

Insurance Regulatory and Development Authority of India

Ref. No. IRDAI/ PP&GR/ Empanelment of AA/2022-23/2

29th July, 2022



Expression of Interest for Empanelment of Advertising Agencies - 2022

**Head Office : Policyholder Protection & Grievance Redressal Department,
Sy No. 115/1, Financial District, Nanakramguda,
Hyderabad 500 032.**

Disclaimer

The information contained in this Expression of Interest (Eoi) document or information provided subsequently to Agencies or applicants whether verbally or in documentary form by or on behalf of Insurance Regulatory and Development Authority of India (IRDAI), is provided to the Agencies on the terms and conditions set out in this Eoi document and all other terms and conditions subject to which such information is provided.

This EOI or its addenda, if any, is not an agreement and is not an offer or invitation by IRDAI to any parties other than the applicants who are qualified to submit the Application Documents ("Agencies").

The purpose of this EOI document is to provide Agencies with information to assist the formulation of their proposals pursuant to this EOI. This EOI document does not claim to contain all the information each Agency may require. Each Agency shall conduct its own investigations and analysis and shall check the accuracy, reliability and completeness of the information in this EOI and obtain independent advice from appropriate sources. IRDAI and/or its officers, employees make no representation or warranty and disclaim any liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI document.

IRDAI may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI document. IRDAI also reserves its right to reject all or any specific agency without any reason whatsoever.

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Application time Schedule

Details	Important Dates
Date of Advertisement	29 th July 2022
Date of availability of EOI document on IRDAI website	29 th July 2022
Date and time of pre submission meeting	10 th Aug 2022 (11.00 am)
Last date for receiving vendor pre submission clarifications in writing	11 th Aug 2022 (05:00 pm)
Date for hosting response to clarification on IRDAI website	12 th Aug 2022
Last Date and Time for receipts of Proposals	22 nd Aug 2022 (4.00 pm)
Time & Date of Opening Sealed covers	23 rd Aug 2022 (11.00 am)
Contact Address: Shri T. V. Rao, General Manager, Policyholder Protection & Grievance Redressal Department, IRDAI, Sy No. 115/1, Financial District, Nanakramguda, Hyderabad 500 032. Tel No. 040-20204109. Email: hod-cad@irdai.gov.in	

Expression of Interest for Empanelment of Advertising Agencies

1. Introduction

The Insurance Regulatory and Development Authority of India (herein after referred to as 'IRDAI') is the regulator and supervisor for Insurance Industry in India, established in the year 1999 under an Act of Parliament, to ensure protection of policyholders' interest as well as to promote orderly growth of insurance industry in India.

IRDAI desires to empanel advertising agencies having good track record for a minimum period of two years, which may be extendable for one more year, subject to performance, for meeting its awareness building, improving visibility and advertisement requirements. IRDAI will evaluate the applicants for the Empanelment of agency and will prepare a short list of five to six agencies based on performance parameters and information furnished in the application.

The services of advertising agencies involve conceptualizing, creating and releasing advertisements and creating and publishing other publicity material in print, electronic, internet, social and outdoor media at national and regional levels. The services of advertising agencies may also include professional services of agencies for production of short films, handling of social media accounts, organizing corporate events, campaigns, public relations, publishing an in-house magazine and in any other ancillary services connected to promotional and publicity activities.

2. Scope of work

IRDAI advertisement and publicity campaigns may amongst others, cover any or all of the following media forms:

- **Electronic:** television, radio, digital, mobile phone communication, etc.
- **Print:** newspapers (national and regional), magazines, coffee table books, pamphlets, leaflets, brochures, etc.
- **Internet and social media:** corporate website, YouTube, Facebook, Twitter and Instagram handles of IRDAI
- **Events:** stalls in exhibitions, backdrop and publicity in seminars, workshops, etc.
- **Outdoors:** posters, hand-outs, banners, hoardings, kiosks, display panels, etc.

The publicity campaigns will be carried out in Hindi, English, 13 Official Languages and any other local languages across various media as per the requirements of IRDAI. The detailed scope of work includes planning, conceptualization, preparing strategy, developing creative ideas, designing, scripting, developing and production of advertisements, films, publicity and other resource material, including but not limited to following activities:

- Publicity and awareness building work
- Audio and Video advertisement through TV commercials/promos, radio jingles and audio clips, documentaries, etc.
- Print advertisement of different sizes and languages (newspapers, tenders, notices, recruitment, financials, corporate publicity, product and services publicity, gazette notification, annual reports, etc.)
- Digital media advertising (websites, banners, e-mailers, social media networks, SMS,

etc.)

