Sub:- Empanelment of Advertising Agencies

Indian Institute of Technology Kharagpur is an Institution of Eminence under Institutes of Technology Act 1961. The Institute offers B. Tech, B. Arch, Integrated M.Sc & M. Tech, M. Tech Ph.D, PGDST, LLB (IPR), MBA etc. programs. Institute also conducts various National level examinations like IITJEE, GATE, JMET etc. IIT Kharagpur is located at Kharagpur; 116 kms from Kolkata and it is on Howrah-Chennai South Eastern Railway main line.

IIT Kharagpur (IIT KGP) wishes to empanel advertising agencies for design and release of advertisements initially for a period of two years from the date of award of contract which may be extended up to five years on year to year renewal subject to satisfactory performance and on mutual consent. The agencies fulfilling the required criteria may send their proposals in two part bid system for empanelment with IIT Kharagpur.

Tender Document containing scope of work including technical details and other terms and conditions can be downloaded from the IIT Kharagpur's website [www.iitkgp.ac.in](http://www.iitkgp.ac.in) and in CPP Portal [https://eprocure.gov.in/eprocure/app](https://eprocure.gov.in/eprocure/app) under Tenders.

Instead of Pre-Bid Meeting, interested bidders may write to IIT KGP for any query/suggestion at email id - dre@adm.iitkgp.ac.in and dyregsp@adm.iitkgp.ac.in before 20/12/2021, which will be reviewed and if required the tender document may be amended. This Bid document is a one unit / contract also non-transferable.

Interested parties registered in India may submit their bids online under Two-Bids system ([Cover 1: Technical Bid, and Cover 2: Financial Bid](#)) as per General Terms & Conditions and other formats given in the tender are to be submitted in the Central Public Procurement Portal website [https://eprocure.gov.in/eprocure/app](https://eprocure.gov.in/eprocure/app) on or before 10/01/2022 at 3.30PM. In addition, the hardcopy of only Technical Bid (Cover – 1) along with Original Demand Draft of Tender Fee i.e. Rs. 1,000 (Rupees One Thousand Only)/document of exemption for submission of Tender Fee and Bid Security Declaration shall be submitted at the Office of Assistant Registrar, Establishment Section, Indian Institute of Technology Kharagpur, Kharagpur – 721302, West Bengal with in the last date of bid submission i.e. 10/01/2022 at 3.30PM. Bid received from any other mode shall not be considered for evaluation. Technical Bids will be opened on 11/01/2022 at 4.00PM.

The selection of agencies will be based on a two-stage process. First, the Institute will short list the agencies on the basis of the meeting of the eligibility conditions as per the tender. Financial bids would be considered of the short-listed agencies only. The bidder will be selected based on highest offered percentage of discount on rates given by the vendor.

Registrar
For Director, IIT Kharagpur

Copy to:
1. Institute’s Website
2. CPPP
3. Notice Board
### IMPORTANT INFORMATION RELATED TO TENDER

<table>
<thead>
<tr>
<th>Nature of Work</th>
<th>Empanelment of Advertising Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tender No and date</td>
<td>ESTT/GENL/3-1/ADVT date: 08/12/2021</td>
</tr>
<tr>
<td>Bid Document fee /</td>
<td>Rs. 1,000/- (Rupees One Thousand Only)</td>
</tr>
<tr>
<td>Tender Fee (Non-refundable)</td>
<td></td>
</tr>
<tr>
<td>EMD</td>
<td>Nil (However, bidder shall provide the Bid Security Declaration as per attached format).</td>
</tr>
</tbody>
</table>
| Mode of Payment to      | i) Demand Draft to be drawn in favour of “Indian Institute of Technology Kharagpur”, payable at Kharagpur.  
| IITKGP (Tender Fee)     | ii) IIT Kharagpur will give exemption for submission of Tender Fee to the bidders, who are registered with MSME or Central Purchase Organization or startups as recognized by DIPP as per revised rule 170 of GFR-2017 only. However, proper and valid documents in this regard must be submitted by the bidders in support of their claim.  
|                          | Note:  
|                          | 1. Scan copy of DD (drawn on or before the last date)/document of exemption for submission of Tender Fee should be uploaded on [https://eprocure.gov.in/eprocure/app](https://eprocure.gov.in/eprocure/app)  
|                          | 2. Bidders should submit the original DD/exemption for submission of Tender Fee alongwith the Technical Bid (Cover 1) within the last date/time of bid submission at the Office of Assistant Registrar, Establishment Section, Indian Institute of Technology Kharagpur, Kharagpur – 721302, West Bengal. |

| Last date for submission of sealed tenders/quotations | 10/01/2022 at 3.30PM |
| Pre-qualification & Technical Bid opening date/time   | 11/01/2022 at 4.00PM |
| Bid Validity                                          | 120 days from the opening of price bid |
| Contact details for any Query / suggestion            | e-mail id: dre@adm.iitkgp.ac.in & dyregsp@adm.iitkgp.ac.in  
|                                                        | Ph. no: +91-3222-282122 |

