

**INDRAPRASTHA INSTITUTE OF INFORMATION TECHNOLOGY, DELHI  
(IIIT-DELHI)**

(A State of University Established by Govt. of NCT of Delhi)  
Okhla Phase-III, New Delhi-110020  
011-26907400

**NOTICE INVITING OFFERS FOR EMPANELMENT OF ADVERTISING AGENCY**

Indraprastha Institute of Information Technology (IIIT) Delhi, a state university created by an act of Delhi Govt. IIIT Delhi is a research-led institute, fashioned after IIT's. IIIT-D invites offers in two (02) bid system for empanelment of advertising agency for planning and conducting of print media advertising of IIIT-Delhi in the format. The rates should be inclusive of all taxes and will be valid for one year and extendable up to three years based on performance.

**Eligibility Criteria:**

Tenders in one large envelope marked as "Bid for Empanelment of Advertising Agency" containing two separate sealed envelopes

- 1) Envelope 'A' marked with "Technical Bid for Empanelment of Advertising Agency"
- 2) Envelope 'B' marked with "Financial Bid for Empanelment of Advertising Agency"

Financial Bids of only those bidders, who qualify in the technical bid, will be opened. Interested agencies must submit the technical bids in the proforma attached as Annexure-"A" and enclose the following credentials in the Technical Bid marked as Cover "A":

- Registration Certificate of Service Tax, Pan no, as applicable.
- Audited Statements of Accounts for the last three financial years.
- Proof of being accredited with INS (Indian Newspaper Society)
- Self attested certificate/ undertaking of not being blacklisted by any govt. department.
- List of clients presently being served (public sector/ private sector/ others separately in the last three years) with Contact persons & Mobile no.

Financial Bid, marked as Cover "B":

Rates may be quoted in the prescribed format attached as Annexure-"B". (Rate should be inclusive of all the taxes)

**Other Terms & Conditions:**

- Rates quoted must be inclusive of all the taxes.
- In case of exigencies, IIIT-Delhi reserves the right to distribute the work among the bidders on lowest rates.
- **The Institute reserves the right to empanel more than one agency.**
- The agency empanelled for releasing ads to print media will be responsible for preparing designs for advertisement. No additional cost will be payable for this work.
- Agency shall prepare, translate & publish Advertisements/ Press Releases on behalf of IIIT-Delhi without claiming any extra charges.
- Ground work required and expense involved in getting work done will be the responsibility of agency.
- Agencies who will agree to take up the job at lowest finalized rate (L1) will be empanelled for carrying out the assigned work for a period of one year, which may be extended based on performance.
- The decision of the IIIT-Delhi shall be final, and no enquiries, or application for review, shall be entertained.
- The IIIT-Delhi reserves the right to cancel any/all the bids without assigning any reason, whatsoever.

The incomplete offers, not in proper format or received after due date shall be summarily rejected.

**How to apply:**

The interested agencies may submit their offers subscribing “**Offer for Empanelment of Advertising Agency**” to Registrar, IIIT-Delhi, Okhla Phase-III, New Delhi-110020 latest by November 30, 2016 till 3.00PM. The technical bids will be opened on same day at 3:30 pm.

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Empanelment of Advertising Agency

Format for Technical Bid

Firm's name : \_\_\_\_\_

Owner's name : \_\_\_\_\_

Full Postal Address : \_\_\_\_\_

Email Address : \_\_\_\_\_

Website Address : \_\_\_\_\_

Contact Person's name : \_\_\_\_\_

Firm's name : \_\_\_\_\_

Contact No. : \_\_\_\_\_

Period from which accredited with INS  
(Indian Newspaper Society) : \_\_\_\_\_

Service Tax Registration No.  
(Enclose Xerox Copy) : \_\_\_\_\_

PAN  
(Enclose Xerox Copy) : \_\_\_\_\_

Current Bank A/c No. : \_\_\_\_\_ ( Statement of last twelve  
months should be enclosed)

Annual Turnover for last 3 years : \_\_\_\_\_ ( ITR of last three financial  
years should be enclosed)

List of the Clients (with Contact persons, Mobile/Tel No, email) being served during the last three years:

(Signature with seal)

**INDRAPRASTHA INSTITUTE OF INFORMATION TECHNOLOGY, DELHI  
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Empanelment of Advertising Agency

Format for Financial Bid

Firm's name : \_\_\_\_\_  
Full Postal Address : \_\_\_\_\_  
: \_\_\_\_\_ PIN \_\_\_\_\_

Guidelines to fill up the financial Bid:

- Cost to include agency commission and all applicable taxes.
- Any additional components including rates shall be mentioned separately.
- Rates shall be valid during the term of empanelment.

Net Discount to be given by the agency on	In Figures	In Words
The present DAVP rates (in %)		

**Note: For e.g. if DAVP rate for an advertisement is Rs. 100 and the agency has quoted a 10% discount rate, a payment of Rs. 90 shall be payable to the agency. TDS shall be calculated on the payable amount and payment made accordingly.**

(Signature with seal)