

**Expression of Interest (EOI) for  
Empanelment of Advertising Agency**



**EOI Ref No: IFCI/CPD-CCD/EOI/2020-21/22**

**To be submitted before**

**15.00 Hrs on 27/01/2021**

**Mode of Application: Physical**

**Addressed to**

**Dy. General Manager (Centralized Procurements)**

**IFCI Limited  
IFCI Tower, 61 Nehru Place,  
New Delhi – 110019**

The Information provided by the Applicants in response to this Expression of Interest (EOI) will be the property of IFCI and will not be returned. IFCI reserves the right to amend, cancel, rescind or reissue this EOI and all amendments will be advised to the Applicants and such amendments will be binding upon them.

IFCI reserves its right to accept or reject any of or all responses to this EOI without assigning any reason whatsoever.

## Introduction

1. The Industrial Finance Corporation of India (IFCI Ltd.) was established on July 1, 1948, as the first Development Financial Institution in the country to cater to the long-term finance needs of the industrial sector. IFCI is a Government of India Undertaking under the aegis of the Dept. of Financial Services, Ministry of Finance, GOI, primarily a Non-Deposit Taking NBFC.
2. IFCI offers a wide range of products to the target customer segments to satisfy their specific financial needs. The product mix offering varies from one business/industry segment to another. IFCI Ltd. customizes the product-mix to maximize customer satisfaction. Its domain knowledge and innovativeness make the product-mix a key differentiator for building, enduring and sustaining relationship with the borrowers.
3. IFCI invites bid document/ application for empanelment from experienced and reputed Advertising Agencies engaged in work of Advertising, having minimum of five years' experience in the field.
4. **The purposes of this EoI is to short list and empanel Advertising Agencies based on specific parameters. It is planned to create panel of Advertising Agencies who can execute the Advertising Agency jobs on tight schedules as and when required.**

### 5. Guidelines for Submission of Application

- a) Interested vendors who are able to comply the requirements may submit the application duly filled in and supplemented with all relevant documents to us for further processing as per laid down procedures. Applications not complete in any respect are liable to be rejected summarily.
- b) Application forms can be downloaded from IFCI website [www.ifcilt.com](http://www.ifcilt.com). Eligible vendors may submit their applications by Courier/Speed Post/By Hand addressed to Deputy General Manager, Centralized Procurement Department, 15<sup>th</sup> Floor, IFCI Limited, IFCI Tower, 61 Nehru Place, New Delhi – 110019 on or before **1500 hrs of 27 January, 2021. Applications shall be opened on 28 January, 2021 at 11:00 AM.**
- c) The Application should be submitted in a sealed cover containing the following documents.

**The envelope shall clearly mention the Date, Applicant's Name and Address and shall be super scribed "Application for Empanelment of Advertising Agency", which may be put in the Drop- Box kept at the ground floor of IFCI Tower, 61 Nehru Place, New Delhi, if the application is to be submitted by hand.**

- d) Any addendum/ Corrigendum to the EOI would be published on the IFCI Website.
  - Prospective Applicants must keep track of any corrigendum and/ or addendum or any change in the schedule or any other relevant information issued in respect of the subject EoI by IFCI, on our Website
  - Applicants should ensure that copy of all relevant documents are enclosed with the EoI document. Applicants are required to preserve the originals of documents ready for verification by the IFCI at any point of time.

- Applicants should submit documents as per Document Submission Index and do page numbering and indexing of papers.

## **6. Empanelment period**

- a) The empanelment of advertising agencies will be done for 07 (seven) top ranking advertising agencies for executing IFCI's Print Media and other plans from the list of finally eligible agencies after evaluation and presentation. The empanelment of selected agencies shall be for a period of 03 (three) years
- b) IFCI reserves the right to increase/ decrease the number of empanelled agencies based on requirement
- c) IFCI will have right to remove any agency from the empanelled list without assigning any reason whatsoever, such decision shall be final and binding on empanelled agencies
- d) The Panel of Advertising Agency empanelled through this EoI shall be eligible for award of work, as per the EoI enquiry as and when raised by IFCI.
- e) IFCI reserves its right to annul the empanelment at any time without assigning any reason and call for a fresh empanelment.
- f) IFCI will periodically review the performance of the empanelled Advertising Agency and will take action as deemed fit in case of underperformance.
- g) To ensure that there is adequate response to the Application called by IFCI, from time to time, IFCI reserves the right to de-empanel the Advertising Agency who abstain from submitting their Applications regularly.