- Outdoor publicity (designing of hoardings, designing and printing of posters, banners, leaflets, stage backdrop, book design, calendars, brochures, pamphlets, statutory ads and page layout, etc.)
- Communication material for promotional and publicity programmes and managing events including press briefings
- Design and production of in-house journal/newsletters
- Making short films, animations, documentaries, jingles, TVCs, etc.
- Social media management (developing campaigns, designing artworks, posting updates and managing comments and reactions)
- Any other marketing and communication works assigned by IRDAI from time to time.

The agency should have capabilities of delivering through all these media with adequate experience in the field and should have good infrastructure and resourceful personnel including local language experts proficient in regional languages and dialects)

3. Eligibility Criteria

The Agency should qualify the following necessary eligibility criteria and possess the required experience, resources and capabilities in providing services necessary to meet the requirements indicated above in the EOI document. Agencies, which are not meeting the eligibility criteria will not be considered for further evaluation.

- a. The agency should be empaneled as multi-media agency for creative work with BOC – Category of A (erstwhile DAVP) with All India /Regional presence atleast in 4 states as on 29.10.21. The agency having membership of Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) or accreditation with Indian Newspaper Society (INS) shall be preferable.
- b. The agency should be a registered legal entity with relevant expertise & creative personnel and required infrastructure.
- c. The agency should have been in business for a minimum period of 5 years.
- d. The agency should have a minimum average annual income of Rs. 25 Crore and a minimum net worth of Rs.1 Crore in each of the last three (2019-20, 2020-21 & 2021-22) as per audited balance sheet.
- e. The agency should have experience of handling advertisement /awareness promotion in urban and rural areas.
- f. The agency should have the experience to get the films, animations, documentaries, jingles, TVCs, etc. done.
- g. The agency should have the experience of executing assignments for GOI/ State Govt/ PSU/ Regulatory Bodies and other corporate clients.
- h. The agency should have resources to manage social media handles and digital advertisements.
- i. The Agency should not be blacklisted/ disqualified/ de-empaneled in the last 1 year by any Central/State Government/Statutory Body / Public Sector Undertaking and not involved in any major litigation that may have impacted or compromised the delivery of services.
- j. The agency should not have defaulted in paying dues to media houses, Banks and Tax authorities.
- k. The agency should have the resources to handle multi-media, multi-lingual publicity campaigns with proficiency and proofreading facilities in major Indian languages

(Hindi, English, 13 Official Languages and any other local languages as per the requirements)

1. The agency should submit a declaration in the letterhead for the above (b to k) criteria.

4. Terms and Conditions

- 4.1 The agencies should adhere to all instructions and submit all relevant information and documents which have been specified in the EOI. Submission of applications which are not complying with the instructions will result in its rejection.
- 4.2 The applications shall be typed, office seal affixed and signed by the duly authorized person.
- 4.3 In case a subsidiary company desires to apply with the financial backing of the parent company, the parent company would have to give a written undertaking that the parent company shall bear all financial or contractual liabilities of the subsidiary company and authorize them to submit the application on their behalf for considering them for empanelment.
- 4.4 The agency shall bear all the costs associated with the preparation and submission of application and the costs, if any, including visits, for subsequent selection process. IRDAI will in no case be responsible or liable for these costs regardless of the conduct or outcome of the selection process.
- 4.5 Amendments to this EOI document may be issued by IRDAI at any time, prior to the deadline for submission. Such amendments will be posted in IRDAI's website in the form of Addenda/Corrigenda. The amendments, if any, to the EOI shall be deemed to form an integral part of EOI from the date of issue and shall be binding on the agencies.
- 4.6 IRDAI reserves the right to accept or reject any proposal and annul the EOI process and reject all applications at any time prior to empanelment of agencies, without thereby incurring any liability to the affected agency/agencies or any obligation to inform the affected agency/agencies of the ground for IRDAI's action. IRDAI also reserves the right to re-issue the EOI without the agencies having right to object such re-issue.
- 4.7 The shortlisted agencies, to be called as Empaneled Agencies, shall be required to enter into requisite Agreement(s) with IRDAI, within 15 days of the order (when provided) or within such extended period as may be specified by IRDAI. IRDAI has the right to cancel the shortlisted agency if the contract is not executed within a period of 15 days from the date of order, unless otherwise extended by IRDAI. The form/agency will not receive any remuneration in connection with the assignment except as provided in the aforesaid agreement.
- 4.8 IRDAI will release creative brief for any specific project and will invite limited applications from empaneled agencies for the specific projects. The selection of agencies for these projects will happen on the basis of presentation made by Agencies in front of the Implementation Committee and/or the creative and commercial provided by the agencies for the project.
- 4.9 A separate project contract/work order will be signed for each project. Rates for publication in newspapers, periodicals & publications will be as per DAVP rates applicable at the time of advertisement.
- 4.10 Empanelment does not guarantee allocation of work. The timeline for various assignments associated with the allocated work shall be intimated along with the

