

BID DOCUMENT

TENDER SCHEDULE FOR EMPANELMENT OF OUTDOOR MEDIA ADVERTISING AGENCIES

Tender Notice No.004742/Advt.II/2016

Last date for submission of Sealed Tenders 30-9-2016 (1 PM)

Sl. No. :
Name of the Firm :
Date of Issue :
Signature with stamp :

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**Government of Andhra Pradesh
Office of the Commissioner,
Information & Public Relations Department
State Guest House Premises
Gopalreddy Road, Suryaraopet,
Vijayawada.**

Rs.1000/-

**GOVERNMENT OF ANDHRA PRADESH
DEPARTMENT OF INFORMATION & PUBLIC RELATIONS :
VIJAYAWADA.**

Tender Notice No.004742/Advt./2016.

Dt. 14-09-2016.

TENDER NOTICE

Sealed Tenders are invited from experienced and eligible Outdoor Publicity agencies/ firms etc. for empanelment with I&PR Dept. for a period of One year from the date of empanelment/ agreement, to carryout the publicity campaign by outdoor media through following categories :

Category-I : Hoardings (Vinyl, Lit Vinyl, Uni-pole), Central Median Boards, Police Umbrellas/Booths, Bus Shelters (Vinyl, Frontlit, Backlit and Model) – (EMD - Rs.2 lakhs, Annual Turnover – Rs.2 crores each year for the last 3 years)

Category-II : APSRTC Ordinary Buses (Palle Velugu, Express), Special Type Buses (Delux, Super Luxury), City Buses (Vijayawada & Visakhapatnam), Back Seat Panels of APSRTC Buses, Bus Interiors (Metro Express, Metro Delux & AC Buses), Grab Handles in APSRTC Buses, Wall Boards (Inside Bus Stations & Railway Stations), Train Coaches (Exterior & Interior), Airport Media (Wall Mount unit, Bill Boards & Flag Poles), APSRTC Bus Tickets (Backside), Meeseva Receipts (Backside 100% and Frontside 25%), Electricity bills (Backside), LPG Bills - (EMD - Rs.2 lakhs, Annual Turnover – Rs.2 crores each year for the last 3 years).

Category-III : Flex Wall Hangings, Pillar Boards, Auto Rickshaw Backs, Wall Paintings - (EMD - Rs.1 lakh, Annual Turnover – Rs.50 lakhs each year for the last 3 years)

The sealed tenders for each media separately should reach the O/o. Commissioner, Information and Public Relations Dept., State Guest House Premises, Suryaraopet, Vijayawada on or before 1.00 PM on 30-09-2016. The sealed covers received will be opened by the Tender Committee at 3.00 PM on 30-09-2016 in the presence of tenderers or their authorised representatives present at that time in the O/o. Commissioner, Information and Public Relations, Vijayawada.

The interested parties can obtain the tender schedules for each media separately which include terms and conditions on written requisition from the O/o. Commissioner of Information and Public Relations, Vijayawada from 16-09-2016 to 29-09-2016 during working hours on payment of non-refundable fee of Rs.1,000/- per each tender schedule in shape of Demand Draft drawn in favour of the Accounts Officer, I&PR Dept., Vijayawada. For further details can be viewed in the website www.ipr.ap.nic.in

**Sd/-
Commissioner**

ANNEXURE
TERMS AND CONDITIONS

1. I&PR Department execute Outdoor Publicity through Outdoor Advertising Agencies located in 13 districts of AP and Hyderabad GHMC limits. These agencies are divided into three categories:

CATEGORY-I: General outdoor media viz. Hoardings (Vinyl, Lit Vinyl, Uni Pole), Central Median Boards, Police Umbrellas & Booths, Bus Shelters (Vinyl, Frontlit, Backlit, Model).

EMD : Rs.2,00,000/- (Rupees two lakhs only)

CATEGORY-II: Agencies with sole concessionaire by APSRTC/ Railway/ Airport/ AP Online/ Mee-Seva authorities: APSRTC Ordinary Buses (Pallevelugu, Express), Special Type Buses (Deluxe, Super Luxury), City Buses (Vijayawada, Visakhapatnam), Back Seat Panels of APSRTC Buses. Bus Interiors (Metro Express, Metro Deluxe & A/C Buses), Grab Handles in APSRTC Buses, Wall Boards (Inside Bus Stations & Railway Stations), Train Coaches (Exterior & Interior), Airport Media (Wall Mount Unit, Bill Boards & Flag Poles), APSRTC Bus Tickets (Back Side), Mee-Seva Tickets (Back side 100% & Front Side 25%), AP Online Tickets (Back side 100% & Front Side 25%), Electricity Bills (Back Side) / LPG Bills etc. Any other Sole concessionaire/Outdoor Media formats.

