumpsum in Rs.	
	b) Duration above 10 min & Up to 20 min.	Lumpsum in Rs.	
	c) For more than 20 min, every 5 min thereof	Lumpsum in Rs.	
9.2	Updating/ Changes in existing Film		
(A)	For a Film upto 10 mins		
(i)	Change in Voice Over	Lumpsum in Rs.	
(ii)	Change in Graphics	Lumpsum in Rs.	
(iii)	Changes in Supers/Captions	Lumpsum in Rs.	
(iv)	Changes in Shots	Lumpsum in Rs.	
(B)	For a Film above 10 mins and upto 20 mins		

(i)	Change in Voice Over	Lumpsum in Rs.	
(ii)	Change in Graphics	Lumpsum in Rs.	
(iv)	Changes in Supers/Captions	Lumpsum in Rs.	
(v)	Changes in Shots	Lumpsum in Rs.	
9.3	Shooting Charges: For per day location shoot on FULL HD, 4K including adequate crew and equipment:		
i)	FULL HD		
	a) Local	Lumpsum in Rs. per day	
	b) Outstation	Lumpsum in Rs. per day	
ii)	4K		
	a) Local	Lumpsum in Rs. per day	
	b) Outstation	Lumpsum in Rs. per day	
Note: - Boarding and lodging, local transport would be provided by BHEL at BHEL locations. - In case of outstation locations where BHEL makes the arrangements for lodging and boarding no charges towards this shall be payable. However, where BHEL has not made the arrangements, charges towards food, incidental charges, lodging & boarding would be paid at actuals on production of original invoices / supporting vouchers. - BHEL shall be making the travel arrangements for outstation locations. In the event of travel arrangements not made by BHEL, expenses incurred, such as First Class/AC II tier train fare or taxi charges and local travel by taxi, etc., as per the prevailing market rates, shall be reimbursed by BHEL on production of bills. - BHEL shall not be liable to pay/compensate for last minute cancellation of the assignment due to unavoidable circumstances except cancellation charges for the tickets if booked directly by the agency.			
10	Multimedia Making of Corporate / Institutional / Product Multimedia including concept, treatment, script, production, voice-over of professional voice-over artist for:		
	a) Duration up to 10 min.	Lumpsum in Rs.	
	b) Duration above 10 min. Up to 20 min.	Lumpsum in Rs.	
Note: Video shoot in case required would be operated as per item 9.3 above. Boarding and lodging would be arranged for the agency representative/s by BHEL for directing the still/video coverage.			
11	EXHIBITIONS		
11.1	Design of complete exhibition stall including: - Stall layout, - Drawings on professional software like AUTO CAD, etc., - Design & detailing for each surface/poster/translite, - Copywriting, - Bill of Quantities (BOQ) and specifications for each item as per design and	The rates are excluding cost of photographs / stock images, if any. Photographs/ Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However all liabilities including	