creative brief for the work.

- 4.11 **All Intellectual Property Rights in the planning, preparing strategy, developing creative ideas, developing and advertisements produced, publicity and other resource material, etc. made in the course of performance of services by the empaneled agencies or its personnel involved in the task of IRDAI shall absolutely belong to IRDAI.** The agency will be required to submit each artwork used in the format used originally for creation of the art work (master file) such as AI, CDR, AVI, FCP, and other such formats as the case may be, in addition to submitting PDF, MP4, MP3, etc. This artwork will have to be submitted along with the bill. The advertising agency will be solely responsible for copyright issues concerning usage of images, footage, text material, etc. obtained through various sources. IRDAI will not be a party to any dispute arising out of copyright violation by the agency. The agency shall furnish an undertaking that no artwork is replicated at any other agency.
- 4.12 IRDAI will not make any advance payment. Payment shall be released after the execution of the project contract/work order as required by IRDAI. Agency should raise the invoice post execution of project contract in the name of IRDAI. All applicable taxes including GST, etc. will be deducted at source (TDS) from the final bills as required under Income Tax Act.
- 4.13 If the deliverables are not found to be of good quality, IRDAI will have the right to make suitable deductions from the payable amount or reject the media payment bill to the agency on its sole discretion, in addition to other remedies including claiming of damages. The decision of IRDAI in this regard will be final.
- 4.14 The empaneled agency shall not assign the work, whole or in part, to any other agency, even its own subsidiary or parent agency, to perform its obligation under the work order, without prior consent of IRDAI.
- 4.15 The empanelment of agencies so selected will be for a period of two years extendable by one year based on performance. The performance of the advertising agencies will, however, be reviewed at the end of first year and in case of unsatisfactory performance, the empanelment is liable to be terminated. The agreement may be terminated by either party by giving not less than one month's notice to the other party.
- 4.16 The advertising agency shall observe the laws of the land applicable and the rules or code of Advertising Standard Council of India/Advertising Agencies Association of India/Indian Newspaper Society or rules prescribed by Prasar Bharti or any other law in force as applicable.
- 4.17 The advertising agency shall indemnify IRDAI and keep it indemnified against any loss, claims, demands, actions, proceedings, damages, costs, charges and expenses which may be made or brought or commenced against IRDAI for any act contrary to the provisions of this agreement or due to or resulting from breach of any agreement between the advertising company and any other person or organization relating to the media and publicity work undertaken on behalf of IRDAI.
- 4.18 The advertising agency shall obtain all necessary registration(s)/ permission(s)/ license(s), etc. which are/may be required under media or other legislation(s) for providing services. The agency shall not copy the IPRs of any other agencies in the artwork carried out to IRDAI without the prior approval of the concerned agency as

per the applicable norms, if any.

- 4.19 All technical particulars/data supplied by IRDAI to the agency are to be kept confidential and no part of it should be shared with anyone other than the authorized persons, without prior written permission from IRDAI.

5. Earnest Money Deposit (EMD).

- 5.1 Every applicant has to submit EMD of INR. 1,00,000/- (Indian Rupees – One lakh only) along with the EOI. Any application without any EMD shall not be considered for evaluation or further process.
- 5.2 The EMD shall be paid only by **Demand Draft/ Pay Order** drawn in favour of “Insurance Regulatory and Development Authority of India” payable at Hyderabad.
- 5.3 The EMD shall not carry any interest.