## **7. Empanelment Procedure**

- a) The evaluation of the applications for empanelment shall be carried out by the committee constituted for the purpose.
- b) Any un-authenticated, alterations, erasures, overwriting, blanking out or discrepancies may render the EOI submission invalid. The evaluation of the response will only be based on the documents submitted and evaluation committee reserves the right to relax the evaluation criteria.
- c) The Evaluation committee constituted for the purpose, may waive any informality or non-conformity or irregularity in an application which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any applicant. Decision of the Evaluation Committee would be final and binding upon the Applicants,
- d) IFCI's decision in respect of evaluation methodology and short listing of Applicants will be final and no communications, whatsoever in this respect, shall be entertained.
- e) IFCI may add/remove any relevant criteria for evaluating the proposals received in response to this EOI at the sole discretion of IFCI.

- f) In order to allow prospective Applicants reasonable time in which to take the amendment, if any, into account in preparing their response, IFCI, at its discretion, may extend the deadline for the submission of response
- g) IFCI also reserves the right to reject any application if:
  - a It is not in the given format
  - b At any time, a material misrepresentation is made or uncovered, or
  - c The agency/ firm/entity does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the application.

In case any of the documents furnished by the vendor is found fake at any point of time, during the scrutiny or during the entire tenure of empanelment, punitive action including suspension and banning of business can be taken against the defaulter vendor.

## **8. Scope of Work**

- (i) Advertising agency shall release the advertisement in print media or any other media as decided by IFCI;
- (ii) The agency will assist IFCI in advertising it on methods and media of advertising, preparation of drawings and block, undertaking research work and dealing with the newspapers/ publications on behalf of IFCI;
- (iii) The raw data/ material/ information shall be provided by IFCI and agencies would be asked to prepare the creative/ artwork. Advertising agency shall undertake designing, type-setting, art work preparation of block and matrix as well as art pulls required for release of advertisement, free of cost/ without any charges payable by IFCI, irrespective of size of advertisement, or number of newspapers to which classified/ display advertisement is to be released;
- (iv) The agency will not be paid for generating designs, creative options, and translation of material from one language to any other (English / Any Indian Language);
- (v) The agency shall ensure that in all tender advertisements released in newspapers/ publications, optimum utilization of space is made with no wastage of space and the advertisement is cost effective;
- (vi) The Agency would be asked to submit the creative art work; and
- (vii) Charges for jobs will be decided on competitive bidding basis amongst the empaneled advertising agencies.

