

**TENDER FOR ANNUAL RATE CONTRACT  
FOR ADVERTISING AGENCY FOR THE YEAR 2019-2020**

Entrepreneurship Development Institute of India, Near Village Bhat, Via Ahmedabad Airport & Indira Bridge, PO Bhat 382 428, Dist. Gandhinagar is desirous of entrusting annual rate contract for advertising work. Sealed quotations are invited from reputed and experienced INS accredited advertising agencies.

- TENDER FOR : Annual Rate contract for Advertising work
- Location : EDII Campus, Bhat, Dist. Gandhinagar
- Minimum experience of work : 05years (five years) or more
- Annual Turnover : Minimum Rs. 1 crore in the last year
- Last date for submission of tender : **29.04.2019 (upto 1500 hrs.)**
- Terms & Conditions :
  1. The rates quoted should be all inclusive including GST.
  2. Agency is required to provide necessary information in the attached Agency Information Sheet (Annexure –I).
  3. Details of clients to be furnished as per the attached format (Annexure-II).
  4. Rate to be quoted as per Annexure-III. Agency shall quote the percentage of discount on the rate card/commercial rate of the publication in Annexure-III.
- General Conditions:** :
  1. Payment terms: One month after submission of bill.
  2. Tenderers are able to provide services in publishing advertisement/s, at the domestic/national level, organize press conferences, suggest media plan, negotiate with newspapers/electronic media to get better discounts, offer translation services, carry out promotional campaign etc.
  3. In case of the advertisement to be released at national level, the agency shall negotiate with the publishers and get maximum discount rate for the consideration of the Institute.
  4. Have full- fledged office with technical staff and experience of working with reputed educational institutes.

5. Agency shall be required to deliver the services even at short notice.
6. The Institute shall not release any payment for the artwork, proof reading, translation etc.
7. Period of contract : 02 years
8. EMD payable with quotation : Rs. 25000/- (refundable) in favour of EDI of India by Bank Drat/DD payable at Ahmedabad. EMD will be adjusted as security deposit in case of successful tenderer (Computer Agency).
9. Security deposit : Rs.50,000/- to be paid by successful tenderer by Bank Draft/DD in favour of EDI of India payable at Ahmedabad. No interest will be paid thereon.
10. Institute shall have the right to reject tender in without assigning any reason and will have the discretion to award the work to more than one firm for the expediency of work.

**Jurisdiction**

: Gandhinagar Court

Sr. Manager (Estate)

Encl : a/a

## AGENCY INFORMATION SHEET

1.	Name of the Advertising Agency	:	
2.	Address of Registered Office/Head Office: (With telephone no.)	:	
3.	Contact Person/Mobile No.	:	
4.	Email address	:	
5.	Year of Establishment	:	
6.	Constitution of the Firm: (Public Ltd./Private Ltd./Partnership/ Proprietorship, etc.)	:	
7.	Name of the Proprietor/Partners/ Directors: (Strike out whichever is not applicable)	:	
8.	INS Accredited No.	:	
9.	PAN card No.	:	
10.	GST Registration No.	:	
11.	Experience in number of years in handling various accounts	:	
12.	Is the Agency empaneled with Educational Institutions? If yes, name of the Institutes: (Attach separate sheet, if required)	:	
13.	Annual Turnover of the firm during the last financial year. Attach a copy of the certified audited statement of accounts or a certificate of agency's Chartered Accountants.	:	
14.	Details of EMD (amount, bank, demand draft/cheque no./ date, etc.)	:	
15.	Infrastructure available in Ahmedabad and other cities in India	:	
16.	Attach a statement of employees, including technical and administrative staff, etc.	:	
17.	Attach a statement showing list of clients (Names, address, contact person's name and phone nos., etc.) (please refer Annexure –II)	:	

## LIST OF CLIENTS

Sr. No.	Name, Address, Contact Person & Phone No. of the Client	Date of starting of the contract	Period of Contract	Amount of Contract (Rs.) p.m.

Date:.....  
.....

Signature & Seal of the Advertising Agency:

**FINANCIAL OFFER (QUOTATION)**

We have gone through rules, regulations and details mentioned in the tender documents and we hereby submit our rates as under:

Percentage (mention % in figures as well as in words) of discount on the prescribed card rate of newspapers and magazines.

PERCENTAGE OF DISCOUNT	
In Figures	In Words

Place: .....

Date: .....

Signature, Name & Stamp of the authorized signatory of the firm

Address:

Mobile No: .....

Landline: .....