**Note:**

1. If the day falls on any Holiday, the date of any of the events mentioned above shall be on the next working day.  
2. The Director, IIT Kharagpur reserves the right to reject any or all the quotation in full or part without assigning any reason thereof and without giving any compensation. The decision of the Director in this regard shall be final and binding to all.
1. **Eligibility Conditions:**

1.1 Should have minimum five (05) years experience in handling publicity & PR work working with Higher Educational Institutions of National Importance like IITs/IIMs/IISc/NIT/and any University / Institution under UGC etc. (enclose certificates of award of **at least Rs. 5 lakhs each on every year during the last five years**. If average of five works of last five years comes to Rs. 5 lakhs may also be considered).

1.2 Should have **Annual Turnover of Rs. 1.00 Crore per year for the last three years in publicity / advertising work** (enclose audited statement of accounts of last three years).

1.3 Should be presently empaneled with at least three Higher Educational Institutions of National Importance / Government / PSUs / reputed private organisation (enclose Work Order/ certificate from the Organisation).

1.4 Should have valid GST registration, PAN card. (enclose supporting documents)

1.5 The bidder shall be required to deposit a sum of Rs 1,000.00 (Rupees One Thousand only) towards the cost of Tender Fee in the form of **Demand Draft in favour of “Indian Institute of Technology Kharagpur”** Payable at Kharagpur,. Tenders submitted without Tender Fee/ exemption for submission of Tender Fee is liable to be rejected.

**Note:** IIT Kharagpur will give exemption for submission of Tender Fee to the bidders, who are registered with MSME or Central Purchase Organization or startups as recognized by DIPP as per revised rule 170 of GFR-2017 only. However, proper and valid documents in this regard must be submitted by the bidders in support of their claim.

2. **Information for Bidder on e-Procurement:**

2.1. Help for Service Providers, FAQ, Information about DSC and Bidders Manual Kit containing the detailed guidelines for e-Procurement system are also available on Central Public Procurement Portal.[https://eprocure.gov.in/eprocure/app]

2.2. It is mandatory for all the bidders to have a valid Class-II/Class-III Digital Signature Certificate (in the name of person having power of attorney to sign the Bid) from any of the licensed Certifying Agency (Bidders can see the list of licensed CA's from the link www.cca.gov.in) to participate in e-Procurement of IIT KHRAGPUR.

2.3. It is mandatory for the bidders to get their firm /company registered with e-procurement portal **https:// eprocure.gov.in/eprocure/app** to have user ID & password.

2.4. Tender documents will be available online on website **https://eprocure.gov.in/eprocure/app** which can be downloaded free of cost.

2.5. Bidders may download and refer the “Instructions for Online Bid Submission” from **https://eprocure.gov.in/eprocure/app;jsessionid=A8B54EEC72D86DF9AA9D9B2DDACDAB8D.eprocgep4?page=BiddersManualKit&service=page**.

2.6. The tender documents shall be submitted online in the prescribed format given on the websites and technical bids received online shall be opened as per NIT or
Corrigendum thereof. No other mode of submission is acceptable. Detailed credentials as per the requirement of eligibility criteria and all tender papers except Bill of Quantities are to be submitted in “Technical Bid”.

2.7. Bill of Quantities with rates duly filled in are to be submitted in the format provided online in the name of “Financial Bid”. Hence, physical submission of the documents is limited to submission of original Tender Fee Deposit in the form of Pay Order/ Demand Draft / Bank Guarantee/MSME registration certificate and Technical Bid (Cover 1 only).

2.8. Representative of the bidder, who chooses to attend, may attend the online opening of the technical bids on the scheduled date and time of Bid opening. However, such representatives shall be allowed to attend the opening of the Technical Bids, only, if such person presents the letter of authority issued in his name by the bidder on his letter head.