	Estimated cost for budgetary purposes, etc. The above shall be applicable for area:	legal aspects would rest with advertising agencies for sourcing such stock images for BHEL	
11.1.1	Up to 15 sq. mtr.	Lumpsum in Rs.	
11.1.2	Up to 30 sq. mtr.	Lumpsum in Rs.	
11.1.3	Up to 50 sq. mtr.	Lumpsum in Rs.	
11.1.4	Up to 100 sq. mtr.	Lumpsum in Rs.	
11.1.5	Up to 300 sq. mtr.	Lumpsum in Rs.	
11.1.6	Up to 700 sq. mtr.	Lumpsum in Rs.	
11.1.7	For more than 700 sq mtr, every 100 sq thereof	Lumpsum in Rs.	
11.2	Designing of posters/translite/panel. This shall include the following: - Design and visualization - Copy writing - Creation of graphic /illustration etc. - Providing print ready / open file in required size for final production of the poster / translate - The rates are irrespective of colour, size or media. - The rates are excluding cost of photographs / stock images, if any. Photographs / Stock images, if required and outsourced by the agency, would be chargeable at actuals subject to prior approval of BHEL and submission of bill of the party. However all liabilities including legal aspects would rest with advertising agencies for sourcing such stock images for BHEL.	Lumpsum in Rs. Per accepted poster / design	
11.2.1	Design adaptation of the Poster/ Translite/ Panel already created, to suit a particular size (irrespective of the size) including updating the text & visuals	Lumpsum in Rs. Per Design Per size	
11.3	Printing of Posters / Panel / Translites / Vinyl Cut for exhibition purpose. Note: Print ready file (open) of Translites/ Posters / Panel shall be provided by BHEL.		
11.3.1	Digital printing of posters / panels in high quality photo medium including lamination (gloss or matt) on both sides . Posters are to be supplied in hard bond tube for carrying as accompanied baggage (without mounting)	Rs. Per sq. inch	
11.3.2	Digital printing of posters / panels in high quality photo medium including lamination (gloss or matt) on one side and mounted on 3 mm sun board (charges include cost of printing + 3 mm sun board + mounting charges)	Rs. Per sq. inch	
11.3.3	Digital printing of translites (backlit) on high-quality media including lamination (matt or gloss as required) & mounting on (040) acrylic sheet of 3mm thickness upto the size of 5x4 feet	Rs. Per sq. inch	
11.3.4	Digital printing of translites (backlit) on high-quality media including lamination (matt or gloss as	Rs. Per sq. inch	

	required) & mounting on (040) acrylic sheet of 4mm thickness for the sizes upto 8x4 feet		
11.3.5	Digital printing of translites (backlit) on high-quality media including lamination (matt or gloss as required) & mounting on (040) acrylic sheet of 5mm thickness for the sizes upto 8x4 feet	Rs. Per sq. inch	
11.3.6	Vinyl cutting of letters (e.g. logo, slogan lines) in different sizes and colours.	Rs. Per sq. inch	
12	FLEX PRINTING		
12.1	Printing on High-quality Flex including mounting on metallic or wooden frame for signages/ backdrops & display at the venue, etc., all-inclusive but excluding transportation charges, which will be at actual & on production of bills – for sizes where one dimension or both dimensions are within 10 feet	Rs. Per sq. feet	
12.2	Printing on Hi-quality Flex including mounting on metallic or wooden frame for signages/ backdrops & display at the venue, etc., all-inclusive but excluding transportation charges, which will be at actual & on production of bills – for sizes where both dimensions are more than 10 feet	Rs. Per sq. feet	
12.3	Printing of Hi-Quality Flex Banner with provision of eyelet loops at four corners to enable hanging of the banner with rope or string	Rs. per square feet	
12.4	Printing of Hi-Quality Flex Banner with sides rolled to form loop so as to have provision for displaying the banner with metallic rods/wooden sticks	Rs. per square feet	
13.0	PRINTING		
13.1	Charges for Supervision of printing, wherever specifically assigned to be on the production cost only. Note: Supervision/service charges shall be paid on the net amount payable to the Printer. Service / Supervision charges are not payable on paper cost for printing jobs.	Service charges in %.	
14	PUBLIC RELATIONS ACTIVITIES INVOLVING MEDIA RELATIONS WITHIN THE COUNTRY		
14.1	Issuance of Press Release and ensuring media coverage irrespective of the language i.e. English, Hindi or vernacular	Lumpsum in Rs. Per release	
14.2	Organizing Press Conference including: • Inviting & ensuring presence of journalists from print and electronic media • Reception & manning at the venue • Coverage in print and electronic media • Providing set of news clippings & recording of electronic media coverage of the event • (The above excludes charges printing of invitation cards, venue, backdrop, audio-visual, food, souvenirs, drafting of press release & press kits)	Lumpsum in Rs. Per event	