Refund of EMD

- 5.4 EMD of the successful applicant shall be refunded only six months after expiry of empanelment.
- 5.5 EMD will be refunded to those applicant firms which are not shortlisted in the Pre-Qualification bid for EOI and the unsuccessful EOI agencies within 30 days from close of empanelment process.

Forfeiture of EMD

- 5.6 The EMD made by the applicant shall be forfeited:
- a) If they withdraw the EOI after acceptance by IRDAI or
 - b) Withdraw the EOI before the expiry of the validity period of the tender or violates any of the provisions of the terms and conditions of the tender or
 - c) During the EOI process if an applicant indulges in any such activity as would jeopardize the EOI process, or

The decision of IRDAI regarding forfeiture of the EOI EMD shall be final and shall not be called into question under any circumstances.

6. Submission of EOI

- 6.1 The application documents (Pre-qualification criteria template, all Annexures (including 1 to 6) to the Expression of Interest shall be uploaded on the Central Public Procurement portal, <http://eprocure.gov.in> only.
- 6.2 The Agency/organization shall upload documentary evidence for all the claims/certifications made.
- 6.3 Each page of the documents submitted in the EOI shall be initialed by an authorized official along with their Company seal.
- 6.4 On request, original documents shall be produced failing which the EOI is liable for rejection.

7. Place and Time of Submission

- 7.1 **The EOI shall be uploaded on Central Public Procurement Portal <http://eprocure.gov.in> only.**
- 7.2 EOI shall be submitted by 04:00 pm on 18/08/2022. IRDAI shall not be responsible for delay in submission of the EOI under any circumstances. If the last date for submission of EOI is declared a holiday by the authorities, then the

same may be submitted on the next working day before 04:00 pm.
7.3 All amendments, extensions, clarifications etc will be uploaded by IRDAI on the <http://eprocure.gov.in> portal only.

8. Submission of Application

- 8.1 Application once submitted cannot be withdrawn by the agency and the same will be treated as final. Proposals shall remain valid for a period of 90 days from the last date of submission of the EOI.
- 8.2 The application along with **Demand Draft for EMD** should be submitted in sealed envelope duly superscribing "EOI for Empanelment of Advertising Agencies" and should be submitted to the General Manager, Policyholder Protection & Grievance Redressal Department, IRDAI, Sy No. 115/1, Financial District, Nanakramguda, Hyderabad 500 032 on or before 04.00 pm on 22/08/2022.
- 8.3 IRDAI may, at its discretion, extend the last date for the submission of applications, in which case, all rights and obligations of IRDAI and the agencies will thereafter be subject to the deadline as extended.
- 8.4 A pre-submission meeting will be organized at 11.00 am on 10/08/2022. The general queries will be addressed in this meeting. Agencies may also send queries by email to hod-cad@irdai.gov.in. No queries of any kind will be entertained after 05.00 pm on 11/08/2022. The consolidated responses to queries will be posted on www.irdai.gov.in by 04.00 pm on 12/08/2022.
- 8.5 Any application received by IRDAI after the deadline for submission (i.e. 22/08/2022) will be rejected and returned unopened to the sender.
- 8.6 The sealed tenders will be opened at 11.00 am on 23/08/2022 in the presence of agencies/ their authorized representatives who choose to be present.
- 8.7 Any attempt by the agencies to influence IRDAI in submission, evaluation or contract award decision may result in the rejection of the agency's proposal. IRDAI's decision will be final and will be binding on all agencies.