## 9. Qualifying Criteria

Sl.	Criteria	Documents to be Submitted
1.	Three Years Continuous and Regular Full Accreditation from Indian Newspaper Society (INS) and also from Prasar Bharati. (A certificate to this effect from INS (for Print Media) and Prasar Bharati (for Electronic Media) to be submitted by the applicant)	INS Certificate (for Print Media) and Prasar Bharati Certificate (for Electronic Media)
2.	The advertising agency should have been in operation for at least last five years	Certificate of Incorporation/ registration
3.	Requirement of minimum regular billing per year i.e., average billing for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.15.00 crore</b> with a minimum regular billing of <b>Rs.10.00 crore</b> per year.	A certificate to this effect duly signed and sealed by Chartered Accountant
4.	Requirement of minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.20.00 crore</b> with a minimum turnover of <b>Rs.15.00 crore</b> per year.	Attach copies of audited balance sheets for FY 2017-18, 2018-19 & 2019-20
5.	The agency should have handled at least Ten (10) single client as Government/ PSU/Banking & Financial Institutions accounts/ orders in the past 5 years from the date of EOI	Attach copies of Award Letters/ Other relevant proof
6.	The agency should be fully equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi and other regional languages	Attach relevant artifacts executed by applicant
7.	The Agency should have undertaken Print, Electronic and Outdoor Advertising as part of its regular operation	Attach relevant artifacts executed by applicant
8.	The agency should have a full-fledged office with minimum staff strength of 15 Nos. of employees at Delhi	Self-declaration of staff strength duly signed and stamped by authorized signatory of applicant
9.	It is also desirable that agency should have offices other than Delhi	Attach proof of address
10.	The advertising agency should be able to provide and indicate a dedicated team for implementing and monitoring IFCI's account	List of team members duly signed and stamped by authorized signatory of applicant
11.	The agency should be able to meet a diversity of communication requirements at short notice	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant
12.	The agency shall be required to provide Designs, Artworks for publicity/ Advertisement in newspaper	Attach relevant artifacts
13.	The agency should have on its roll specialized, qualified and professional people with adequate experience in dealing with advertisements related to print & electronic media etc.	List of qualification, specialization of staff duly signed and stamped by authorized signatory of applicant
14.	The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to IFCI's interest	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant

15.	The Agency shall maintain confidentiality on matters disclosed till proper instruction is issued for publication. IFCI reserves the right to impose penalty in case of any violation of the above	Self-declaration duly signed and stamped by authorized signatory of applicant
16.	The Agency should not have been debarred/ blacklisted by RBI/ SEBI/ IRDA/ PSBs/ FIs/ PSUs/ Government Organizations. A declaration by the Agency is to be enclosed	Self-declaration duly signed and stamped by authorized signatory of applicant

## 10. Procedure for Empanelment of Advertising Agencies

- a) An initial screening of all the bids/ applications will be undertaken by a Screening Committee;
- b) The Agency will be evaluated at the first instance on the basis of the minimum eligibility criteria as indicated in Section V (Qualifying Criteria);
- c) Evaluation/ Selection process of agency shall have two stages:
  - (i) Stage I : 70 Marks
  - (ii) Stage II : 30 Marks

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

Sl. No.	Technical Parameters	Maximum Marks	Marks obtained
(i)	<b>Financial Turnover</b>	<b>10 Marks</b>	
	(a) Between 25 crore & 30 Crores (b) Between 31 crore & 50 Crores (c) 51 Crores and above	04 Marks 06 Marks 10 Marks	
(ii)	<b>Number of clients having value more than Rs.10 lakh from a single client – Banks/ FIs/ PSUs each year</b>	<b>10 Marks</b>	
	(a) 2 to 3 clients (b) 4 to 5 clients (c) 6 clients and more	04 Marks 06 Marks 10 Marks	
(iii)	<b>Organizational set-up of Agency</b>	<b>10 Marks</b>	
	(a) Having Office in Delhi <b>Number of offices other than Delhi</b> (b) 1 to 3 Offices other than Delhi (c) More than 4 Offices other than Delhi	05 Marks 07 Marks 10 Marks	
(iv)	<b>Staff strength</b>	<b>10 Marks</b>	
	(a) Upto 15 staff (b) 16 to 20 Staff (c) 21 Staff and above	04 Marks 06 Marks 10 Marks	

Sl. No.	Technical Parameters	Maximum Marks	Marks obtained
(v)	<b>Handled as clients Government/ PSU/ Banking &amp; Financial Institutions Accounts during last 5 years</b>	<b>12 Marks</b>	
	(a) Upto 5 Clients	04 Marks	
	(b) 6 to 10 Clients	08 Marks	
	(c) 11 Clients and above	12 Marks	
(vi)	<b>Specialization/ Experience</b>	<b>18 Marks</b>	
	(d) Upto 5 years	10 Marks	
	(e) 6 to 10 years	14 Marks	
	(f) 11 years and above	18 Marks	