2.9. Bidders cannot submit the tender after the due date and time of e-bid submission. Time being displayed on Central Public Procurement Portal https://eprocure.gov.in/eprocure/app (“Server System Clock Time”) shall be final and binding on the bidder. e-Bids are required to be submitted by bidders, only as per the Indian Standard Time (IST) and not the time as per their location/country.

2.10. The bidders are advised to submit their e-bids well before the e-bid due date. IIT Kharagpur shall not be responsible for any delay in submission of e-bids for any reason including server and technical problems.

2.11. The Technical and Financial Bid shall be digitally signed by the Authorized Signatory of the bidder & submitted “online” only. The authorized signatory of the bidder must be in possession of Power of Attorney before submitting the digitally signed bid. Scanned copies of various documents can be prepared in .pdf file format.

2.12. Any tender received without original Bid Security Declaration and Tender Fee of tender documents shall not be considered and shall be summarily rejected.

2.13. IIT Kharagpur reserves the right to cancel the tenders before submission/opening of tenders, postpone the tender submission/opening date and to accept/reject any or all tenders without assigning any reasons thereof. IIT Kharagpur's assessment of suitability as per eligibility criteria shall be final and binding.

2.14. Tenderers may note that they are liable to be disqualified at any time during tendering process in case any of the information furnished by them is not found to be true. The decision of IIT Kharagpur in this regard shall be final and binding.

2.15. The Tender fee along with the Technical Bid (Cover 1 only) shall be received at the Office of

Assistant Registrar  
Establishment Section  
Indian Institute of Technology Kharagpur,  
IIT Kharagpur-721302, West Bengal

2.16. Commercial Bid (Cover 2) shall be submitted in .xls (Excel file) only through ONLINE mode in CPP Portal. Disclosure of price/discount in any other mode shall result in disqualify the bid.

Signature & Seal of Bidder
3. **Terms and conditions of empanelment:**

3.1 The agency shall execute an agreement after acceptance of letter of Indents.

3.2 The empanelment will be for a period of **two years** which may be extended up to **five years** on yearly renewal basis if mutually agreed.

3.3 Advertisement for publication shall be collected by the authorized representative from IIT Kharagpur as and when informed.

3.4 The agency will do designing / artwork for each and every advertisement of IIT Kharagpur and the draft advertisements after doing designing / art-working / editing etc. will be got approved from IIT Kharagpur before they are released for publication.

3.5 Advertisements in local newspapers will be published within three days and those in outstation dailies within five days.

3.6 The agency will be given up to two days and up to four days for local dailies and outstation dailies respectively for doing the designing / art-working and approval of draft advertisement before actual date of publication.

3.7 The agency will submit original bill of the newspapers along with paper cutting of the advertisement and also supply the rate list of publisher to enable IIT Kharagpur to verify the bills.

3.8 Payment to the agency will be made within 30 (thirty) days from the date of submission of the bills.

3.9 The agency will not increase the charges on any ground whatsoever during the period of Agreement unless DAVP/ Ministry of Information & Broadcasting/Card rate does so if Empanelment is done on DAVP/Card rates else agreed offered rates will hold. On enhancing the DAVP rates the agency have to inform to the authority and consent of the authority may be taken before submitting the enhanced bill.

3.10 IIT Kharagpur shall have further right to adjust and / or deduct any of the amounts from the payments payable to the agency under the contract for providing aforesaid service.

3.11 The agency shall ensure the publishing of advertisement with promptness as per direction given by IIT Kharagpur from time to time.

3.12 The agency will have to send a certified of insertion for our advertisements in the news papers immediately after its insertion.

3.13 The agency will translate our manuscript for publication from English to Hindi and vice-versa as and when required for which no extra payment will be made by IIT Kharagpur.

3.14 The agency shall make best efforts to accommodate the advertisements in minimum possible space.

3.15 The agency will not assign the service or any part thereof or extant any benefit or interest therein or there under sublet whole or part of the contract to any third party.

3.16 The agreement will be terminated on expiry of the contract period. It may also be terminated by either of the parties by giving one month notice. (Note : During the notice period for termination of the contract, the agency shall keep on discharging...
its duties as before till the expiry of the notice period) on discharging its duties as before till the expiry of the notice period.

3.17 In the event of any question, dispute / difference arising under this agreement or in connection herewith or any matter not specified hereinabove; decision of the arbitrator appointed by the Director, IIT Kharagpur shall be final and binding on both the parties.

4. **General Terms & Conditions:**

4.1 Tender without Tender Fee/exemption certificate shall be rejected summarily.

4.2 Tenders received after due date and time whether sent by post or submitted in person are liable to be rejected. The bidder shall specifically declare, whether he is related to any officer of IIT Kharagpur.

