

Tender No. IAD/1/2017 dated November 07, 2017
Invitation to the Expression of Interest (“EOI”)

Expression of Interest (EOI) is invited from agencies, meeting Minimum Qualification Criteria, as detailed in invitation to EOI, to provide media services to SEBI. The detailed invitation to EOI can be obtained from SEBI website www.sebi.gov.in. Last date for submission of EOI is November 28, 2017 (at or before 4:00 PM).

For any queries, you may contact the concerned SEBI official of the Investor Awareness Division, SEBI at email id iad@sebi.gov.in or at phone no. 022 26449632 / 022- 26449444.

1. Objective: As a securities market regulator, SEBI’s objectives of Investor Education and Awareness Campaign is to educate and create awareness among the existing retail investors, converting the current savers into investors and make the future generations aware of the various avenues in securities market.

The specific objectives of the campaign are:

- 1.1. To create general awareness on securities market across the country
- 1.2. To create awareness on various products available in securities market
- 1.3. To facilitate the participation of the retail investors in the securities market to enable them to invest with knowledge
- 1.4. To create awareness and enlarge the use of several initiatives of SEBI such as financial education programs, helpline, SCORES etc.

2. Scope of work:

- 2.1. Suggesting the appropriate Media plan to SEBI to meet the objectives of Advertisement.
- 2.2. Publish / broadcast Advertisements in Newspapers, Magazines, TV Channels and Radio channels. Bulk SMSes, Internet / websites, out door media and any other media vehicle on a particular date or time as approved by SEBI.
- 2.3. Collecting the copies of the published Advertisements from Newspapers, Magazines etc. and submit to SEBI.

Advertisement material will be provided by SEBI. Agency shall print/broadcast the same in the Newspapers/TV channels/Radio channels/Digital media/any other media as approved by SEBI.

All the advertisements will be issued at the rates not more than DAVP rates.

3. Instructions to Agencies:

- 3.1. **Nature of work:** The nature of work shall be to carryout educational campaign to the targeted audience.
- 3.2. **EOI document fees:** Non refundable Rs. 2,000/- (Rupees Two thousand only) in form of Demand Draft in favour of “Securities and Exchange Board of India” payable at Mumbai.

3.3. Place of Execution of assignment: SEBI shall communicate and coordinate only with Mumbai office of the Agency.

3.4. The details must be furnished as per formats enclosed in this document and strictly as per serial order. The information intended to be supplied should be furnished in such a manner that the same satisfies the need/requirement of EOI under various heads and is self-explanatory.

3.5. Submission of EOI: Interested agencies shall submit following documents

3.5.1. EOI as per Annexure A along with requisite documents mentioned in Minimum Qualifying criteria

3.5.2. Particulars of Agency as per Annexure B

3.5.3. Letter of Authorization duly authorizing a person as representative with all powers and authority to represent the agency for submission of EOI

3.5.4. Demand Draft of Rs. 2,000/- (Rupees Two Thousand only) in favour of "Securities and Exchange Board of India" payable in Mumbai.

3.5.5. Sealed EOI has to be dropped in the Box arranged at Reception of SEBI, SEBI Bhavan, Bandra Kurla Complex, Bandra (East), Mumbai 400051 by November 28, 2017 (at or before 4:00 pm).

3.5.6. No EOI shall be accepted after due date and time. EOIs received after the last date will not be opened and no further action will be taken on such EOIs. All or any incomplete EOI shall be rejected without any evaluation.

3.5.7. SEBI reserves the right to accept/reject any or all EOIs received in response to this advertisement without assigning any reasons, whatsoever. SEBI also reserves the right to raise / relax the eligibility criteria for short listing the agencies.

3.5.8. This document does not constitute an offer, or solicitation of an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.

3.5.9. The agency shall bear all the costs for participation in the tender process including preparation of responses to the EOI etc.

Please note that Request for Proposal (RFP) shall be issued only to the Agencies qualified as per Minimum Qualification Criteria.

4. Minimum Qualifying Requirement

Sr. No.	Qualifying Requirement (QR)	Documentary Evidence to be enclosed
1	The Firm / Agency / Consortium of reputed companies / firms should be a registered entity and must have been in operation for a minimum period of five years as on April 01, 2017 with at least three years experience in providing service in Media Management.	Self attested copies of: <ul style="list-style-type: none"> • Certificate of Incorporation / Registration • Pan Card • Service Tax Registration • Certificate of CA for a minimum five years of in operation with at least three years experience in providing service in Media Management as on April 01, 2017
2	The Firm / Agency must have Gross Media Billing * of atleast Rs. 100 crore (One hundred crore) during each of the last three financial years (i.e, 2014-15, 2015-16 & 2016-17).	Relevant certificate from Statutory Auditors will be required.
3	The Net worth of the agency should be positive during each of the previous three financial years (i.e, 2014-15, 2015-16 & 2016-17).	Relevant certificate from Statutory Auditors will be required.
4	In the last two years (i.e 2015-16 & 2016-17), the Firm / Agency must have completed / or have in progress a minimum of 2 projects of Media Management for Government / Public Sector Undertaking.	A copy of the work order / Client Completion Certificate for each of the projects undertaken to be submitted.
5	Ability to handle advertisement campaign in TV channels, Radio Channels, Newspaper Advertisements, Magazines, SMSes, Digital media-Internet / websites, Outdoor media etc.	Self certification on letter head along with details of campaigns should be furnished.
6	The Firm / Agency shall not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies / ministries or PSU's and should not have been black listed at the time of submission of bid.	Self-certification on company's letter head signed by an authorized representative as per format at Annexure - D.

