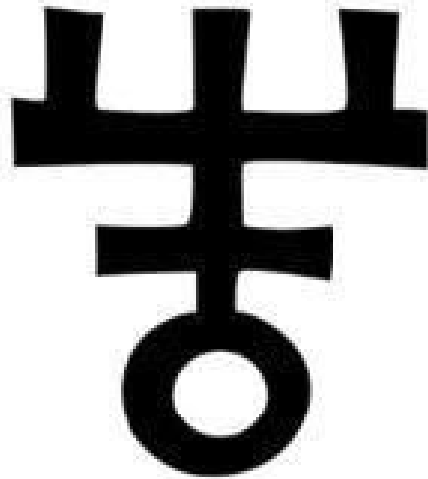


# INDIA TRADE PROMOTION ORGANISATION

130-ITPO(434)/CCSD/2019

Date: 2<sup>nd</sup> May, 2019



**Empanelment Notice (Revised)**  
**for**  
**Empanelment of Advertising Agencies**  
Website: [www.indiatradefair.com](http://www.indiatradefair.com)

**India Trade Promotion Organisation**  
**(A Govt. of India Enterprise)**  
**Pragati Bhawan, Pragati Maidan**  
**New Delhi – 110001**

**Empanelment Notice No.: 130-ITPO(434)/CCSD/2019**

**Date: 2<sup>nd</sup> May 2019**

<b>S.No.</b>	<b>Name of Work</b>	<b>Application Fee (Non-Refundable) (INR)</b>
1.	Empanelment of Advertising Agency	Rs. 25,000/- (Rupees Twenty five thousand only)

**ITPO's Bank Details**

**Name of the Beneficiary : INDIA TARDE PROMOTION ORGANISATION**

**Name of the Bank : CENTRAL BANK OF INDIA**

**Branch Address : PRAGATI MAIDAN, NEW DELHI-110001**

**Account No. : 1167404133**

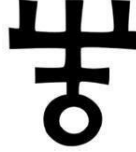
**Type of Account : SAVING**

**RTGS Code : CBIN 0284078**

**MICR Code : 110016150**

**PAN No. : AAATI2955C**

**GSTIN : 07AAATI2955C1ZX**



**INDIA TRADE PROMOTION ORGANISATION**

**Terms & Conditions for Empanelment of Advertising Agencies with  
India Trade Promotion Organisation (ITPO)**

**SUBJECT:** Empanelment of Advertising Agencies for advertisement/publicity campaign for ITPO's fairs/exhibitions for the duration 16/06/2019 to 15/06/2021.

**1. INTRODUCTION**

- 1.1 India Trade Promotion Organisation (ITPO) is the premier agency of the Government of India(GoI) for promoting trade. In view to fulfill its objectives and promotion of India brand,, ITPO organises trade promotion events such as trade fairs, exhibitions and conventions in India and abroad under the specified directive of the Department of Commerce, Government of India.
- 1.2 ITPO is inviting online applications and required documents through e-mail (vivekanand@itpo.gov.in) as well as hard copies of the same from the interested advertising agencies for advertisement/publicity campaign for ITPO's fairs/exhibitions for the duration **16/06/2019 to 15/06/2021**. Application & required documents to be forwarded to the contact persons as mentioned below:

Mr Vivekanand Vivek, Sr. Manager  
India Trade Promotion Organisation (ITPO)  
Hall No 7 ,Mezzanine Floor  
Pragati Maidan New Delhi 110001  
Email:vivekanand@itpo.gov.in  
Phone:011-23371445, Mobile: 9910907947

Mr Sanjay Vashistha, Manager (PR)  
Mobile : 8750436238

Mr Ajay Ahuja, Dy. Manager  
Mobile :9810854253

- 1.3 The application form, terms and conditions ,bank details etc are available on our website **www.indiatradefair.com** and the same can be downloaded as per the schedule given in the CRITICAL DATE SHEET.