9. Evaluation Methodology

- 9.1 IRDAI will examine the application to determine whether the documents submitted are complete, whether required information has been provided as underlined in the EOI response documents, whether the documents have been properly signed, and whether response to EOI is generally in order. Only those Agencies which comply with the Eligibility Criteria will be taken up for further evaluation.
- 9.2 The evaluation process would consider whether the Agency has requisite prior experience and expertise in terms of resources and profile to address IRDAI's requirements and objectives. The evaluation process will gauge the extent of thought process that has gone behind the preparation of the EOI response, the degree of clarity, understanding of IRDAI's stated objectives and the level of commitment exhibited by the Agencies.
- 9.3 IRDAI may waive any minor formality, non-conformity or irregularity in the response to EOI that does not constitute a material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.
- 9.4. An Implementation committee constituted by IRDAI will evaluate the applicants for the Empanelment of Agency and will prepare a short list based on performance parameters and information furnished in the application. The Agency will be

evaluated at the first instance on the basis of the minimum eligibility criteria as indicated in Section on Qualifying Criteria. The Evaluation/ Selection process of agency shall have two stages: (i) Stage I: 70 Marks (ii) Stage II: 30 Marks

9.5 Stage I: Evaluation of agencies on the basis of submitted the proofs/documents/ certificates:

Sl. No.	Technical Parameters	Maximum Marks	Marks obtained
(i)	Financial Income	10	
	(a) Between 25 crore & 50 Crores	4	
	(b) Between 51 crore & 100 Crores	6	
	(c) 101 Crores and above	10	
(ii)	Number of clients having value more than Rs.10 lakh from a single client – Banks/ FIs/ PSUs each year	10	
	(a) 2 to 3 clients	4	
	(b) 4 to 5 clients	6	
	(c) 6 clients and more	10	
(iii)	Organizational set-up of Agency	10	
	(a) Having Office in Hyderabad Number of offices other than Hyderabad	5	
	(b) 2 to 4 Offices including Hyderabad	7	
	(c) More than 4 Offices including Hyderabad	10	
(iv)	Staff strength	10	
	(a) Upto 25 staff	4	
	(b) 26 to 50 Staff	6	
	(c) 51 Staff and above	10	
(v)	Handled as clients Government/ PSU/ Banking & Financial Institutions Accounts during last 5 year	12	
	(a) Upto 5 Clients	4	
	(b) 6 to 10 Clients	8	
	(c) 11 Clients and above	12	
(vi)	Specialization/ Experience	18	
	(a) Upto 5 years	10	
	(b) 6 to 10 years	14	
	(c) 11 years and above	18	

9.6 Out of the total applications received, only top 8 - 12 agencies scoring highest marks would qualify for Stage II evaluation. The Implementation Committee, after evaluation of all the applications on the basis of qualifying criteria as laid down in para titled “Qualifying Criteria” below shall recommend the advertising agencies that could be called for presentation before the Implementation Committee.

9.7 Stage II: Presentation and discussion with the short-listed advertising agencies: During the presentation, the Implementation Committee will evaluate the agencies on the basis of following criteria (Maximum 30 Marks):

- Insurance sector Knowledge - Understanding of products and category dynamics - Understanding of Business Environment, Rules & Regulations -

Grasp of Competitive Environment.

- Visibility Insight - Understanding of IRDAI Positioning - Points-of-view regarding awareness, policyholder and business issues.
- Visibility Recommendations - Creative ideas that are relevant, solution-oriented and inspiring - Campaign to keep the essence and spirit of Visibility alive across media
- Agency Capability - Capability to undertake all media related jobs vis. Print Media, Electronic Media, Events & Exhibition etc. - Network Strength - Client List - Manpower & Talent Pool.

9.8 The shortlisted agencies will thereafter be called to make a creative presentation on a given brief to the Publicity committee of IRDAI, who will make the final selection. The Publicity Committee will recommend to the Authority the names of the advertising agencies, whose decision will be final.

9.9 The shortlisted agencies will be informed through IRDAI website.

10. Awarding of Works to Empaneled Advertising Agency

- 10.1. IRDAI shall invite the agencies empaneled by floating a limited RFP, as per the organizational requirements, as and when required, as per given date and time schedule.
- 10.2. IRDAI shall carry out detailed evaluation of such received proposal on technical and financial aspect to arrive at best selected Advertising Agency for that work.
- 10.3. IRDAI shall select and enter into specific contract with identified Advertising Agency on basis of scope, deliverables, terms and conditions. The selected Advertising Agency shall be responsible and bound by that contract for successful execution of the work. The Advertising Agency would be required to develop a specimen/artwork of the required Advertising Agency material before going for final Advertising Agency.
- 10.4. The Advertising Agency shall be solely responsible for compliance with the provisions of all central and state laws, various taxes (GST, Income tax, sales tax, service tax, etc.), labour and industrial laws, such as minimum wages, compensation, EPF, Bonus, Gratuity, etc. relating to persons deployed for providing services to IRDAI.
- 10.5. IRDAI reserves right to approach vendors outside the panel of empaneled vendors in absence of proper response from empaneled partners.