14.3	Interview with major publications / channels (One-on-One) in BHEL offices. (per interaction)	Lumpsum in Rs. Per interaction	
15	INDUSTRIAL PHOTOGRAPHY- DIGITAL		
15.1	Industrial photography in hi-resolution suitable for printing digital posters in large size around 8 ft. x 30 ft. or more without pixilation. The industrial photographers should be experienced & equipped with hi-end cameras, filters, lights & other required equipment	The output of the images shot with options will be required on DVD or any other media in vogue	
i	Assignment charges for industrial photography without lights including one assistant & other equipment - Local i.e. in the same station	Lumpsum in Rs. Per day	
ii	Assignment charges for industrial photography with lights including one assistant & other equipment - Local i.e. in the same station	Lumpsum in Rs. Per day	
iii	Assignment charges for industrial photography without lights including one assistant & other equipment - Outstation	Lumpsum in Rs. Per day	
iv	Assignment charges for industrial photography with lights including one assistant & other equipment – Outstation	Lumpsum in Rs. Per day	
Note: • Boarding and lodging, local transport would be provided by BHEL at BHEL locations. • In case of outstation locations where BHEL makes the arrangements for lodging and boarding no charges towards this shall be payable. However, where BHEL has not made the arrangements, charges towards food, incidental charges, lodging & boarding would be paid at actuals on production of original invoices / supporting vouchers. • BHEL shall be making the travel arrangements for outstation locations. In the event of travel arrangements not made by BHEL, expenses incurred, such as First Class/AC II tier train fare or taxi charges and local travel by taxi, etc., as per the prevailing market rates, shall be reimbursed by BHEL on production of bills. • BHEL shall not be liable to pay/compensate for last minute cancellation of the assignment due to unavoidable circumstances except cancellation charges for the tickets if booked directly by the agency.			
16	LOGOS		
16.1	Designing of Logo	Lumpsum in Rs. per accepted design	
17	ANIMATION (FOR APPLICATION IN FILMS, MULTIMEDIA, ETC.)		
17.1	2D Animation		
	(i) 2 D Animation of 10 secs duration	Lumpsum in Rs.	
	(ii) Upto every 5 secs, thereof	Lumpsum in Rs.	
17.2	3D Animation		
	(i) 3 D Animation of 10 secs duration	Lumpsum in Rs.	
	(ii) Upto every 5 secs, thereof	Lumpsum in Rs.	

18	HIRE OF OCTONORM SYSTEM		
18.1	Hire of Octonorm System (as per international standards & dimensions i.e. around 2.54 meter (H) X 1.0 meter (W) with both sides laminated ply including fixing of supplied sun-board posters, one spot light & wiring for each panel & its connection to nearest mains, as available at the location, all-inclusive but excluding transportation, which will be at actual & on production of bills. (Cost of vinyl or posters is not included and shall be extra as per relevant items of the rate contract)	Rs. Per running meter i.e. per unit	
19	NEWSLETTER/IN-HOUSE JOURNAL		
19.1	Designing, Artwork and Composing of Newsletter (4 Pages)	Lumpsum in Rs.	
19.2	Designing, Artwork and Composing of every additional one page (one side) and multiples thereof	Lumpsum in Rs. per page	
20	DESIGNING OF ARTWORKS FOR BHEL'S SOCIAL MEDIA HANDLES	Lumpsum in Rs. Per accepted design	
20.1	Design adaptation of the social media artwork already created to suit a particular size	Lumpsum in Rs. Per design per size	
21	Designing E-book/ Digital Flip-book		
21.1	Designing, Artwork and Composing of E-book/Digital Flip-book (4 Pages)- Front & Back Cover	Lumpsum in Rs per accepted design	
21.2	Designing, Artwork and Composing of every additional one page (one side) and multiples thereof	Lumpsum in Rs.per page	

GST, as applicable

No Deviation Certificate

(to be given on Bidder's letter head)

Certificate of Acceptance

It is certified that we have read and understood all the terms and conditions of the Tender No. CC/ADEM/01/2020-21 dated 11.01.2021.

