



AGRICULTURE INSURANCE COMPANY OF INDIA LTD.

Regd. Office: Plate B & C, Office Block 1, 5th Floor, East Kidwai Nagar, New Delhi 110023
Telephone: 011-24604444, Email: aicho@aicofindia.com, CIN: U74999DL2002PLC118123

EXPRESSION OF INTEREST (EOI)

FOR

EMPANELMENT OF MULTIMEDIA CREATIVE AGENCIES



AGRICULTURE INSURANCE COMPANY OF INDIA LIMITED

Plate B & C, Office Block 1, 5th Floor, East Kidwai Nagar, New Delhi 110023
Telephone: 011-24604444



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1. INTRODUCTION

Agriculture Insurance Company of India Limited (AIC) was formed under the aegis of the Government of India consequent to the announcement by the then Hon'ble Union Finance Minister in his General Budget Speech FY 2002-03 that – “.....to sub-serve the needs of farmers better and to move towards a sustainable actuarial regime, it was proposed to set up a new Corporation for Agriculture Insurance”.

AIC has been promoted by 6 Public Sector Financial Institution viz. General Insurance Corporation, New India Assurance Company, Oriental Insurance Company, National Insurance Company, United India Insurance Company and NABARD as a specialty Crop Insurance provider to the Indian farming community. The Company is under administrative control of Ministry of Finance, Govt. of India and also under operational supervision of Ministry of Agriculture, Govt. of India.

AIC was incorporated on 20th December, 2002 with an authorized Share Capital of INR 1500 crore and a Paid-up Capital of INR 200 crore. AIC commenced business operations from 1st April, 2003, by taking over crop insurance operations from its major Promoter, General Insurance Corporation of India. Further on, AIC has developed its own products tailored to specific crop insurance needs.

Currently, AIC covers around 2 crore farmers under its various crop insurance schemes, making it one of the largest Crop Insurance Companies in the world. Of these, more than 85% belong to the small & marginal category, i.e those who own 2 hectares or less land. The major challenge is to reach the remotest farmer in the country and service him at an affordable cost.

AIC has its Registered Office and Head Quarters at Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar, New Delhi 110023, Email: aicho@aicofindia.com. Apart from this, there are 18 Regional Offices (ROs) across the country. For more details about AIC's business and offices, the Company website (www.aicofindia.com) can be referred to.

AIC's product line comprises of 2 broad baskets:

Government's Sponsored/Supported crop insurance schemes: Pradhan Mantri Fasal Bima Yojana (PMFBY), Restructured Weather Based Crop Insurance Scheme (RWBCIS) and Coconut Palm Insurance Scheme (CPIS).

AIC has also developed a bouquet of innovative, farmer-friendly products, tailor-made for specific crops and risks, at its own Research and Development facility. These Products can be categorised into following baskets based on the risk pattern:

Traditional Crop Insurance: Bio-Fuel Tree/Plant Insurance, Pulpwood Tree Insurance Policy, Rubber Plantation Insurance, Cardamom Plant & Yield Insurance, Potato Crop Insurance

Weather-Index Based Insurance: Mango Insurance, Rainfall Insurance Scheme for Coffee, Varsha Bima and Rabi Weather Insurance.

Hybrid Product: Draksha Bima Yojna (Grape Insurance)

Apart from above in-house products, AIC is in the process of developing products for other segment of Agriculture and its Allied lines.

2. OBJECTIVE OF INVITING EXPRESSION OF INTEREST

AIC intends to empanel Multimedia Creative Agencies for 360 degree solution in the field of Publicity activities/campaigns, etc. and has invited Expression of Interest (EOI) from eligible Multimedia



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Creative Advertising Agencies in terms of this document. It is proposed to Empanel 5 Multimedia Creative Advertising Agencies for AIC. The EOI document can be downloaded from our website www.aicofindia.com and Central Public Procurement Portal (eprocure.gov.in)

It is pointed out herein that AIC engages majorly in Government mandated, sponsored or supported Crop Insurance Schemes, which mostly are therefore done at DAVP rates. Hence, this EOI does not seek commercial quotes; rather, the focal area for Empanelment shall be their creative, design and production skills, complemented by their media-management abilities. It is acknowledged here that such assessment is necessarily subjective to a degree and shall be adjudged by the Publicity Department of the Company. The decision of the Department shall be final and binding to all.