**CRITICAL DATE SHEET**

<b>Date of Publishing</b>	<b>02.05.2019</b>
<b>Document Download Starts</b>	<b>02.05.2019</b>
<b>Applicatin Submission Starts</b>	<b>02.05.2019</b>
<b>Application Submission Ends</b>	<b>13.05.2019</b>

## 2. PERIOD OF EMPANELMENT:

The empanelment would be valid for a period of 2 (two) years commencing from 16.06.2019 to 15.06.2021. The empanelment of an agency is however subject to the Agency meeting ITPO's acceptable standards of performance that would be reviewed periodically and empanelment may be terminated with one month's notice. ITPO may consider extension of the term of empanelment by another year at its sole discretion.

## 3. ELIGIBILITY CRITERIA & SUBMISSION OF DOCUMENTS:

S.No.	Criteria	Required Documents
1.	The agency should have full accreditation with the INS	Copy of INS Accreditation Certificate
2.	The agency should be registered under GST	The agency should have valid GST and Income Tax registration number.  <b>Attested copies of GSTIN registration no. and PAN to be provided as a supporting document.</b>
3.	Agency should have experience in advertising	The agency should have five years experience of handling Central Ministry/Govt. Department/PSU accounts.  Copies of selected ROs/Work Orders issued in five years by major clients to be provided as a supporting document
4.	The agency should have minimum average annual turnover of <b>Rs.5.00 Crores per annum</b> (Rs. Five Crores per annum) during the last three financial years. Copies of attested balance sheets for the last three financial years i.e. 2015-16,2016-17 and 2017-18 are to be provided as supporting document alongwith the certificate from Chartered Accountant as per Annexure-I	Audited copy of balance sheet for last three year financial years i.e. 2015-16, 2016-17 and 2017-18 are to be provided as supporting document along with turnover certificate on agency's letter head signed by the authorised signatory of the agency & duly certified by agency's Chartered Accountant as per Annexure –I
5.	The Agency should not have been blacklisted by any Govt. /Semi Govt. Organization.	An undertaking to this effect <b>as per Annexure II</b> to be submitted.
6.	Application Fee (Non Refundable) <b>(Rs.25,000/-)</b> (Rupees twenty five thousand only)	RTGS/NEFT (ITPO's bank details are available at page no.2)

Note : Following documents must also be submitted along with your application:

- 1) : Copy of Empanelment document duly signed & sealed by the authorized signatory.
- 2) : Duly filled-in, signed & sealed Annexure –I, II, III & IV along with all the required documents.

#### **4. SCOPE OF WORK:**

**India Trade Promotion Organisation is looking for empanelment of Advertising Agency for the following broad scope of work:**

- i) Empanelled Agencies on ITPO's request would identify and recommend media mix within the ITPO's budget for the assigned job of advertisement/publicity campaign for release of such assigned jobs and shall not charge any fee for such advice/suggestions nor for creative work of preparing advertisement artwork/copy.
- ii) The agency shall provide service for release of advertisements all over India and abroad.

#### **iii) Display Advertisements:**

In respect of display advertisement concept/artwork will be invited from all the empanelled agencies on the basis of a uniform brief. On selection of an agency's concept – the agency would be informed of the date of release and publications, preferred pages etc. and be asked to provide the cost estimates with supporting documents within three days. The advertisement(s) will be released to ITPO's approved publications at best negotiated/discounted rate offered to ITPO.

#### **iv) Expression of interest / Notices/ similar Advertisements:**

- a. In respect of notice/recruitment advertisements/public notice etc. with standard layout will be awarded at the rates negotiated by ITPO with various publications.
- b. In case of urgent releases submission of bids by fax/mail will be asked for at very short notice.

#### **v) Service on Weekends, Holidays:**

There may be cases where ITPO would require services of Agency at short notice on Saturdays, Sundays and Holidays. In such cases all empanelled agencies will be contacted by fax/e-mail/telephone. Empanelled agencies shall keep ITPO informed of their contact person during holidays for such jobs. ITPO will consider awarding the job to only those agencies who respond appropriately within the given time frame.