- d) Out of the total bids/ applications received, only top 15-20 agencies scoring highest marks would qualify for Stage II evaluation.
- e) The Screening 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 Final Selection Committee; and

**Stage II: Presentation and discussion with the short-listed advertising agencies**

- f) During the presentation, the Committee will evaluate the agencies on the basis of following criteria (Maximum 30 Marks):
- **Market Knowledge**
    - Understanding of product and category dynamics
    - Understanding of Business Environment, Rules & Regulations
    - Grasp of Competitive Environment.
  - **Brand Insight**
    - Understanding of IFCI Brand Positioning
    - Points-of-view regarding brand, customer and business issues.
  - **Brand Recommendations**
    - Creative ideas that are relevant, solution-oriented and inspiring
    - Campaign to keep the essence and spirit of Brand 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.

- g) Subsequent to the presentation and discussions with the short-listed advertising agencies, a panel of advertising agencies will be selected thereon based on final ranking and will be issued a letter of award.

### **11. Notification of Empanelment**

1. IFCI shall notify the successful applicant about empanelment in writing by registered letter or by e-mail.
2. The applicant shall acknowledge in writing, receipt of the notification of empanelment and shall send his acceptance within 7 days of receiving the notification. Failure to abide by this may lead to termination of the empanelment.
3. During empanelment period, IFCI reserves the right to de-panel, if the service provided by the vendor is found to be unsatisfactory or if, at any time, it is found that the information provided for empanelment is false, the IFCI reserves the right to remove such vendors from the empaneled list without giving any notice to the vendor in advance. IFCI's decision will be final in this regard.

### **12. Awarding of Works/EoI to Empanelled Advertising Agency**

1. IFCI shall invite the agencies empanelled by floating a limited RFP, as per the organizational requirements, as and when required, as per given date and time schedule.
2. IFCI shall carry out detailed evaluation of such received proposal on technical and financial aspect to arrive at best selected Advertising Agency for that work.
3. IFCI 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.
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 IFCI.
5. IFCI reserves right to approach vendors outside the panel of empanelled vendors in absence of proper response from empanelled partners.

### **13. Confidentiality**

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



#### **14. Disclaimer**

1. The information contained in this EOI document or information provided subsequently to Applicant(s) or applicants whether verbally or in documentary form by or on behalf of IFCI, is provided to the Applicant on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.
2. This EoI is neither an agreement nor an offer and is only an invitation by IFCI to the interested parties for submission of Applications. The purpose of this EoI is to provide the Applicant with information to assist the formulation of their proposals. This EoI does not claim to contain all the information each Applicant may require. Each Applicant should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI and where necessary obtain independent advice. IFCI makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EoI. IFCI may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EoI.

**Annexure – 1**

**Application for Empanelment of Advertising Agency**  
**(To be typed & submitted in the Letter Head of the Company/Firm of Applicant)**

Offer Reference No.....

Dated: .....

To,

**Dy. General Manager CPD**  
**IFCI Limited**  
**IFCI Tower**  
**61 Nehru Place**  
**New Delhi -110 019**

Dear Sir,

Sub: Submission of Application against **EOI No: IFCI/CPD-CCD/EOI/2020-21/22**

We wish to introduce ourselves as Advertising Agency and request you to consider our application for empanelment as a Advertising Agency for Advertising Agency IFCI's various Advertising Agency work detailed in the EOI issued by IFCI Limited, in accordance with the terms and conditions thereof.

I/We have carefully perused the terms and conditions specified in EOI and also following listed documents connected with the EOI documents and agree to abide by the same.

1. Amendments/Clarifications/Corrigenda/Errata/etc. issued in respect of the EOI by IFCI.
2. Notice Inviting Application
3. Documents referred to in EOI document

Should our application be accepted by IFCI for empanelment, I/we further agree to work as provided for in the EOI within the stipulated time as may be indicated by IFCI.

Further, IFCI reserves the right to accept or reject any or all responses to this without assigning any reason for the same.