3. SCOPE OF WORK

The Scope of Work of the Empaneled Agencies shall include, but would not be restricted to, the following:

- 3.1 Creative Content Development and Design – for different Media such as Print/ Radio/ TV/Outdoor, etc. including Translations into major Indian Languages.
- 3.2 Production of Corporate Films/Documentaries, AV Spots, Radio Jingles, etc. including Translations into major Indian Languages.
- 3.3 Conceptualization, Planning and Media Management - including release of Advertisements in Print/ Radio/ TV/Outdoor, etc.
- 3.4 Designing, Printing and Production of Folders, Brochures, Pamphlets, Posters, Annual Reports, House Magazines, Calendars, Diaries, etc.
- 3.5 Event Management & Organizing Exhibitions/Fairs, setting up Stalls/Pavilions.
- 3.6 Any other activity/campaign/work related to Creative content development and design, Publicity (both Corporate and Business), Media campaign, Printing etc. as may be decided from time to time.

4. PROCEDURE FOR EMPANELMENT

- 4.1 EOI Submission - Interested Creative Agencies may submit their Proposals as per the terms of this EOI document within the given timeline.
- 4.2 Eligibility Evaluation - All Proposals received as per prima-facie validity shall be scrutinized for Eligibility as per the criteria set out in this document. Any Proposal not meeting even a single Eligibility criterion shall be summarily rejected and not considered for further evaluation.
- 4.3 Technical Evaluation - The Technical Evaluation Process would consider whether the Agency has requisite infrastructure, manpower, expertise and experience to address AIC's requirements and objectives. The Technical Evaluation Process will gauge the extent of thought process that has gone behind the preparation of the EOI response, the degree of clarity, understanding of AIC's stated objectives and the level of commitment exhibited by the Agencies.

EOI Evaluating Committee may waive any minor insufficiency, non-conformity or irregularity in the response to EOI that does not constitute a significant material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.

All Eligible Proposals shall be put to Technical Evaluation, in 2 successive stages:



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- 4.3.1 Stage 1: Parametric and Creative – Weighted Score (out of 75 marks) on Parametric & Creative points as given in Annexure “C” to FORM - II. The top 10 Agencies as per the Parametric Score shall progress to the second stage.

Creative Assignment - The Agencies shall submit the following on the theme of “AIC CORPORATE BRAND (WITH AN ORIENTATION TOWARDS SERVICE TO THE FARMERS)”:

- i) 1 Sample Newspaper Advertisement Creative (Colour) - in hard & soft copy (jpeg).
- ii) 1 Sample Audio Jingle of upto 20 seconds duration (Hindi) – in cd (.mp3 & .wav)
- iii) 1 Slogan coined on the Theme (Hindi & English) in Hard and Soft copy

All the above Creatives are to be submitted with the Proposal in the sealed cover.

- 4.3.2 Stage 2: Presentation – Weighted Score (out of 25 marks) on Presentation as given in Annexure “C” to FORM - II.

Presentation shall be of approx. 15 minutes duration followed by interaction of another 15 minutes. The top 10 Agencies shall be intimated about the date, time and venue of the Presentation on AIC’s website. The Presentation should cover, inter-alia, the understanding of AIC’s business, publicity needs and appropriate media, the skill-sets and USP of the Agency which would bring value to AIC and any other value proposition of the Agency.

- 4.4 Final Ranking - On the basis of combined marks out of 100, the Final Ranking of top 10 Agencies qualified in Stage 1 would be done and Top-5 Agencies will be empaneled with AIC.

