

भारत हेवी इलेक्ट्रिकल्स लिमिटेड
Bharat Heavy Electricals Limited

कॉर्पोरेट संचार

Corporate Communication



CC/ADVT/DISP/2017-18
06.04.2017

Sir/Madam,

Subject: Publication of quarter page colour display advertisement in select publications

BHEL invites sealed quotations for publication of quarter page display advertisement in select publications (as per list encl.). Your fully compliant offer, in the prescribed manner, should reach us at the address given below **on or before 10.04.2017 (Mon), 11:00 hrs:**

**Addl. General Manager,
Corporate Communication,
Bharat Heavy Electricals Limited,
BHEL House, Siri Fort
New Delhi-110049**

The bids shall be opened at **12.00 hrs**, on the same day i.e. **10.04.2017** at BHEL's Corporate Office, BHEL House, Siri Fort, New Delhi – 110049, in the presence of the bidders, who may like to be present.

Thanking you,

Yours faithfully,

(Sayed Salahuddin)
Executive (CC)

Encl. as under:

- Annexure – I **Scope of Work**
- Annexure – II **Special Terms & Conditions**
- Annexure – III **Price Bid Format**
- Annexure – IV **Submission of offer**

सय्यद सलाहद्दीन / Sayed Salahuddin
कार्यपालक / Executive
कॉर्पोरेट संचार / Corporate Communication
भारत हेवी इलेक्ट्रिकल्स लिमिटेड / Bharat Heavy Electricals Ltd.
बी.एच.ई.एल. हाउस, सीरी फोर्ट / BHEL House, Siri Fort
नई दिल्ली-110049 / New Delhi - 110049



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Bharat Heavy Electricals Limited

Annexure – I

Scope of Work

1. Publication of quarter page colour display advertisement in the following publications on a date to be intimated later:

S. No.	Publication	Editions	Size (sq.cms)	B&W/Colour
1	The Times of India + Economic Times (English & Hindi) + Navbharat Times	Delhi	400	Colour
2	Hindustan Times + Mint + Hindustan Hindi	Delhi	400	Colour

2. Composing of advertisement by the selected agency based on the matter to be given by BHEL. The agency would be selected on the basis of evaluation criteria given in clause no. 2.1 of the special terms and conditions (encl.).
3. The assignment will be governed by the Special Terms & Conditions indicated in Annexure – II and the terms and conditions of the contract between BHEL and the advertising agencies.

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Annexure – II

Special Terms & Conditions

Your offer should be compliant to following special terms and conditions:

- 1.1 Your offer should be complete in all respects as given in Annexure – IV.
- 1.2 Price quoted should be firm. No increase in rates will be allowed once the bids are opened and the same will remain valid for the entire period of this contract.
- 1.3 Price to be given in words as well as in 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.
- 1.4 All prices should be inclusive of all taxes and duties, etc., as applicable except service tax in case applicable. Service Tax portion should be indicated separately in the place provided in the Price Proforma enclosed as Annexure - III.
- 1.5 Price to be filled as per the Price Proforma enclosed as Annexure – III. Change in Proforma is not allowed.
- 1.6 Offers not fulfilling any of the above conditions are liable for rejection.

2.0 AWARD OF WORK

- 2.1 The bidder is required to quote essentially for the entire scope of work. **Release Order (R.O.) shall be issued to the agency having L1 (lowest) rates against S. No. 03 (Amount, all inclusive, excluding service tax) of the price proforma.**
- 2.2 In case, two or more agencies emerge as lowest bidders quoting identical amount against S. No. 03, BHEL will invite snap bids from these agencies to determine L1 agency.
- 2.3 BHEL reserves the right to cancel / scrap the tender without assigning any reason thereof.

3.0 PENALTY

- 3.1 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.

4.0 TAXES

- 4.1 It is mandatory to comply with all taxes applicable for the required services. Your price should be inclusive of all taxes, duties and levies except Service Tax. However, the amount towards Service Tax should be indicated separately in the specified place in Price Proforma enclosed as Annexure – III.



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5.0 EARNEST MONEY DEPOSIT

- 5.1 Bank Guarantee provided by the empanelled agencies will be treated as Earnest Money Deposit. EMD shall be forfeited in the following cases:
- 5.1.1 After opening of tender, the tenderer revokes his tender within the validity period or increases his earlier quoted price.
- 5.1.2 The successful bidder does not commence the work within the specified period.

6.0 SECURITY DEPOSIT

- 6.1 The total amount of Security Deposit will be 5% of the contract value (Release Order Value). EMD of the successful tenderer shall be converted and adjusted towards the required amount of Security Deposit.

SD has to be submitted before the start of the work by the successful bidder, by way of Cash/Pay Order or Demand Draft, drawn in favour of BHEL, payable at New Delhi.

In case the SD is equal to or less than Rs.Two Lakh, the Bank Guarantee provided by the empanelled advertising agency will be treated as Security Deposit. In case, SD being over Rs.Two Lakh, additional amount shall be sought from the successful bidder over and above the Rs.Two Lakh. SD can be submitted by way of Bank Guarantee, Securities available from Post Office/Fixed Deposit receipts issued by scheduled banks/public financial institutions as per format provide/approved by BHEL. Bidders shall note that SD amount carried no interest and it shall be forfeited in case of non-publication of the advertisement on the due date.

7.0 GENERAL

- 7.1 All information in the Tender Document is meant for your consumption only and not for sharing, unless and otherwise, authorized by BHEL in writing.



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Annexure-III

Price Proforma

Publication of quarter page colour display advertisement in the following publications on a date to be intimated later:

S. No	Publication	Editions	Colour/ B&W	Size (sq cms)	Rate per Sq cm (Rs.)	Amount (All inclusive) excluding Service Tax (Rs.)
1	The Times of India + Economic Times (English & Hindi) + Navbharat Times	Delhi	Colour	400		
2	Hindustan Times + Mint + Hindustan Hindi	Delhi	Colour	400		
3	Total (Total of S.No. 1 to 2)					

Taxes as applicable

Evaluation Criteria : The bidder is required to quote essentially for the entire scope of work. Release Order (R.O.) shall be issued to the agency having L1 (lowest) rates against S. No. 03 (Amount, all inclusive, excluding service tax) of the above price proforma.

Signature & Seal of the agency _____

सय्यद सलाहदीन / Sayed Salahuddin
कार्यपालक / Executive
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Annexure – IV

SUBMISSION OF OFFER

The offer should contain the following:

- Signed copy of scope of work i.e. Annexure – I, as a token of acceptance.
- Signed copy of **Special Terms & Conditions Annexure – II**, as a token of acceptance.
- Price Bid:** Strictly as per **Price Proforma enclosed at Annexure - III.**

Your offer has to be submitted **in sealed cover** as follows:

- Sealed cover containing a), b), and c) stated above, should be super scribed with:
 - Publication of quarter page colour display advertisement in select publications**
 - Name and address of Agency**
 - Due date for opening the tender: 10.04.2017, 12.00 Hrs.**
- The offer should be addressed to:

**Addl. General Manager,
Corporate Communication,
Bharat Heavy Electricals Limited,
BHEL House, Siri Fort
New Delhi-110 049**

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