EMD : Rs.2,00,000/- (Rupees two lakhs only)

CATEGORY-III: Flex Wall Hangings, Pillar Boards, Auto-Rickshaw backs, Wall Paintings.

EMD : Rs.1,00,000/- (Rupees one lakh only)

2. All documents relating to bid shall be in English only.
3. The details related to the eligibility criteria of the agencies, general terms and conditions and the prescribed application format may be downloaded from the I&PR website www.ipr.ap.gov.in. The cost of tender document is Rupees 1,000/- (non-refundable). The mode of payment must be by Demand Draft drawn in favour of Accounts Officer, I&PR Department, payable at Vijayawada along with downloaded tender document from the website at the time of submission of bid.
4. The EMD to a tune of Rs.2,00,000/- (Rupees two lakhs only) each for Category-I and Category-II and Rs.1,00,000/- (Rupees one lakh only) for Category-III, each media format separately should be accompanied by quoted tender in the form of Account payee Demand Draft in favour of Accounts Officer, I&PR Department, Vijayawada. Tender not accompanied by EMD will be summarily rejected. No exemption is allowed in this respect.

Signature of the Bidder with Seal

5. The EMD will not carry any interest. The EMD of the unsuccessful bidders will be refunded only after finalization of Tenders. The I&PR dept shall not be responsible for any delay in refund of EMD due to any reason in finalizing Tenders i.e., Administrative reasons/ Court Directions etc. The EMD of the successful bidder will be adjusted towards security deposit payable to the department.
6. The empanelment period/ term will be for one year from the date of finalization of tender.
7. The bidder should submit the statement of financial turnover of outdoor media of company with minimum turnover for Category I & II : Rs.2,00,00,000/- (Rupees Two Crores Only) and for Category III : Rs.50,00,000/- (Rupees Fifty lakhs only), of every year for the last three financial years i.e. 2015-16, 2014-15 , 2013-14 duly certified by the Chartered Accountant.
8. The tenderers shall also enclose the Income Tax Assessment certificate for the last three financial years i.e. 2015-16, 2014-15, 2013-14 issued by the Income Tax Department along with financial turnover of last three years, otherwise the tenders will be summarily rejected.
9. The bid of the agency who has not submitted appropriate technical bid/financial bid will be summarily rejected and no further correspondence will be entertained in this matter.
10. The bidders should quote **Technical bid** and **Financial bid** separately in separate sealed covers. **Both covers are to be properly sealed and put in Master Envelope.** This envelope is to be sealed and super-scribed as **“Tender for Empanelment of Outdoor Media Advertising Agencies - 2016”** Name and address of the Agency is to be mentioned on each cover. The Envelopes which are not sealed will not be accepted.

Technical Bid - Cover A: Technical bid should contain documents like i) EMD ii) Firm Registration Certificate iii) Turnover Statement certified by Chartered Accountant iv) Experience Certificate v) Permanent Account Number (PAN) vi) Service Tax Registration Certificate issued by Service Tax Department Office Situated in the state of Andhra Pradesh (those bidders that become eligible for empanelment as per prescribed terms and conditions will be considered for Registration of Service Tax in Andhra Pradesh within next three months from the date of finalization of tender) vii) Bank Statements and viii) Income Tax returns in the name of the Company, ix) CA certified balance sheet. Where an agency is a Private Limited Company, the registered Article of Memorandum of Association and if a partnership firm, the registered partnership deed should be provided along with any other documents considered necessary. The agency should furnish an undertaking that all the details submitted by it in the application form are true and correct. All the documents submitted by the agency are self attested with office seal. (Annexure A)

Signature of the Bidder with Seal

Financial Bid - Cover B: Financial Bid should contain the rate/rates quoted including all taxes except Service Tax if applicable by the agency in the prescribed proforma (Annexure B).

