

## Annexure A

### ALLAHABAD BANK

Head Office: 2, Netaji Subhas Road, Kolkata – 700 001

#### Notice inviting application from Accredited Media Consultants/Agencies For 30 days Radio campaign on FM Channels and AIR

Applications are invited from reputed and experienced IRS/RAM Accredited Agencies to work as a Media Consultant/Agency for 30 days Radio Campaign on FM Channels and AIR for following works.

- Selection of FM Channels
- Scrutiny/finalization of quotation
- Monitoring of broadcast of Radio Jingles
- Verification of the bills to be submitted by the Ad Agencies after completion of the campaign

Proposed Stations for Campaign in FM Channels - Kolkata, Delhi, Mumbai, Bangalore, Lucknow, Bhubaneswar

The Time Bands/ spots in the specific Time Bands/ Programme is proposed to be as under:

#### **For FM Channels**

No. of spots	Days	Total secondage per channel
6	30	2700

#### **For AIR**

No of Spots	Spots of 15 seconds per Day	Total Secondage
2 Spots Before & After Morning National News to be broad cast by all regional stations	30	900

The Consultants/ Agencies applying for empanelment should preferably have **3 years experience** in media consultancy including Media Buying and planning of Radio Campaign and other related work. The Agency should have a **full-fledged office in Kolkata** and preferably in at least 2 other metropolitan centres. The Agency must be presently empanelled with at least two PSUs/ Commercial Banks/Corporate entities in India. The Applicant fulfilling the following eligibility criteria may apply in the enclosed format - Annexure B (Technical Bid) and Annexure C (Commercial Bid) in separate envelopes clearly marked.

Applications are to be submitted so as to reach the General Manager (Publicity), Allahabad Bank, Head Office, 2, Netaji Subhas Road, Kolkata – 700 001 latest by **3.00 pm on 29<sup>th</sup> January, 2016**. Bank reserves the right to reject any or all applications or have empanelment done otherwise without assigning any reason whatsoever.

#### Eligibility Criteria

- Applications are to be invited from reputed firms of Media Planners/agencies having IRS/RAM accreditation and/or any arrangement for working with Prasar Bharati.
- The Agency should preferably have 3 years' experience in handling different media functions like Planning, Buying, Operations & Billing.
- The Agency must be presently empanelled with at least two PSUs/ Commercial Banks/Corporate entities in India.

- d) The Agency should have a **full fledged Office in Kolkata** with all necessary media software installed.
- e) Documentary evidence in support of clause (a) to (d) above should be provided.

### **Other Information/ Terms and Conditions**

1. The completed application alongwith necessary documents will be received in sealed envelope superscribed "**Application for Empanelment as Media Consultants**" during all working days between 11.00 am and 3.00 pm and up to 3.00 pm on **29<sup>th</sup> January, 2016, the last date for receipt of application.**
2. The Applications will be opened on **29<sup>th</sup> January, 2016 at 4.00 pm.** If for any reason 29<sup>th</sup> January, 2016 is declared a holiday in Kolkata, the applications will be received till 3.00 pm on 30.01.2016 and opened at 4.00 pm on the same date. All applicants are required to abide by the Empanelment Process as laid down.
3. The Bank depending on the suitability of the agency and its own needs and area of expertise may engage the Media Consultants for a specific period of proposed **30 days Radio Campaign in selected cities/stations.**
4. The Consultant/Agency will be required to follow professional ethics and regulatory rules/ laws, if any, while dealing with the Bank and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/ image of the Bank in any manner.
5. The Consultant/Agency should be sincere and prompt at call of the Bank. The execution of job is to be time bound and with all required information so as to avoid the delay or duplication. The Agency shall be required to deliver the goods even at the shortest notice and on holidays.
6. The Bank has every right to modify the Terms and Conditions at its sole discretion at any time without assigning any reason.
7. The Agency shall keep all the information of the Bank in confidence and shall not divulge/ divert the same to any outsider.
8. For any further information, you may contact Tel No: **033- 2231-9466**

### **Commercial Bid (Annexure C)**

- a) Annexure C should be properly filled up as per the Proforma.
- b) Separate Envelope Super-scribed "**Commercial Bid**" should be used for submitting the Commercial Bid.
- c) No Enclosure is required to be submitted alongwith Commercial Bid.

**Annexure B****Format of Application for Empanelment of Media Consultants**

1	Name of the Agency:	
2.i	Address of Registered Office/ Head Office: (with Telephone & Fax No.)	
2.ii	Address of Kolkata Office: (With Telephone No.)	
3	Contact Person / Mobile No:	i. Name: M: ii. Name: M:
4	E-mail Address:	
5	Year of Incorporation/ Establishment:	
6	Constitution of The Firm: (Public Ltd/Private Ltd/Partnership/ Proprietorship etc)	
7	Name of Proprietor/ Partners/ Directors: (Strike out whichever is not applicable)	i. ii. iii. iv.
8	PAN Card No:	
9	Service Tax Registration No:	
10	Experience in Details:	
11	Names of Major Clients: (certificates & testimonials to be enclosed )	
12	Details of Infrastructure available: a. In Kolkata:  b. At other Metros:	
13	No. of Branches and Professionals employed at each location:	i. Kolkata: ii. iii. iv.

14	Major Campaigns handled, if any:	
15	Any other information worth mentioning:	

I / We certify that the above statements are true and I / we undertake to submit any other testimonials certificates whenever called for in support of our statement. This application will not in any way construe as our claim for empanelment.

Authorised Signatory  
Designation:

Date:  
Place:

Seal

**Checklist for Enclosures**

1. Copy of Memorandum and Article of Association, Certificate of Incorporation, Certificate of Commencement of Business if a Limited Company/ Partnership Deed for Partnership concern, Trade License etc
2. Copy of Latest / Current IRS/TAM accreditation Certificate
3. Copy of Latest / Current Accreditation Certificate and/ or any arrangement for working with Prasar Bharati (Doordarshan & AIR)
4. Proof of empanelment with 2 PSUs / Commercial Banks/Corporate entities in India
5. Latest Income Tax and Sales Tax clearance certificates
6. Photocopy of PAN Card
7. Photocopy of Service Tax Registration Certificate
8. List of major clients with certificates / testimonials
9. Testimonials for experience in handling major campaigns, if any

**Format of Application for Empanelment of Media Consultants(Commercial Bid)**

<b><u>Name of the Media consultant</u></b>	<b><u>Amount to be Charged for consultancy for 30 days Radio campaign in selected cities/stations (In Rs)</u></b>