**Authorized Representative of Applicant**

Signature:

Name:

Address:

Place:

Date:

### Details – Empanelment of ADVERTISING AGENCYS - General Information

Sl.	General Information	Documents/Declarations
1	Name of Advertising Agency Press / Company (In case the firm falls under MSME Act, the certificate for the same is to be disclosed along with the application)	
2	Complete address of Administrative/ corporate office (including e-mail, telephone & fax numbers)	
3	Type of organization: Public Limited / Private limited / Partnership / Proprietary firm. <b>Pl attach</b> Certificate of incorporation of business	
4	Advertising Agency should have been in operation for at least five years	
5	INS Certificate (for Print Media) and Prasar Bharati (for Electronic Media) to be submitted	
6	The agency should be fully equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi and other regional languages	Attach relevant artifacts executed by applicant
7	The Agency should have undertaken Print, Electronic and Outdoor Advertising as part of its regular operation	Attach relevant artifacts executed by applicant
8	The agency should have a full-fledged office with minimum staff strength of 15 Nos. of employees at Delhi	Self-declaration of staff strength duly signed and stamped by authorized signatory of applicant
9	It is also desirable that agency should have offices other than Delhi	Attach proof of address
10	The advertising agency should be able to provide and indicate a dedicated team for implementing and monitoring IFCI's account	List of team members duly signed and stamped by authorized signatory of applicant
11	The agency should be able to meet a diversity of communication requirements at short notice	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant
12	The agency shall be required to provide Designs, Artworks for publicity/ Advertisement in newspaper	Attach relevant artifacts
13	The agency should have on its roll specialized, qualified and professional people with adequate experience in dealing with advertisements related to print & electronic media etc.	List of qualification, specialization of staff duly signed and stamped by authorized signatory of applicant
14	The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to IFCI's interest	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant

15	The Agency shall maintain confidentiality on matters disclosed till proper instruction is issued for publication. IFCI reserves the right to impose penalty in case of any violation of the above	Self-declaration duly signed and stamped by authorized signatory of applicant
16	The Agency should not have been debarred/ blacklisted by RBI/ SEBI/ IRDA/ PSBs/ FIs/ PSUs/ Government Organizations. A declaration by the Agency is to be enclosed	Self-declaration duly signed and stamped by authorized signatory of applicant
<b>Financial details:</b>		
17	Minimum regular billing per year i.e., average billing for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.15.00 crore</b> with a minimum regular billing of <b>Rs.10.00 crore</b> per year.	A certificate to this effect duly signed and sealed by Chartered Accountant
18	Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.20.00 crore</b> with a minimum turnover of <b>Rs.15.00 crore</b> per year.	Attach copies of audited balance sheets for FY 2017-18, 2018-19 & 2019-20
19	The agency should have handled at least Ten (10) single client as Government/ PSU/Banking & Financial Institutions accounts/ orders in the past 5 years from the date of EOI	Attach copies of Award Letters/ Other relevant proof
20	Income Tax no. (PAN)	
21	GST registration no.	

**Yours faithfully,**

**Authorized signatory**

**Name**

**Place:**

**Date:**

**EOI Acceptance Letter**

**(To be typed & submitted in the Letter Head of the Company/Firm of Applicant)**

To

Dy. General Manager CPD  
IFCI Limited,  
IFCI Tower, 61 Nehru Place,  
NEW Delhi -110 019