5. EOI CONTENTS

- 5.1 Proposal must be submitted in a sealed super-cover marked “AIC - Empanelment as Multimedia Creative Advertising Agency - 2020”, which will contain the following:

- 5.1.1 Eligibility Criteria for Empanelment (along with Annexure “A”): FORM - I
- 5.1.2 Proposal for Empanelment (along with Annexure “A” and “B”): FORM - II
- 5.1.3 Creative Assignment (in hard as well as soft)
- 5.1.4 Demand Draft/Banker’s Cheque of Rs. 5,000/- favouring “Agriculture Insurance Company of India Limited” payable at New Delhi, in an open cover, being one-time, non-refundable EOI Fee.
- 5.1.5 EMD of INR 1,00,000/- (One Lakh) in the form of a Demand Draft issued by a Nationalized / Scheduled Bank in favor of “Agriculture Insurance Company of India Limited” payable at New Delhi OR Bank Guarantee from a Nationalized / Scheduled Bank valid for 90 days OR through NEFT/RTGS in below mentioned bank account. EMD of the unsuccessful applicants shall be released after the process of empanelment is finalized.

A/c Name	AIC of India Expenses of Management Control Account
A/c No.	007010200018780
Bank	Axis Bank Ltd.
IFSC	UTIB0000007
MICR	110211002

- 5.2 Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or Agencies registered with the Central Purchase Organization are exempted for EMD and EOI Fee. The Certificate for Exemption shall be attached while submitting the Proposal failing which the proposal shall not be considered.



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- 5.3 The sealed Proposal shall be addressed to “Manager, Publicity Department, Agriculture Insurance Company of India Ltd, Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar, New Delhi 110023”
- 5.4 The Proposal must reach him LATEST by **03:00 PM on 26.06.2020**. AIC SHALL NOT BE LIABLE for Proposals lost in transit or submitted late.
- 5.5 Any Proposal submitted without ALL the above shall be rejected summarily. FORM - I and FORM - II, along with all their enclosures should be hard bound and all pages duly signed by the Authorized Signatory.
- 5.6 The print and audio creatives submitted by empaneled agencies, shall be the sole property and copyright of AIC and shall not be returned to the empaneled Agency under any circumstance.

Applications are liable to be disqualified if, at any stage of evaluation, it is found that the Agency's declaration with regard to any of the set Eligibility Criteria as indicated and the other data, if any, given in response to this EOI is incorrect.

6. ELIGIBILITY CRITERIA FOR MULTIMEDIA CREATIVE AGENCIES

The minimum Eligibility Criteria are stipulated below (to be submitted in FORM - I). An Agency not meeting any one of the following criteria would be summarily rejected and would not be considered for further evaluation:

- 6.1 The Agency should have full INS and Prasar Bharti (Doordarshan and AIR) Accreditation/Registration for the last 3 consecutive years, and it should be valid as on last date of submission of the Proposal.
- 6.2 The Agency should have at least 3 Govt./PSU/Autonomous bodies of the GOI clients serviced during last 3 years from the last date of submission of the proposal. Startups (as defined by Department of Industrial Policy and Promotion), should have at least 1 Govt./PSU/Autonomous bodies of the GOI client serviced during last 3 years from the last date of submission of the proposal. For Startups, DPIIT Certificate of Recognition for Startups to be enclosed.
- 6.3 The Agency should have full-fledged office in National Capital Region (NCR).
- 6.4 The Agency should have minimum average annual turnover of Rs. 10 Crore from business related to Media/Advertising/Publicity for last 3 years i.e. 2017-18, 2018-19 and 2019-20. For Startups, minimum average annual turnover from business related to Media/Advertising/Publicity for last 3 consecutive years i.e. 2017-18, 2018-19 and 2019-20 should be Rs. 2 crores. For Startups, DPIIT Certificate of Recognition for Startups/ Application for Start up to be enclosed. At the time of award, the DPIIT Certificate of Recognition for Startups must be issued to the agency failing which the proposal shall not be considered.
- 6.5 Agency should have valid Registration Number under Goods & Service Tax/ Sales Tax & also Permanent Account Number (PAN) under Income Tax Rule.
- 6.6 The Agency should not have been blacklisted by any Central/State Govt. /PSU /Autonomous body of the Govt. in last 05 years from the last date of submission of proposal

In case at any stage it is discovered that any of the information or submission is false or incorrect, or that material facts have been suppressed, or that fake/tampered documents have been submitted, the Proposal shall be rejected and the Empanelment, if already done, shall be cancelled forthwith. In such a case, AIC reserves the right to blacklist such Agency.



