

Empanelment of Agencies for Publication of SEBI Advertisements.

A. Eligibility Criteria:

The following are the eligibility criteria for empanelment of advertisement agencies. The advertising agency should have –

- Full accreditation of Indian Newspaper Society (INS), Advertising Standards Council of India (ASCI) for press advertisements.
- Full Fledged office set up at least in Mumbai and Delhi with state-of-the-art infrastructure and manpower/creative personnel.
- All India reach so as to enable prompt delivery of material for country wide publication in newspapers and to service at least SEBI Head office at Mumbai and Northern Regional Office at Delhi.
- Creativity in advertising should be of high standard befitting the expectation of a national regulator.
- Proficiency, translation and proof reading facilities in major Indian languages.
- Minimum 5 year experience in advertising and mass communication.
- Experience of work undertaken for government/statutory bodies/public sector banks, financial institutions and undertakings especially in financial sector.
- Minimum annual turnover of Rs.5 crores per year during the last three years, duly certified by Chartered Accountant.
- No dues certificate from leading newspapers like Times of India, Indian Express, Hindustan times.
- Banks Solvency Certificate of minimum Rs.25 lakhs.
- Latest income-tax, service tax etc. returns.
- Agency to have genuine and adequate IT set up for handling SEBI advertisements.
- **The application with attachments should reach SEBI's Delhi Office on or before the stipulated date and time i.e. before 4pm on 23rd September 2011.**
- **A soft copy of the application (without attachments) be also sent to nrohhelpdesk@sebi.gov.in before the late date for submitting the application.**

B. Scope of Work

The SEBI' advertisements generally include notices for undelivered show cause notices of enquiries to entities for appearance, tenders for different purchases/services, recruitment of staff etc. The agencies are expected to release advertisements in major newspapers and magazines all over the country on DAVP Rates, as per time frame given by SEBI and even at short notice.

C. List of documents to be enclosed with application

- i. Duly filled in application form (**given below**) giving all necessary details
- ii. A copy of accreditation with Indian Newspaper Society (INS).
- iii. Copies of membership with other professional organizations/associations and international alignments, if any.
- iv. Copies of empanelment with Ministries / Departments / subordinate offices of Government of India, other Regulators, Public Sector Undertakings, Public Sector Banks, Statutory Bodies, Service Organizations.
- v. List of clients and Client Reports.
- vi. Solvency certificate from its banker.
- vii. Published balance sheet/annual accounts for the past three years.
- viii. Copies of PAN / TAN registration

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Application for Empanelment for publication of SEBI Advertisements

1.	Name of the advertising agency	
2.	Registered Office Address	
3.	Date of establishment	
4.	Email ID	
5.	PAN / TAN details	
6.	Contact details	
7.	Details of accreditation with Indian Newspaper Agency (INA)	
8.	Details of accreditation / Membership with other agencies / professional bodies and International bodies, if any.	
9.	Agency structure (whether partnership firm / full proprietor / limited company etc.	
10.	Principal places of business with full address (attach separate sheets, if necessary) – HO and branch offices with detailed address and contact numbers	
11.	Brief profile of executives & Managerial team with experience in the advertising field (attach separate sheet, if necessary)	

12	Details of experience in dealing with Govt Departments / organisations / Statutory / Autonomous bodies Banks / financial institutions / PSUs etc. (attach separate sheet, if necessary)	
13	List of clients (attach details)	
14	Details of annual turnover along with gross billing in preceding three financial years duly certified by Chartered Accountant (attach sheets, if necessary)	
15	Details of Solvency Certificate (attach)	
16	Client report (attach)	
17.	Any other information that agency would like to provide	

Signature of the Authorized Person

(With Name, Designation, contact details with official seal)

Important Notes:

- ***Please also send soft copy of the application only (without attachments) at nrohlpdesk@sebi.gov.in within the stipulated time.***
- ***Please attach list of documents as per requirement above.***
- ***Please note that inability of submitting any of the information / documents listed above may disqualify the agency from shortlisting.***