4.3 The tender shall be clear and without any condition. Conditional tender shall be summarily rejected.

4.4 Necessary action may be taken by IIT Kharagpur, if the successful bidder fails to submit order acknowledgement and sign the formal agreement within ten (10) days from the date of intimation to that effect or fails to execute services as per laid down terms & conditions within seven days from the date of commencement given in the work order.

4.5 The tender document duly signed on all pages shall be submitted along with the Technical bid, failing which the technical bid shall not be considered.

4.6 TDS/Income Tax etc. are to be deducted at source from the bills of contractor as admissible under the rules.

4.7 GST is payable as admissible under the rules.

4.8 The agency will provide services on 24 hours notice basis to design, translate and release the advertisement. They will collect the material of advertisement from IIT Kharagpur.

4.9 The firm must ensure that the matter of advertisement given is correctly reproduced in the advertisement appearing in the designated newspaper.

4.10 The agency will not charge any extra payment for designing, translation and art work.

4.11 IIT Kharagpur may release payment through NRFT/RTGS online banking to the bank account of the agency within 30 days after receipt of bill.

4.12 Bill for claim should be accompanied by the advertisement clipping and DAVP/Card price list of all National Dailies in which advertisement has been published.

4.13 Each firm empanelled shall provide the **Performance Bank Guarantee of Rs. 50,000/- for a period of 24 months from the date of award of contract.** The same will be returned after successful completion of contract by the firm without any interest.

4.14 Any act on the part of the bidder to influence anybody in the IIT KARAGPUR is liable for rejection of his tender.

4.15 The agency will indemnify IIT Kharagpur from any claim/statutory non-compliance/damage/compensation etc. arising out of this contract.

4.16 The agency shall not engage any sub-agency or transfer the contract to any other person in any manner.

Signature & Seal of Bidder
4.17 Bidders shall comply all the guidelines/stipulations issued by the Government of India from time to time while submitting their bids.

4.18 The Contract may be terminated/short closed by giving not less than one month’s notice by either side.

4.19 **Settlement of Disputes:** It is incumbent upon the bidder to avoid litigation and disputes during the tenure of the contract. However, if such disputes take place between the parties, efforts shall be made to settle at the level of IIT KGP. The Bidder shall make request in writing to the Director for settlement of any dispute within 30 (thirty) days of arising of the cause of dispute failing which no disputes/claims shall be entertained by IIT Kharagpur. The decision of the Director, IIT Kharagpur will be final and binding on the parties. If differences still persist, the settlement of the dispute may be sought in the court of law in Kolkata jurisdiction.

4.20 **Jurisdiction:** The Court of Kolkata in the State of West Bengal only will have the jurisdiction to deal with and decide any legal matters or disputes what-so-ever arising out of this contract.
Application Form for Empanelment of Advertising Agencies

(Advertisement No. ESTT/GENL/3-1/ADVT DATED 08/12/2021)

Profile of the Bidder

1. Name of the Agency: ________________________________
   A. Whether Proprietorship/Sole/Partnership/Pvt. Ltd./Ltd. Co. ____________________
   B. Constitution ________________________________
   C. Name of the Director/In-charge ________________________________
   D. Name of the contact person ________________________________

2. Head Office:
   A. Complete Address ________________________________
   B. Telephone Number(s) ________________________________
   C. Fax Number ________________________________
   D. E-mail address ________________________________

3. Branch Office(s):
   A. Complete Address ________________________________
   B. Telephone Number(s) ________________________________
   C. Fax Number ________________________________
   D. E-mail address ________________________________ (Add separate sheet, if required)

4. Contact person.
   A. Name ________________________________
   B. Designation ________________________________
   C. Contact Number(s) ________________________________
   D. Fax Number ________________________________
   E. E-Mail address ________________________________

5. Year of Establishment (attach proof) ________________________________
6. Registration Number (if any) ________________________________
7. Staff strength (full time) ________________________________
8. Year in which INS accreditation was given to the agency ____________
9. Validity period of INS accreditation (attach proof) ____________

Signature & Seal of Bidder
10. GST Registration number in favour of the agency: _______________________

11. PAN Number issued by the IT Dept. in favour of the agency: ______________

12. Annual Turnover of last three years (in INR along with documentary proof)
   2018-19: _______
   2019-20: _______
   2020-21: _______

13. Copies of the Empanelled letters from the Government Organisations/PSU

    If yes, for how many years? Any other details.