11. Confidentiality: Both the parties shall take all reasonable steps to minimize the risk of disclosure of confidential information. In case of breach of confidentiality IRDAI reserves the right to take corrective steps including but not limited to black listing Agency/Vendor.

Annexure 1: Application Form

(On Agency's Letter Head) Date: dd/mm/yyyy

To

The General Manager
Policyholder Protection & Grievance Redressal Department,
Insurance Regulatory and Development Authority of India,
Sy No. 115/1, Financial District, Nanakramguda,
Hyderabad 500 032

Dear Sir

Re: EOI for Empanelment of Advertising Agency by IRDAI.

We have gone through the invitation for Expression of Interest (EOI) dated JULY, 2022 and the details posted on the IRDAI's website. We hereby submit our application for empanelment of advertising agency by IRDAI and we agree to offer media and advertisement related services to you as per the terms and conditions specified in the EOI and to abide by the terms and condition specified therein.

While submitting this Application, we certify that the information/data/particulars furnished in our application are factually correct.

If our Application is accepted, we undertake, to start the work at national and at regional level as per the job assigned by IRDAI through RFP.

We understand that IRDAI reserves the right to accept or reject any or all applications at any time without assigning any reasons.

It is confirmed that we have not been blacklisted by IRDAI or any other organization where we worked with earlier. Further, if any of the partners/directors of the organization/firm is blacklisted or having any criminal case against them, our EOI shall not be considered. At any point of time, our company/firm/and/or any of its partner/director is blacklisted by any organization, IRDAI shall have the right to terminate the contract with us.

Yours sincerely,

Signature of Authorized person

Name and Designation of Authorized Person: [In full and initials]: Name of Company/Firm:

Address

(Please affix rubber stamp of your company)

Annexure 2: Agency Information

S. No.	Particulars	Details
1	Agency details	
1.1	Name of the Agency	
1.2	Corporate Office Address	
1.3	Contact Person in Hyderabad	
1.4	Phone No.(landline/Mobile)	
1.5	Email address	
1.6	Date of incorporation	
1.7	Status of the Agency (public Ltd./Private Ltd. Co. etc.)	
2	Financial and personnel	
2.1	Minimum income of the company in the last 3 years	
2.2	Minimum income in advertising and PR business of the company in the last 3 years (<i>Provisional if not finalized yet for 2021-22</i>).	
2.3	Balance Sheet (Attach Audited Balance Sheet and Profit & Loss accounts for last 3 years — 2019- 20, 2020-21 & 2021-22) (<i>Provisional if not finalized yet for 2021-22</i>).	
2.4	Minimum networth in the last three years (2019-20,2020-2021 and 2021	
2.4	Minimum Operating Profit of the company in the last 3 years (<i>Provisional if not finalized yet for 2021-22</i>).	
2.5	No of personnel employed in Hyderabad office	
2.6	No of office location and Places	
3	Accreditation/Membership Details	
3.1	Indian Newspaper Society (INS)	
3.2	Prasar Bharati	
3.3	Advertising Standards Council of India (ASCI) or	
3.4	Advertising Agencies Association of India (AAAI)	
3.5	Provisionally Empaneled Multi-Media Agencies for creative work with BOC (earlier DAVP) - category A	
4	Valid registration Numbers	
4.1	GST	
4.3	Permanent Account Number	
4.4.	Trade license number	
5	Details of top three completed projects in the last two years	
5.1	Project Name (i)	
5.1.i	Name of the project	
5.1.ii	Client Name and address:	

5.1.iii	Approximate cost of contract in rupees	
5.1.iv	Client contact/reference person(s):	
5.1.v	Telephone, Facsimile, Mobile Phone	
5.1.vi	Email address	
5.2	Project Name (ii)	
5.2.i	Name of the project	
5.2.ii	Client Name and address:	
5.2.iii	Approximate cost of contract in rupees	
5.2.iv	Client contact/reference person(s):	
5.2.v	Telephone, Facsimile, Mobile Phone	
5.2.vi	Email address	
5.3	Project Name (iii)	
5.3.i	Name of the project	
5.3.ii	Client Name and address:	
5.3.iii	Approximate cost of contract in rupees	
5.3.iv	Client contact/reference person(s):	
5.3.v	Telephone, Facsimile, Mobile Phone	
5.3.vi	Email address	