#### **vi) Creative work:**

- a. Selected Agency for a project will remain in direct touch with concerned officer/project officer in ITPO to obtain inputs, suggestions for creative or for changes required etc.
- b. All creative inputs inter alia, layouts, artworks, advertisement copies, final material bromide, film negatives, CD (soft copy) and their production with translation from English to Hindi and vice versa or in any other languages shall be the sole responsibility of the agency without any financial burden on ITPO. This will also cover a limited number of advertisements which are to be directly released to certain publications in respect of some special offer or as part of other arrangements.

**vii) Outdoor Media:**

The outdoor media work covering hoarding sites, banners, pole kiosks, translates and bus back panel etc. would include seeking permission from the concerned authorities and its production, installation for specified duration and removal after the term.

**viii) Other jobs:**

- a. In addition to advertising jobs, ITPO may assign work of institutional campaigns, printing and production of folders, brochures, house journals, Annual Reports besides executing the total publicity projects of select events that may cover, inter alia, print, electronic, internet (website) and production and printing. These jobs would be awarded by competitive bids amongst empanelled Advertising Agencies.
- b. The execution of publicity projects would also involve liasoning by Agencies with associated organizations of ITPO for which no fee shall be charged to ITPO.

**5. CONTRACT AND ORDERS:**

- i) Agency shall make suggestions, advise and recommendation on the media mix, appropriate publications etc. as required by ITPO. ITPO shall provide the names of publications/audio channels (like AIR, FM, etc.), audio-visual (TV channels like-Doordarshan and other channels) based on input given by advertisement agency in terms of Media Campaign.
- ii) All third party contracts shall be executed in accordance with the approval of ITPO. Cancellations or revisions requested by the ITPO will be subject to the terms and conditions of contract and orders originally placed or signed. The agency will buy all advertising space, time and material on behalf of ITPO with its prior approval of the estimates before the release/execution of the work. However, wherever required as per procedure, ITPO shall countersign all contract forms without causing any prejudice to its interest.

**6. RESEARCH:**

Special research studies will be undertaken by the agency whenever requested and authorized by ITPO. These services will be rendered without any financial obligation on ITPO except in such cases where some services are procured from payment from other organizations and ITPO has accorded prior approval for such payments.

**7. TERMS OF PAYMENT:**

- a. The Agency shall submit its bills to ITPO supported by all relevant documents. Bills in the normal course, are payable by NEFT/RTGS within 30 days from the date of their receipt in Delhi (unless otherwise agreed). If however, a bill incorporates a charge for a job not already approved by ITPO or is not accompanied with all supporting documents it shall be brought to the notice of Agency within 10 days of receipt of such bill by ITPO. In the case of such notice, payment may get delayed beyond 30 days.
- b. All payments to the Agency for the assigned jobs carried out/executed at any place/city in India and/or outside India, shall be made by ITPO from and at Delhi unless otherwise agreed.
- c. **The invoices of the Agency must be supported by the following documents:**

<b>Sr No</b>	<b>Documents Required</b>
1	ITPO release order
2	Cost estimates clearly mentioning discounts/publication rate cards
3	Pre-receipt agency bill in duplicate and Original bills of publications/media
4	Vouchers copies in duplicate (complete set)

*ITPO agrees to pay all statutory levies by the Government i.e. GST levied by the State or Central Government from time to time.*

**8. OTHER TERMS:**

- a. Empanelment is only a technical qualification and does not confer any right to the agency concerned to be assigned work. ITPO reserves the right to award work to any of the empanelled agencies.
- b. ITPO reserves the right to alter any of the terms and conditions stipulated for the empanelment of the agency.
- c. Without prior written consent of ITPO, the agency shall not sublet or assign complete or part of any job assigned to the agency by ITPO and even when such consent is given, it shall not absolve agency of its obligation under the scope of aforesaid services.
- d. ITPO shall not be responsible in any way whatsoever for any violation of any rules and regulations of statutory/government bodies by the advertising agency.

**9. PERFORMANCE:**

The agency shall make all efforts to get maximum discount from the respective media for ITPO and deduct the same in writing; same shall be given added advantage in case of review.