15. Are you on the panel of any educational organization having activities similar to that
    of the IIT Kharagpur? If yes, give details (Attach separate sheet, if required)

16. Complete Client list

NOTE:
1. Documentary evidence may please be provided, wherever applicable, in the form of
   photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release
   Orders, etc.)

2. Firms shall be empaneled for a period of two years which may be further extended
   upto 5 years subject to satisfactory performance and mutual consent.

SIGNATURE & SEAL

NAME & DESIGNATION

ORGANIZATION
## TECHNICAL BID DOCUMENT

### FORMAT TO BE FILLED BY THE AGENCY FOR SUBMITTING TENDER

<table>
<thead>
<tr>
<th>S. No</th>
<th>Description</th>
<th>Compliance (Y/N)</th>
<th>Supporting Document / Annexure Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Should have minimum five (05) years experience in handling publicity &amp; PR work working with Higher Educational Institutions of National Importance like IITs/IIMs/IISc/NIT/and any University / Institution under UGC etc. (enclose certificates of award of at least Rs. 5 lakhs each on every year during the last five years. If average of five works of last five years comes to Rs. 5 lakhs may also be considered).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Should have Annual Turnover of <strong>Rs. 1.00 Crore</strong> per year for the last three years in publicity / advertising work (enclose audited statement of accounts of last three years).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Should be presently empanelled with at least three Higher Educational Institutions of National Importance / Government / PSUs / reputed private organisation (enclosed Work Order/ certificate from the Organisation).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Should have valid GST registration, PAN card.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The bidder shall be required to deposit a sum of Rs 1,000.00 (Rupees One Thousand only) towards the cost of Tender Fee in the form of <strong>Demand Draft in favour of “Indian Institute of Technology Kharagpur” Payable at Kharagpur.</strong> Tenders submitted without Tender Fee/ exemption for submission of Tender Fee is liable to be rejected.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Declaration (Annexure-III)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Affidavit (Annexure-IV)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Financial Information (Annexure-V)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Bid Security Declaration (Annexure – VI)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rate Card Price (Annexure VII) with copies of rate card - edition wise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Any other relevant document(s)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bidders are requested to attach all relevant documents in support of their claims (as above).

Signature of Bidder with Seal
ANNEXURE - III

DECLARATION

1. I, ----------------------------- Son /Daughter of Shri -----------------------------
   ----------------------------- Proprietor/Partner/CEO/MD/Director/
   Authorized Signatory of M/s. ----------------------------- am competent
to sign this declaration and execute this tender document.

2. I have carefully read and understood all the terms and conditions of the tender and
   hereby convey my acceptance of the same.

3. The information/ documents furnished along with the above application are true and
   authentic to the best of my knowledge and belief.

4. I/ we/ am are well aware of the fact that furnishing of any false information/
   fabricated document would lead to rejection of my tender at any stage besides liabilities
   towards prosecution under appropriate law.

5. Each page of the tender document and papers submitted by my Company is
   authenticated, sealed and signed, and I take full responsibility for the entire
   documents submitted.

6. I/we hereby conform and declare that I/we am/are not blacklisted /De-registered /
   debarred by any Government department/ Public Sector Undertaking/ Private Sector/ or
   any other agency for which we have Executed/ Undertaken the works/ Services.

                           -----------------------------
                           Signature of the Authorized Person

                           Date : -----------------------------        Full Name : -----------------------------
                           Place : -----------------------------        Company Seal : -----------------------------

Signature & Seal of Bidder
AFFIDAVIT

I/ We _________________________________________________________________ (Name) Agency/ Partner / Sole Proprietor (strike out word which is not applicable) of the (Firm)
_______________________________________________________________________________
_______________________________________________________________________________
do hereby solemnly affirm and declare that the individual firm/ companies are neither black-listed by the Union or State Government nor any partner/ Shareholder thereof is directly or indirectly connected with or has any subsisting interest in business of my/ our firm.

DEPONENT

Address:
_______________________________________________________________________________
_______________________________________________________________________________

Verification:
Verified that the contents of above affidavit are true and correct to the best of my knowledge and beliefs. No part of it is false and nothing has been kept concealed there from.

DEPONENT

Place:

Dated:

(Note: To be furnished on non-judicial stamp paper duly attested by the Oath Commissioner)

Signature of the Bidder with date and Seal

Signature & Seal of Bidder
FINANCIAL INFORMATION

I. Financial Analysis

Details to be furnished duly supported by figures in Balance Sheet/ Profit & Loss Account for the last three preceding years duly certified by the Chartered Accountant, as submitted by the applicant to the Income Tax Department (copies to be attached).