11. The advertisement rights under Category-II are related to a specific media in a specified city/area. The agency awarded the contract under this category, enjoys the sole right to advertise in the given media in the city/place/area. The other competing agencies are not awarded contract for the same media in the same city/place/area. Contract authorization of Outdoor Advertising agencies with APSRTC/Railways/Airport/Meeseva etc authorities concerned along with copy of agreement shall have to be furnished indicating the details of Districts/Zones covered, no. of buses in the district/no. of coaches in trains etc. The sole right holding agencies should furnish documentary evidences/agreements etc. indicating validity.
12. Before submission of the tender, bidders are required to make themselves fully conversant with terms and conditions, so that no ambiguity arises at a later date in this respect.
13. The tender schedules will be issued during office hours from 16-9-2016 to 29-9-2016. The last date for receipt of sealed tenders is upto 1 PM on 30-9-2016.
14. The tenders will be opened by the Tender Committee in the O/o. Commissioner, I&PR Dept, State Guest House Compound, Vijayawada at 3 PM., on 30-9-2016. The Bidder or any of his/her authorized representative holding authorization letter, who wish to be present at the time of opening of tenders, shall attend the opening of tenders.
15. In the event of the date specified for receipt and opening of tender being declared as an unscheduled holiday, the due date for submission of tenders and opening tenders will be on the following working day.
16. If tenderers are not qualified in the Technical bid, then the financial bid will not be opened.
17. The lowest rate quoted among the eligible bidders will be taken as the approved rate and all the other bidders should accept the said lowest approved rate for empanelment.
18. The Commissioner, Information & Public Relations Dept. has full right to reject/ cancel/ postpone the tenders without assigning any reasons.
19. The Commissioner, Information & Public Relations Dept. has full right to negotiate the rates with the lowest rates quoted by the tenderer.
20. In case of failure or refusal or delay leading to the withdrawal of work done by the empanelled agency, the EMD shall be forfeited.

Signature of the Bidder with Seal

21. If the contract period of the agency with APSRTC Authorities/ Railway Authorities is expired/ forfeited in between the empanelment period, then the advertisement agency newly entered into contract will automatically take place in the panel and they have to furnish the EMD as applicable for respective category, subject to fulfilment of other eligibility criteria as mentioned in the empanelment tenders.
22. The bidders should have experience in the similar media in Government either State or Central or Government undertaking and produce the earlier work orders.
23. The tender committee will recommend the rate of the media after negotiations for finalization by the Commissioner, Information and public Relations Department.
24. The Commissioner, I& PR Department reserves the right to remove any such agency from the empanelled list, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
25. The agency will be removed from empanelled list in the following cases:
 - i) when tenderer withdraws or modifies the offer after opening of the tender.
 - ii) when the tenderer fails to commence / comply of work order within the prescribed period.
 - iii) when information / certificates / documents furnished are found to be false at any stage.
26. I & PR Dept. shall not make advance payments/part payments to the advertising agency for any of the work assigned by the department. The payments shall be released against the bills received from the agency after completing the works prescribed in the work orders and subject to availability of the budget only.
27. The department may empanel more than one Advertising Agency in any media and shall be free to give work orders through any one or more of them.
28. The Advertising Agency must have a full fledged functional office at Vijayawada or at any district of AP with valid Address Proof to be submitted. This department allows other state firms for 30 days time period to register their firms in Andhra Pradesh State.
29. The Outdoor media/hoardings bidders should have hoardings in their name and same should be located in the State of Andhra Pradesh with documentary evidence issued by concerned authorities.

Signature of the Bidder with Seal

30. All the documents attached with tender application must be signed along with office seal by authorized signatory of agency.
31. Tenure of Rates: The approved rates shall be valid for a period of one year and are extendable for a period of one year or till next rate fixation, whichever is earlier.
32. Cost of flex materials / printing / labour charges / mounting/ fixing for any further changes of displays within the work order period will be paid by the department on the vinyl/ flex rate finalized in the tenders.
33. Maintenance cost, electricity charges including wiring, replacement of tube lights etc., shall be borne by the Agency during the entire period of contract.
34. Agency is responsible for obtaining necessary permission, payment of taxes to the local Municipal Corporation, Municipalities / Local Bodies, etc. adherence to rules framed by the Govt. / local authorities from time to time.
35. All taxes excluding Service Tax / Fee / Levy / cess imposed by the Govt., local authorities shall be borne by the agency.
36. During the work order period, the agency should take care of proper maintenance of the display material with proper care.
37. In the event of the display unit being destroyed, damaged or defaced for any reason, the agency is responsible to undertake re-erection / repair of the same during the period of work order within 3 days.
38. In the case of any damage to the media unit(s) due to any reason the outdoor publicity agency shall have to re-display the messages/designs with its own cost immediately except natural calamities.
39. The agency has to display/ fix the advertisement within 3 days (max) from the date of placing the work order.
40. The empanelled agency should have ample manpower network to complete work within time frame.
41. The works will be allotted to the empanelled agencies by taking into consideration of the previous experience, etc., at the rate approved in the tender. The Commissioner, Information & Public Relations Department has powers to allot the work as per the lowest rate quoted to the other eligible bidders at his discretion.
42. All the eligible bidders who fulfilled the terms stipulated in the eligibility criteria will be placed in the Department panel list.