**10. INDEMNITY:**

The applicants shall indemnify ITPO against any misuse of ITPO's Name and Logo. For any misuse of ITPO's name and logo, the applicants themselves will be held responsible. ITPO will take necessary legal and other actions for such cases. ITPO will not be responsible for any miscommunication or harm caused to any party because of any misrepresentation of its name and logo by the applicants. Further, the applicants shall also indemnify ITPO against any claim(s) relating to infringement of intellectual property rights committed by the applicants.

**11. TERMINATION OF CONTRACT:**

The empanelment would be subject to periodical review and could be terminated anytime during the empanelment period with one month's notice. Such actions may be warranted by, inter alia,

- a. Failure or unwillingness of the Agency to execute the assigned job to the satisfaction of ITPO.
- b. Information provided by the agency to ITPO is incorrect.
- c. The agency engages in unethical practices or is found deficient/wanting in legal or statutory compliance or any act that may have a negative bearing on ITPO's reputation.
- d. For any other reason deemed justified.

An agency whose services are prematurely terminated by ITPO in terms of clause 9 shall not be eligible to qualify for any future empanelment. Names of such agencies shall be put on display on ITPO's official website.

**12. ARBITRATION:**

In case of any dispute, both the parties shall make all efforts to resolve the same by way of conciliation process. In the event of any doubt, dispute or difference arising under the contract (except as to matters, the decision to which is specifically provided under this contract) remains unresolved; the same shall be referred to the CMD, ITPO, for appointment of Sole Arbitrator. The provisions of Indian "Arbitration & Conciliation Act, 1996 (as amended from time to time) shall apply on both the parties.

The fee payable to the Arbitrator shall be paid equally by both the parties. The language used in the arbitral proceedings shall be English.

The venue of the arbitration proceedings shall be the Office of ITPO, i.e. Pragati Maidan, New Delhi.



**13. DECLARATION:**

A written/undertaking/declaration on the letter heads of the Agency to the effect that the “Agency” has not been blacklisted/debarred/suspended/banned from business dealing by any Ministry/Department of the Central/State Government/PSUs etc. is also required as per Annexure-II.

**14. JURISDICTION:**

All disputes arising out of and in relation to the contract between the parties herein shall be governed by Indian Law, subject to the jurisdiction of the Courts of Delhi only.

**Annexure- I**

**CERTIFICATE IN SUPPORT OF FINANCIAL TURNOVER**  
**(TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM & DULY CERTIFIED BY**  
**THE CHARTERED ACCOUNTANT OF THE AGENCY)**

To,

The General Manager  
CCS Division  
India Trade Promotion Organisation  
Pragati Bhawan,  
New Delhi - 110001

**Ref.: Tender No. 130/ITPO/434/CCSD/2019,**

**Dated: 2<sup>nd</sup> May, 2019**

**Sub: Empanelment of Advertising Agency**

Dear Sir,

In response to release of Empanelment Notice on ITPO's Website, we hereby declare that the details of total turnover during last three years (in Lakhs) as follows:

FINANCIAL YEAR	TURNOVER (DELHI/NCR) AMOUNT IN RS. LAKHS	TOTAL TURNOVER AMOUNT IN RS. LAKHS
2015-2016		
2016-2017		
2017-2018		

Thanking you,

Yours faithfully,

Signature: \_\_\_\_\_  
(Name of Authorised Signatory of the agency)  
Designation : \_\_\_\_\_  
Company stamp/ Seal : .....

Signature: \_\_\_\_\_  
(Name of the Chartered Accountant)

Registration No. of CA:  
CA stamp/ Seal : .....  
Contact No. of CA:

**Annexure-II**

**UNDERTAKING APROPOS NOT BEING BARRED/BLACK LISTED**

(TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM)

To,

The General Manager  
CCS Division  
India Trade Promotion Organisation  
Pragati Bhawan,  
New Delhi - 110001

**Ref.: Tender No. 130/ITPO/434/CCSD/2019,**

**Dated: 2<sup>nd</sup> May, 2019**

**Sub: Empanelment of Advertising Agency.**

Dear Sir,

We hereby undertake that we have not been currently blacklisted by any Central Govt. /State Govt. / Semi Govt. Organization / Autonomous Bodies or PSUs.

Thanking you,

Yours sincerely,

Name : .....