Notwithstanding anything mentioned in our bid, we hereby accept all the terms and conditions of the above tender. We confirm that the offer submitted by us is confirming to all the terms and conditions mentioned in the tender document. We hereby undertake and confirm that we have understood the scope of services properly and shall carry out the job as mentioned in this tender.

Date:

Signature of Authorized Signatory

Place:

(Designation)

SUBMISSION OF OFFER

Your offer has to be submitted in **two parts** as follows:

PART 'I' : TECHNO-COMMERCIAL BID (Sealed Envelope)

Envelope superscribed with 'Part I', should contain two parts i.e Part I- A & Part I- B:

Part I – A (EMD/MSME Registration Certificate and 'No Deviation Certificate' in a Separate Envelope)

- a) **Earnest Money Deposit (EMD)** as given in Clause 2.0 of General Terms & Conditions, (Annexure IV) of the tender enquiry.

Offers received without EMD/MSME Registration Certificate and 'No Deviation Certificate' will be rejected and Part I - B of the Techno-commercial Bid shall not be opened

Note: MSME registered bidders are exempted from submitting EMD but they bidders have to submit a self-attested copy of Udyog Aadhar / EM-II Certificate in a separate envelope not be enclosed in the envelope containing Techno-Commercial Bid or Price Bid.

Part I – B (Techno-Commercial Bid in a Separate sealed Envelope)

- a. Documents and information required for ascertaining the qualification of the bidder as per Clause 1.0 of Special Terms and Conditions (Annexure-III), **Eligibility Conditions/Qualification Requirement (QR)**.
- b. **Check List** as per Annexure-VIII

Note:

Bidders to ensure that their offers are complete in all respect. Any deviation or non-compliance may lead to rejection of their offer at any stage.

i) PART – 'II' : Containing Price Bid (Sealed Envelope)

Envelope duly sealed and superscribed with 'PART II', should contain the the Price Bid as per Annexure V.

All Parts of the offer, i.e. Part I and II in an individual sealed covers, to be placed in a single sealed envelope, duly superscribed with:

1. **Offer for Empanelment of Advertising Agencies.**
2. Due date and time of submission of offers.
3. Name and address of the bidder.
4. BHEL address as given in the covering letter.

Note: The Offer should be properly indexed, page numbered and submitted in a spiral-bound file. No loose sheets should be submitted with the offer.



Checklist

S.No.	Description /Item	Enclosed Yes/No
1.	Earnest Money Deposit of Rs. 2 lakhs as per Clause No. 2.0 of the General Terms & Conditions (Annexure IV) – MSME bidders have to submit a self-attested copy of Udyog Aadhar / EM-II Certificate	Yes/No
2.	No Deviation Certificate as per Annexure – VI on agency's letterhead.	Yes/No
3.	Documents/ Information required as per Clause-1.0 of Annexure-III of ELIGIBILITY CONDITIONS/QUALIFICATION REQUIREMENT (QR)	Yes/No
4.	Signed and stamped copies of 'Scope of Work', 'Special Terms & Conditions' and 'General Terms & Conditions' (Annexure- II, III, IV) as token of acceptance.	Yes/No
5.	Part I (Techno-commercial Bid) in Sealed Cover duly superscribed with Part I (Techno-commercial Bid) containing two separate envelopes superscribed with Part I A & Part I B	Yes/No
6.	Part 'II' sealed in a separate envelope duly superscribed with Part II containing Price Bid as per proforma given in Annexure V	Yes/No



Annexure – IX

NEFT Details Format

BANK NAME & COMPLETE ADDRESS WITH PIN CODE	
BANK ACCOUNT NO.	
MICR CODE	
IFSC CODE	
PARTY'S eMAIL – ID	
PAN NO.	
GST REGN NO.	
PARTY's NAME & ADDRESS	

S. S. S. S. S.