Signature of the Bidder with Seal

43. The media during work order period shall not be changed/altereD/transferred until the completion of work order period.
44. Tenders received after the due date and time will not to be considered. For any query or clarification, the interested agencies my meet the undersigned before submitting the tenders.
45. The agencies black listed by other government organisations / autonomous bodies will not be considered for empanelment.
46. The Commissioner, Information & Public Relations Department reserves the right to reject any or all proposals. He reserves the right not to include Bidder in the final short-list, if found to have furnished wrong details / documents, at any point of time.
47. At any time prior to the deadline for submission of proposals, I&PR Department may for any reason modify the Tender Document by issuing an addendum. Any Addendum thus issued shall become part of the Tender Document and will be communicated through Email to all purchasers of the Tender Document and will also be posted on the website of the department. To provide reasonable time to the Bidders to take an addendum into account while preparing their proposals, the deadline for submission of proposals may be extended, at the discretion of the department.
48. The empanelment of Agencies selected would be valid for a period of one year from the date of empanelment. However, the empanelment period will depend upon the performance of the Agency i.e., quality of the job, timely completion of the job and maintenance of other terms & conditions of the work order and Tender Notice. In the event of any violation of these or on being found the Agency is not performing the job satisfactorily, the department may impose penalty as it may deem fit and may even terminate the contract and cancel the empanelment.
49. The Commissioner, Information & Public Relations, Government of Andhra Pradesh, Vijayawada reserves all the rights to extend/ postpone / cancel / reject / negotiate at any time/stage without assigning any reason thereon and no further correspondence will be entertained.
50. The bidders should specifically mention all the details whatever applicable in Specimen Proforma being supplied by this department along with documentary evidence issued by concerned authorities to the effect that the above media units are of the tenderers own.
51. Certificates of the DPROs/ADs/DDs concerned as per the work orders for the display work done shall be produced within the stipulated time.
52. All the disputes are subject to the jurisdiction of High Court of Judicature at Hyderabad for the State of Andhra Pradesh and Telangana.

Sd/-
Commissioner

Proforma for Technical Bid

**Empanelment of Outdoor Media Advertising Agencies in
I&PR Department, Government of Andhra Pradesh.**

APPLICATION FORM

Sub: Tender for "Empanelment of Outdoor Media Advertising Agencies.

1.	Name & Address of the Firm Tel/Fax/email details	:	
2.	Is your firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose Certificate	:	
3.	Details of Income Tax Registration. Enclose IT Clearance / PAN details	:	
4.	Service-Tax Registration details & enclose copy of latest service tax clearance certificate	:	
5.	Details of Turnover during last 3 years (2015-16, 2014-15, 2013-14). Balance Sheet, Profit & Loss accounts duly verified and attested by Chartered Accountant (enclosed attested copies)	:	
6.	Proof of experience of the Agency (in similar media) Copies of work orders to enclose in support of the experience.		
7.	Has the agency / firm been blacklisted in the last 3 years by any Central / State / PSU (Submit the declaration duly signed by authorized signatory)		
8.	EMD details		
9.	Any other information	:	

- The relevant information sought in proforma may be mentioned in short against the points here only. Detailed documents/certificates etc may be enclosed and flagged).
- All the documents as attached with application must be signed, along with seal by the Owner or the Authorized signatory of the agency with financial related documents attested by Chartered Accountant

This is to certify that I have understood the provisions of tender document and all the information given by me in tender document is true to the best of my knowledge.

Signature of Tenderer

Submit the declaration duly signed by
authorized signatory

Proforma for Financial Bid

**Empanelment of Outdoor Media Advertising Agencies in
I&PR Department, Government of Andhra Pradesh.**

APPLICATION FORM

SPECIMEN PROFORMA - I

Name of the Outdoor
Agency :

GHMC Limits

S.No.	Media	Measurement	One Month	Two months	Three months	Revinyl
1	Buses (Ordinary)	Per Bus				
2	Special Type Buses	Per Bus				
3	Bus Shelters					
	i) Vinyl	Per Sft				
	ii) Frontlit	Per Sft				
	iii) Backlit	Per Sft				
	iv) Model	Per Sft				
4	Grab Handles (APSRTC Buses)	Per Bus				
5	Back Seat Panels (APSRTC Buses)	Per Bus				
6	Hoardings					
	i) Vinyl	Per Sft				
	ii) Lit Vinyl Hoardings	Per Sft				
	iii) Uni Pole	Per Sft				
7	Central Median Boards (2 1/2' x 3')	Per Unit				
8	Trains					
	i) Local (MMTS/DHMS)	Per Coach				
	ii) Express	Per Coach				
9	Airport media					
	i) Wall mount unit	Per Sft				
	ii) Bill boards	Per Sft				