Dear Sir/Madam,

**Sub: Acceptance of Terms & Conditions of EOI.**

EOI Reference No: IFCI/CPD-CCD/EOI/2020-21/22

Dear Sir,

1. I / We hereby certify that I / we have read the entire terms and conditions of the EOI documents of all pages (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization too has also been taken into consideration, while submitting this acceptance letter.
3. I / We hereby unconditionally accept the EoI conditions of above mentioned EoI document(s) / corrigendum(s) in its totality / entirety.
4. I/We hereby declare that our Company/Organization has not been blacklisted /debarred /banned or disqualified by any Government or any Government agencies including PSUs, Public Sector Banks / Public Sector Insurance Companies during a period of last three years.
5. Further, we hereby declare that none of our partners /directors of our Company/Organization is blacklisted /debarred /banned by any Government or any Government agencies including PSUs, Public Sector Banks / Public Sector Insurance Companies or has any criminal case against him /her during a period of last three years.
6. I/We certify that all information furnished by our Firm is true & correct and, in the event, that the information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason therefore or summarily reject the Application or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit /Security deposit or both absolutely.
7. I/We hereby certify that all the information and data furnished by me with regard to the above EoI Specification are true and complete to the best of my knowledge. I have gone through the specifications, condition, stipulations and other pertinent issues till date, and agree to comply with the requirements and Intent of the specification.

8. I further certify that I am authorized to represent on behalf of my company/firm for the above-mentioned EoI and a valid Power of Attorney/Authorization letter to this effect is also enclosed.
9. We hereby confirm that we have not changed/modified/materially altered any of the EoI as downloaded from the website/issued by IFCI and in case of such observance at any stage, it shall be treated as null and void and our EoI shall be deemed to be withdrawn.
10. We also hereby confirm that we have neither set any Terms and Conditions and nor have we taken any deviation from the EoI conditions together with other references applicable for the above referred EoI Specification.
11. We further confirm our unqualified acceptance to all Terms and conditions, unqualified compliance to EoI Conditions, Integrity Pact (if applicable), and acceptance to Reverse bidding process.
12. I/ We confirm that all the Rules prevailing in the concerned state, the Labour Laws, Risk Insurance obligations, State & Central Govt. statutory requirements etc are complied by me/ us.
13. I/We understand that this is merely an application and does not entitle me / us to be necessarily qualified by the IFCI and the IFCI reserves the right to reject all and / or any application without assigning any reason whatsoever.
14. We confirm to have submitted offer in accordance with EoI instructions and as per aforesaid reference.
15. We undertake to inform you about any insolvency proceedings, if any initiated against us by any financial/operational creditors within seven days from the receipt of such notice.

Date:

Signature of authorized person

Place:

Full Name & Designation:

Company's Seal

### Document Submission Index

S.no	Document Submission Index	Ref. Page No.	Remarks
	Forwarding Letter (Annexure 1)		
	Certificate of incorporation of business		
	INS Certificate (for Print Media) and Prasar Bharati (for Electronic Media) to be submitted		
	Self-declaration stating that the Agency is fully equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi and other regional languages		
	Artifacts executed for Print, Electronic and Outdoor Advertising		
	Self-declaration for minimum staff strength of 15 Nos. of employees at Delhi		
	Proof of address for Delhi and other offices		
	Self-declaration for dedicated team for implementing and monitoring IFCI's account		
	Self-declaration for diversity of communication requirements at short notice		
	Artifacts for Designs, Artworks for publicity/ Advertisement in newspaper		
	Self-declaration for having specialized, qualified and professional people with adequate experience in dealing with advertisements related to print & electronic media etc. on roll of the agency		
	Self-declaration for maintaining high level of professional ethics and not acting in any manner, which is detrimental to IFCI's interest		
	Self-declaration for maintaining confidentiality on matters disclosed till proper instruction is issued for publication.		
	Self-declaration that the agency has not have been debarred/ blacklisted by RBI/ SEBI/ IRDA/ PSBs/ FIs/ PSUs/ Government Organizations.		
	Audited Balance Sheet (average billing for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.15.00 crore</b> with a minimum regular billing of <b>Rs.10.00 crore</b> per year, and Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2020		

	(FY 2017-18, 2018-19 & 2019-20) shall be <b>Rs.20.00 crore</b> with a minimum turnover of <b>Rs.15.00 crore</b> per year).		
	Copy of Award Letter/Other relevant proof (The agency should have handled at least Ten (10) single client as Government/ PSU/Banking & Financial Institutions accounts/ orders in the past 5 years from the date of EOI)		
	PAN Card		
	GST registration certificate		

**Note:** Papers submitted without indexing and page numbering are liable to be rejected.