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7. DURATION OF EMPANELMENT

The Panel shall ordinarily remain valid for a period of 3 years, extendable by another 1 year at the discretion of General Manager, HO Publicity Department. However, AIC reserves the right and discretion to cancel the entire Panel at any time without assigning any reason.

Furthermore, AIC may conduct periodical reviews; and reserves the right and discretion to terminate the empanelment of any Agency at any time without assigning any reason; and thereafter carry on with the remaining Agencies on the Panel.

8. GENERAL TERMS AND CONDITIONS

- 8.1 The Empaneled Agencies will be required to serve AIC for services if and as desired by the Company as per Scope of Work. Any avoidance/denial of any service will be treated as serious failure based on which penalty up to 10% of the work order (which is denied/avoided by the Agency) and may be deducted from the EMD or any other dues to the agency as liquidated damages. Also, a penalty @ 0.5 % per day of the value of the work order shall be levied on the selected empaneled agency to whom the work order has been issued if the agency fails to provide services as per the timelines specified in the work order. Additionally, such avoidance/denial of the work or delay in providing the services can lead to the termination of the agency.
- 8.2 The allocation of any campaign where DAVP rate is available, shall be done to one or more Agencies based on pre-defined criteria such as creative quality or any other criteria depending on the campaign
- 8.3 For a campaign/activity, where DAVP rate is not available, work allocation shall be done on limited tender basis (for estimated value of campaign up to Rs. 25 lakh), as per GFR Guidelines from empaneled agencies also.
- 8.4 AIC also reserves the right and discretion to get any campaign/creative done by any Agency whatsoever (even outside the panel) and also to directly place with any Media.
- 8.5 In case of corrigendum necessitated due to wrong translation/missing/wrong text by the Agency, the cost of publication thereof will be borne by the Agency itself.
- 8.6 For all print advertisements, no charges will be paid for design and supply of art pulls/photocopies.
- 8.7 The Agency will not be paid for creative and design of print Advertisement in case the campaign is launched through them.
- 8.8 AIC reserves the right to terminate any agency with or without assigning reasons by giving 30 days' notice to that effect.
- 8.9 In the case of dispute arising upon or in relation to or in connection with this EOI between AIC and the empaneled agency, which has not been settled amicably, any party in dispute can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. Such disputes shall be referred to a sole arbitrator to be appointed mutually by the parties to the dispute. Arbitration proceedings shall be held in New Delhi, India and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English. The expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.
- 8.10 The empaneled agency shall comply with all applicable union, state and local laws, ordinances, regulations and codes in performing its obligations hereunder. If at any time during the term of the empanelment, agency is in violation of any law, ordinance, regulation, or code, AIC shall be entitled to de-panel the agency with immediate effect.



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- 8.11 The original information, the methodology adopted, original data, derived data including outcome of the EOI, the originals of any reports and documents or materials prepared or information produced as a result of the services under this EOI and all intellectual property rights therein, unless otherwise specifically stated, shall be and shall remain exclusive property of AIC.
- 8.12 Selected agency may be required to enter into the contract with AIC as per terms and conditions based on this EOI.

9. DISCLAIMER

The EOI document is not a recommendation, offer or invitation to enter into a contract, agreement or any other arrangement, in respect of the services. The provision of the services is subject to observance of selection process and appropriate documentation being agreed upon, between the AIC and the Empaneled Agency. AIC does not warranty any quantum of work to the empaneled agencies for any activities mentioned in the scope of work of this EOI and depending on the requirement, work will be allocated individually for one or more activity to the identified agency in the sole discretion of the AIC.