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Details</th>
<th>Year ending 31st March</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2018-19</td>
</tr>
<tr>
<td>01</td>
<td>Gross annual turnover in the similar works</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Profit (+) / Loss (-)</td>
<td></td>
</tr>
</tbody>
</table>

1. Income Tax Returns.
2. Audited Account of the company for last three years.
3. Income Tax Pan Details.
4. GST No.

This is to certify that to the best of my knowledge and belief, the aforesaid facts and figures are correct and in conformity with the books of accounts of the establishment.

Dated: Signature of Chartered Accountant

with seal and membership number

Signature & Seal of Bidder
BID SECURITY DECLARATION

1. I, ---------------------------------------------------------- Son /Daughter of Shri ----------------------------------
Proprietor/Partner/CEO/MD/Director/Authorized Signatory of M/s.------------------------
------------------------------------------------------------------------am competent to sign this Bid Security
Declaration and execute this tender document and hereby declare that;

2. I understand that, according to your conditions, bid must be supported by a Bid
Securing Declaration.

3. I accept that I will automatically be suspended from being eligible for bidding in
any contract with IIT Kharagpur for a period equal to the duration of the contract
for tender related to ‘Services’ and/or 01 to 03 years in case of ‘Procurement of
Goods’ from the date of notification, if I am in a breach of any obligation(s) under
the bid conditions, because I;

   a. have withdrawn/modified/amended, impairs or derogates from the tender
during the period of bid validity specified in the bid document, or

   b. having been notified of the acceptance of our Bid by IIT Kharagpur during
the period of bid validity, (i) fail or refuse to execute the contract, if
required, or (ii) fail or refuse to furnish the Performance Security, in
accordance with the General terms and conditions & Instructions to Bidders.

4. I understand this Bid Securing Declaration shall cease to be valid if I am not the
successful Bidder, upon the earlier of (i) the receipt of your notification of the name
of the successful Bidder; or (ii) 45 (forty-five) days after the expiry of the validity of
my Bid.

Signature of the Authorized Person
Date: --------------------------
Full Name: --------------------------
Place: --------------------------
Company Seal: --------------------------
ANNEXURE –VII

FORMAT FOR RATE CARD
(TO BE SUBMITTED WITH TECHNICAL BID ONLY)
Sub: Proforma for DAVP/Commercial Rate Card for Empanelment of Advertising Agencies.

1. NAME OF THE ORGANIZATION: -------------------------------

2. PAN No -------------------------------

3. Current DAVP Rate Card of the Publication: (Please attach copies of rate card - edition wise)

4. Current Commercial Rate Card of the Publication: (Please attach copies of rate card - edition wise)

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Item/ Newspaper</th>
<th>Whether Advt will be published in DAVP Rate (If yes, provide DAVP rate)</th>
<th>If not DAVP Rate, then indicate rate per Sq. CM for Display</th>
<th>If not DAVP Rate, then indicate rate per Sq. CM for Tender</th>
<th>If not DAVP Rate, then indicate rate per Sq. CM for Appointment</th>
<th>If not DAVP Rate, then indicate rate per Sq. CM for Employment</th>
<th>Display Classified</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Hindu</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>The Times of India</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Hindustan Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>The Economic Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>The Telegraph</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>The Statesman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Ananda Bazar Patrika</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Indian Express</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>New Indian Express</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Daily News &amp; Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Business Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>The Deccan Herald</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Employment News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Indian Trade Journal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In addition to the above, if Institute intends to advertise any other newspaper other than the list enclosed in the above table, the agency will agree to do so at the same rate of discount on the card rates.

Place:

Date:

SIGNATURE & SEAL
NAME & DESIGNATION
ORGANIZATION
PRICE BID
(TO BE PROVIDED ON ONLINE PRICE BOQ ONLY)
Sub: Proforma for Financial Bid (PRICE BOQ) for Empanelment of Advertising Agencies.

ANNEXURE –VIII

IMPORTANT NOTE:
1. The bidder shall provide the offered discount in excel file in CPP Portal only. Disclosure of offered discount in any other mode shall result in disqualifying the bid.
2. The offered discount on the card rates shall be uniform.
3. The contract will be awarded to the bidder who offer the highest percentage of discount on the card rates.

* * * * * * * * * * * * * * *