**Designation** : .....

**Company stamp/ Seal** : .....

**ANNEXURE-III**

**DECLARATION**  
**(TO BE GIVEN ON A LETTER HEAD OF THE COMPANY/ FIRM)**

The General Manager  
CCS Division  
India Trade Promotion Organisation  
Pragati Bhawan,  
New Delhi - 110001

**Ref: Tender No. 130/ITPO/434/CCSD/2019,**

**Dated: 2<sup>nd</sup> May, 2019**

Dear Sir,

1. We have carefully read and understood all the terms and conditions of the bid document and hereby convey our acceptance to the same.
2. The information / documents furnished along with the above Empanelment Application are true and authentic to the best of my knowledge and belief. We are well aware of the fact that furnishing of any false information / fabricated document would lead to rejection of our bid/ application at any stage besides liabilities towards prosecution under appropriate law.
3. We have apprised ourselves fully about the job to be done during the period of agreement and also acknowledged to bear consequences of non-performance or deficiencies in the services on our part.
4. We have no objection, if enquiries are made about the work listed by us.
5. We have not been found guilty by a court of law in India for fraud, dishonesty or moral turpitude.
6. We agree that the decision of ITPO in selection of advertising agencies will be final and binding to us.

**Signature of authorized person:** \_\_\_\_\_

**Full Name & Designation:** \_\_\_\_\_

**With Company's Seal:** \_\_\_\_\_

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

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

**Note:** The above declaration, duly signed and sealed by the authorized signatory of the company.

## ANNEXURE-IV

**INDIA TRADE PROMOTION ORGANISATION**  
**Pragati Bhawan, Pragati Maidan, New Delhi – 110 001**  
**APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCY**

Ref: Tender No. 130/ITPO/434/CCSD/2019,

Dated: 2<sup>nd</sup> May, 2019

<b>01</b>	<b>NAME OF THE AGENCY</b>			
<b>02</b>	<b>ADDRESS</b>			
<b>03</b>	<b>PHONE</b>			
<b>04</b>	<b>FAX</b>			
<b>05</b>	<b>MAIL</b>			
<b>06</b>	<b>CITIES WHERE AGENCY HAS OFFICES</b>			
<b>07</b>	<b>YEAR OF ESTABLISHMENT</b>			
<b>08</b>	<b>YEAR OF FULL ACCREDITATION WITH INS</b> (To be supported with INS Certificate)			
<b>09</b>	<b>TURNOVER OF YOUR AGENCY DURING PAST 3 YEARS IN LAKHS:</b> <i>(Audited copy of balance sheet for last year financial years i.e. 2015-16, 2016-17 and 2017-18 are to be provided as supporting document along with turnover certificate on agency's letter head signed by the authorised signatory of the agency duly certified by agency's Chartered Accountant as per Annexure –I)</i>	<b>FINANCIAL YEAR</b>	<b>TURNOVER (DELHI/NCR) AMOUNT IN RS. LAKHS</b>	<b>TOTAL TURNOVER AMOUNT IN RS. LAKHS</b>
		2015-2016		
		2016-2017		
		2017-2018		
<b>10</b>	<b>EMPLOYEE STRENGTH OF YOUR AGENCY IN DELHI/NCR</b>			
<b>11</b>	<b>NAME 3 OF YOUR TOP GOVT./PSU CLIENTS</b> (TO BE SUPPORTED BY PHOTOCOPY OF EMPANELMENT LETTERS/RELEASE ORDERS)	1. : _____ 2. : _____ 3. : _____		
<b>12</b>	<b>HAVE YOU SERVED ITPO EARLIER</b> (Please tick)  <b>IF YES, MENTION YOUR PERIOD OF EMPANELMENT</b>	<b>YES</b> __ <b>NO</b> __		

Signature : \_\_\_\_\_

Name and Designation of  
Authorized Signatory with Seal \_\_\_\_\_

**Note:**

- Please enclose your company profile.
- Documentary evidence wherever mentioned must be attached in the form asked for.
- In absence of the same, the application will be summarily rejected. ITPO reserve the right to accept or reject any or all applications without assigning any reason thereof.