10. INFLUENCING THE EVALUATION OF PROPOSALS & EMPANELMENT

No applicant shall attempt to influence AIC on any matter related to the proposal for Empanelment. Any attempt to influence AIC in the evaluation of proposals and Empanelment of Agencies shall result in summary rejection of the proposal(s) of such Agency(ies).

11. TIME SCHEDULE

The following Time Schedule must be adhered to:

SL.	ACTIVITY	DATE	TIME
1	Issuance of EOI on AIC website	05.06.2020	10:00 AM
2	Last Date for submission of Proposal	26.06.2020	03:00 PM
3	Opening of Proposals	26.06.2020	05:00 PM
4	Date for announcing Shortlisted Agencies for Presentation on AIC website	30.06.2020	03:00 PM
5	Presentation	02.07.2020 & 03.07.2020	11:00 AM onwards
6	Date of Selection of Agencies	07.07.2020	03:00 PM

Note:

1. AIC reserves the right to change dates without assigning any reasons thereof. Intimation of the same shall be notified on AIC's website.
2. If a holiday is declared on the dates mentioned above, the bids shall be received/ opened on the next working day at the same time specified above and at the same venue, unless communicated otherwise.

HO PUBLICITY DEPARTMENT, AIC



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(On Letterhead of the Agency)

FORM - I

ELIGIBILITY CRITERIA FOR MULTIMEDIA CREATIVE ADVERTISING AGENCIES

1. INS and Prasar Bharti (Doordarshan and AIR) Accreditation/Registration: Please attach INS and Prasar Bharti (Doordarshan and AIR) Accreditation/Registration Certificates and documentary proof.
2. List of Govt./PSU/Autonomous bodies of the GOI clients GOI clients serviced during last 3 years from the last date of submission of the proposal.
Please attach letter of empanelment/Work Order, duly signed, issued by the client to the Agency as supporting document. In case the e-mail communication has been attached, e-mail from official ID of the issuing client will only be considered. The supporting document should clearly indicate the period of empanelment.
3. Details of NCR Office:
Address of NCR Office, Date of Establishment of NCR Office, Tel. No., Fax No. and E-mail. (Please attach Electricity Bill/ Landline Telephone Bill/ Shop & Establishment License/ Regd. Rent Agreement/ Regd. Lease Deed etc. or any other certified document establishing office in NCR).
4. Annual Turnover from business related to Media/Advertising/Publicity, for FY 2017-18, 2018-19, and 2019-20. *If accounts for FY 2019-20 not finalized, provisional turnover figure may be mentioned.*

Attach a certificate from a Chartered Accountant/Statutory Auditor, in original, as per Annexure 'A' to FORM - I, in support of Turnover. No other document/photocopy of the certificate shall be considered.

5. PAN No. / Goods & Service Tax No. / Sale Tax No. (Attach photocopies)
6. Certification regarding Non-Blacklist: As per Annexure "B" to FORM-II.

I/we hereby certify that all the particulars given above are correct and true to the best my knowledge.

We further undertake as under:

- A. That we have not been blacklisted by any Central/State Govt. /PSU /Autonomous body of the Govt. in last 05 years from the last date of submission of proposal.
- B. That we shall abide by the all terms and conditions of this EOI without any deviation.
- C. That we shall execute a contract, if required by AIC, based on the terms and conditions of this EOI.

Signature _____

Full Name (In Capital letters) _____

Designation _____

Address _____

Note:

1. If needed, the Agency can use separate sheets for explaining the above points.
2. AIC reserves the right to verify the facts given by the Agency, with any authority.
3. All the pages and supporting documents should be hardbound, all the pages duly signed by the Authorized signatory.



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4. AIC will not be responsible for any oversight if a particular document is not referred to, at designated place in the formats.