Signature of the Bidder with Seal

SPECIMEN PROFORMA - IIName of the OutdoorAgency :**Municipal Corporations with AP**

S.No.	Media	Measurement	One Month	Two months	Three months	Revinyl
1	Buses (Ordinary)	Per Bus				
2	Special Type Buses	Per Bus				
3	City buses (Vijayawada & Visakhapatnam)	Per Bus				
4	Bus Shelters					
	i) Vinyl	Per Sft				
	ii) Frontlit	Per Sft				
	iii) Backlit	Per Sft				
	iv) Model	Per Sft				
5	Grab Handles (APSRTC Buses)	Per Bus				
6	Back Seat Panels (APSRTC Buses)	Per Bus				
7	Hoardings					
	i) Vinyl	Per Sft				
	ii) Lit Vinyl Hoardings	Per Sft				
	iii) Uni Pole	Per Sft				
8	Central Median Boards (2 1/2' x 3')	Per Unit				
9	Trains					
	i) Passenger	Per Coach				
	ii) Express	Per Coach				
10	Meeseva tickets (Back side 100% & front side 25%)	Each ticket				
11	AP online tickets (Back side 100% & front side 25%)	Each ticket				
12	Electricity bills (Back side)	Each ticket				
13	Police Umbrellas & Booths	Per sft				

Signature of the Bidder with Seal

SPECIMEN PROFORMA - III

Name of the Outdoor

Agency :

Districts within AP

S.No.	Media	Measurement	One Month	Two months	Three months	Revinyl
1	Buses (Ordinary)	Per Bus				
2	Special Type Buses	Per Bus				
3	Bus Shelters					
	i) Vinyl	Per Sft				
	ii) Frontlit	Per Sft				
	iii) Backlit	Per Sft				
	iv) Model	Per Sft				
4	Grab Handles (APSRTC Buses)	Per Bus				
5	Back Seat Panels (APSRTC Buses)	Per Bus				
6	Hoardings					
	i) Vinyl	Per Sft				
	ii) Lit Vinyl Hoardings	Per Sft				
	iii) Uni Pole	Per Sft				
7	Central Median Boards (2 1/2' x 3')	Per Unit				
8	Trains					
	i) Express	Per Coach				
	ii) Passenger	Per Coach				

Signature of the Bidder with Seal

Proforma for AUTO BACKS

Sl. No.	Period	Rate for each Auto including all				
		Upto 1,000 Autos	1,001 to 5,000 Autos	5001 to 10,000 Autos	Above 10,000 Autos	Revinyl charge per auto
1.	One month campaign					
2.	Two months campaign					
3.	Three months campaign					
4.	Six months campaign					

Signature of the Bidder with Seal

Proforma for PILLAR BOARDS

Sl. No.	Period	Rate for each Pillar Board including all				
		Upto 500 Boards	501 to 1,000 Boards	1001 to 5,000 Boards	Above 5,000 Boards	Revinyl charge per Board
1.	One month campaign					
2.	Two months campaign					
3.	Three months campaign					
4.	Six months campaign					

Signature of the Bidder with Seal

Proforma for FLEX WALL HANGINGS

Sl. No.	Size of Flex Wall Hanging	Rate for each Wall Hanging including all				
		Upto 10000 Hangings	10001 to 20000 Hangings	20001 to 30000 Hangings	30001 to 40000 and above	Rate per sft
1.	1 ½ x 2 ½ feet					
2.	2 x 3 feet					

Specifications: PVP pipe and plastic Gold color studs with Gold color thread.

Signature of the Bidder with Seal

Proforma for Wall Paintings

Sl. No.	Rate per Sft per month

Signature of the Bidder with Seal

DECLARATION BY TENDERERS (ON LETTER HEAD)

1. I,(Name of the person) am authorized to declare on behalf of the (Name of the agency) hereby declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
2. I understand that the decisions taken by the Commissioner, I&PR Dept, Govt of Andhra Pradesh is final in all matters and I hereby agree to work as per the terms and conditions ruled out by Commissioner, I&PR, Govt of AP.
3. I understand that the Commissioner, I&PR, Govt of AP reserves the right to accept or reject and to cancel the empanelment process at any time without detailing any specified reasons whatsoever.

Signature with seal _____

Place _____

Name _____

Date _____

Designation _____