Date:
Place:

Signature of Authorized Person:
Name:
Designation:

(Please affix seal of the Company)

Annexure 3: Eligibility Criteria Response (Please tick mark the appropriate column)

S. No.	Requirement	Available	Not available
1	Provisionally Empaneled Multi-Media Agencies for creative work with BOC (earlier DAVP) - category A,B or C		
2	Membership of Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) (preferable)		
3	Registered legal entity having full-fledged office & creative personnel and required infrastructure		
4	Agency should have been in existence for minimum 5 years Minimum average annual income of Rs.25 Crore Minimum net worth of Rs.1 Crore 2019- 20, 2020-21 & 2021-22) (Provisional if not finalized yet for 2021-22) and All India /Regional presence atleast in 4 states.		
5	Self declaration stating the capabilities of the agency to deliver campaign focused on urban and rural areas in major Indian languages		
6	Self declaration stating the capabilities of the agency to make films, animations, documentaries, jingles, TVCs, etc.		
7	Self declaration stating the capabilities of the agency to manage social media handles and digital advertisements.		
8	Self declaration of not being blacklisted in the last 1 year by any Central/State Government/ Public Sector Undertaking		
9	Self declaration of not having defaulted in paying dues to media houses, Banks and Tax authorities.		

Annexure 4: List of Documents to be Enclosed

1. Brief profile of the advertising agency, profile of management team, senior executives, creative personnel, experience in the field, etc. in addition to details provided in Annexure 2.
2. Registration certificate of incorporation
3. Organizational structure of the agency including All India /Regional presence atleast in 4 states.
4. Details of accreditation/membership with BOC (DAVP)/ INS/ AIR/ Prasar Bharti/ ASCI/ AAAI, etc. documentary proof along with current status.
5. Details of membership with any other professional organization/association
6. Solvency certificate from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. **2019- 20, 2020-21 & 2021-22** (*Provisional if not finalized yet for 2021-22*).
7. Copies of income tax/service tax returns of the last three years certified by Chartered Accountant
8. Details of agency's annual business for the past two years with major media houses such as The Times Group, The Hindustan times, The Indian Express Group, Doordarshan, CNBC TV16, Zee Group, Sony group, etc.
9. Experience in awareness advertising and promotion work done in rural areas. (Attach relevant documents)
10. List of clients (Government, Public sector undertaking, Private sector, etc.) and reference credentials from at least three active clients.
11. Details of experience in any other mode of advertising, awareness campaign and publicity.
12. Self-declaration of not being blacklisted in the last 1 year by any Central/State Government / Public Sector Undertaking
13. Self-declaration of not having defaulted in paying dues to media houses, banks and tax authorities.
14. Self-declaration stating the capabilities of the agency to deliver campaign focused on rural masses/areas in major Indian languages.

Annexure 5: Declaration for Relation in IRDAI

(To be typed and submitted in the Letter Head of the Company/Firm of Agency failing which the offer of Agency is liable to be summarily rejected)

To
The General Manager
Policyholder Protection & Grievance Redressal Department,
Insurance Regulatory and Development Authority of India,
Sy No. 115/1, Financial District, Nanakramguda,
Hyderabad 500 032

Dear Sir,

Sub: Declaration for relation in IRDAI

Ref: EOI No. _____

I/We hereby submit the following information pertaining to relation/relatives of Proprietor/Partner (s)/Director(s) employed in IRDAI.

Tick(√) any one as applicable:

1. The Proprietor, Partner(s), Director(s) of our Company/Firm DO NOT have any relation or relatives employed in IRDAI

OR

2. The Proprietor, Partner(s), or Director(s) of our Company/Firm have relation/relatives employed in IRDAI and their particulars are as below:

(i)

(ii)

Signature of the Authorized Signatory

Note:

1. Attach separate sheet, if necessary.

2. If it comes to the knowledge of IRDAI at a later date that the information furnished by the Agency is false, IRDAI reserves the right to take suitable action against the Agency.