7	Agency should have accreditation of The Indian Newspaper Society (INS) or Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI)	Certificate / Letter issued by INS or ASCI or AAAI
8	The Firm / Agency should have a full-fledged establishment within India and an office with a dedicated team in Mumbai.	An undertaking to this effect and clearly indicating details of the team members, who will work on the SEBI's account, should be submitted on the agency's letter head, duly stamped and signed by the authorized representative of the agency.

* Gross billing (all inclusive) of the activities related to Media planning and publishing/broadcasting of advertisements in various media.

SEBI reserves the right to verify any of the above criteria independently or seek any further information. SEBI reserves the right to reject any EOI if any information/declaration provided by the agency is found to be incorrect/ misleading.

Period of Contract:

The period of contract will be for an initial period of three (3) years, extendable for a further three (3) years.

Format of Expression of Interest
(To be provided on "Agency letter head")

The General Manager
Investor Awareness Division,
Office of Investor Assistance and Education
SEBI Bhavan, Plot No. C4-A,
"G" Block, Bandra-Kurla Complex
Bandra (East)
Mumbai – 400051.

Sir,

**Sub: Expression of Interest for Investor Education and Awareness Campaign –
Media Services**

I/We,....., are qualified as per Minimum Qualification Criteria and wish to submit our EOI to undertake the assignment of Media services for SEBI's Investor Education and Awareness Campaign, in accordance with your invitation dated Month XX, 2017.

We enclose the requisite documents as follows:

1. Certificate from Statutory Auditor
 - a. On Gross media billing for each financial year during April 2014 -March 2017.
 - b. Net worth of Agency for each year during April 2014 - March 2017.
2. Incorporation Certificate
3. Certificate /Letter issued by INS or ASCI or AAI
4. Self certification on the details of the legal cases.
5. Demand Draft for Rs.2000/- favouring Securities and Exchange Board of India

We understand that this EOI is binding on us and SEBI is not bound to accept any proposal that it receives.

Yours faithfully,

Signature and Seal of Agency

Name:

Date:

Signed in the capacity of.....

duly authorised to sign tenders for and on behalf
of.....

Details of Agency
(To be provided on "Agency letter head")

Sr. No.	Particulars	Details
1	Name of the Agency	
2	Address of the Registered office of Agency	
3	Address of the Agency's office in Mumbai	
	Phone No.	
	Fax:	
	Email ID:	
	Website:	
	Contact person:	
	Mobile No. of Contact person:	
4	Key Management personnel of the Agency	
5	Number of years of experience in the field of Advertising and Communication	
6	Gross Media Billing of Agency for last three financial years (April – March)	2014-15:
		2015-16:
		2016-17:
7	Net Profit of Agency for last three financial years (April – March)	2014-15:
		2015-16:
		2016-17:
8	Details of Creative Advertising and Communication for the last three years (Apr-March)	2014-15:
		2015-16:
		2016-17:
9	Details of similar assignments (Media Management) handled by Agency (in	

	financial sector and non financial sector)	
10	Details of any National/International awards won by the Agency	
11	Any other details related to Agency	
12	P.A.N. No. (Copy to be attached)	
13	GST Registration No. (Copy of certificate to be attached)	

We hereby declare that all the information and statements made in this EOI are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Signature and Seal of Agency Name:

Date:

Signed in the capacity of.....

Duly authorized to sign tenders for and on behalf of.....

Enclosure: as above

Format of Power of Attorney

to be submitted on `100/- non-judicial stamp-paper duly notarized

POWER OF ATTORNEY

Know all men by these presents, we....., having its registered office at do hereby constitute, appoint and authorize Mr./Ms. who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to the submission of the Tender Proposal for Media services for SEBI’s Investor Education and Awareness Campaign, (herein after referred as “Campaign”) including signing and submission of all documents, participating in meeting and providing information / documents / responses to SEBI, representing us in all matters in connection with our Proposal for the said Campaign, and if successful, till the whole of the bid process.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

The undersigned is authorized to issue this Power of Attorney vide dated (A copy of the said document is enclosed herewith.)

For
(Name of the Agency)

Name of the person issuing Power of Attorney
Designation

Address

Accepted

Name of the person in whose name Power of Attorney is issued
Designation
Address

Date:

Declaration of ineligibility for corrupt or fraudulent practices

(To be provided on "Agency letter head")

The General Manager
Investor Awareness Division,
Office of Investor Assistance and Education
Securities and Exchange Board of India
SEBI Bhavan, Plot No. C4-A, "G" Block, Bandra Kurla Complex
Bandra (East), Mumbai – 400051.

Subject :- Declaration of ineligibility for corrupt or fraudulent practices.

Madam / Sir,

This has reference to your advertisement dated November 07, 2017 inviting EOI for Appointment of Agency for Social Media Management.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm has an unblemished record and is not declared ineligible for corrupt & fraudulent practices, is not blacklisted either indefinitely or for a particular period of time, nor has had work withdrawn, by any State/ Central Government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Agency:

Authorised Signatory:.....

Name:

Seal:

Date:

Checklist (for reference only)

Sr. No	Document	<input type="checkbox"/> / <input type="checkbox"/>
	Demand Draft of EOI Document fees (Rs. 2,000/-)	
1	EOI as per Annexure A	
2	Details of Agency as per Annexure B	
3	Power of Attorney as Annexure C	
4	Auditor Certificate on <ul style="list-style-type: none"> • Gross media billing for 2014-15; 2015-16; 2016-17 • Net worth 2014-15; 2015-16; 2016-17 	
5	Incorporation certificate	
6	Self-certification on details of legal cases	
7	Certificate / Letter issued by INS or ASCI or AAI	
8	Copy of PAN Card	
9	Copy of GST Registration No. (Copy of certificate to be attached)	