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Annexure "A" to FORM - I

**Certificate of Annual Turnover from business related to Media/Advertising/Publicity
by Chartered Accountant/ Statutory Auditor**

It is certified that the Annual Turnover of M/s (Name & address of the Agency) _____
_____ from the business related to Media/Advertising/Publicity for last three
years is as under:

FY	Turnover (Rs. crore)
2017-18	
2018-19	
2019-20*	
Average Annual over 3 years	

* Enter Provisional figures if audited not yet available

Yours Sincerely,

(Signature of Chartered Accountant/ Statutory Auditor of the Company)

Name of the Chartered Accountant/ Statutory Auditor:

Seal with Membership No. of ICAI

(Certificate without Membership No. and seal of the Chartered Accountant/ Statutory Auditor will not be considered.)



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(On Letterhead of the Agency)

FORM - II

PROPOSAL FOR EMPANELMENT WITH AIC

To
The Manager (Publicity),
Agriculture Insurance Company of India Limited,
Plate B & C, 5th Floor, Office Block 1, East Kidwai Nagar,
New Delhi 110023

Subject: Empanelment of Multimedia Creative Advertising Agencies with AIC

Sir,

I/we _____ Agency enclose our proposal for selection of my/our Agency for Empanelment with AIC.

Demand Draft/Banker's Cheque No. _____ dt _____ for Rs. 5,000/- (Rupees Five Thousand only) drawn on _____ Bank _____ Branch payable at New Delhi is enclosed herewith toward Non-Refundable EOI fee.

Demand Draft/Bank Guarantee/NEFT No. _____ dt _____ for Rs. 1,00,000/- (Rupees One Lakh only) drawn on _____ Bank _____ Branch payable at New Delhi is enclosed herewith toward EMD.

Annexure "A" and "B" to FORM - II are also enclosed in the requisite format.

Yours Faithfully,

Signature:
Full Name: (In Capital Letters)
Designation:
Address:
(Authorized Representation)
Telephone No.
Mobile No.
E-mail address



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(On Letterhead of the Agency)

Annexure "A" to FORM - II

**PARTICULARS REQUIRED FOR EMPANELMENT OF
MULTIMEDIA CREATIVE AGENCIES WITH AIC**

- a) Address of the Head Office of the Agency with Telephone No., Fax No., and E-mail address.
- b) Bank Details : Name of Bank and Branch; Account number and IFSC.
- c) Name of Managing Director, Directors and Top Management (Separate sheet may be enclosed with bio-data & other details).
- d) Year of Establishment of the Agency.
- e) Legal status of Agency (Proprietor/Partnership/Private Ltd./Public Ltd.)
- f) Complete profile of the Agency.
- g) List of branch office(s) in India, other than NCR office including complete address, Name of contact person, with designation and mobile No.
- h) No. of persons working in NCR office.

Details of all full-time staff (excluding sub-staff/office boys/contractual staff):

S. No.	Name	Designation	Telephone	Email

- i) Production of Documentary Films/Corporate Films/Ad Films in last 03 years from the last date of submission of this proposal. (Attach work orders of 2 best jobs claimed to be executed in last 03 years and production in DVD format)
- j) Production of Spots/Radio jingles in last 03 years from the last date of submission of this proposal. (Attach work orders of 2 best jobs claimed to be executed in last 03 years and production in DVD format)
- k) List of Clients in the Agriculture/Rural field
Please attach letter of empanelment/Work Order, duly signed, issued by the client to the Agency as supporting document. In case the e-mail communication has been attached, e-mail from official ID of the issuing client will only be considered.
- l) Details of Awards received for campaigns launched in print media/electronic media from any reputed publications/recognized institutions? (If yes, Attach copies of Certificates). Appreciation letters shall not be considered as award.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature:
Full Name: (In Capital Letters)
Designation:
Address:
(Authorized Representation)
Telephone No.
Mobile No.
E-mail address

Note:

- 1. If needed, the Agency can use separate sheets for explaining the above points.
- 2. AIC reserves the right to verify the facts given by the Agency, with any authority, if required.



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(On Letterhead of the Agency)

Annexure "B" to FORM - II

I _____ son /wife of Shri
_____ am the Proprietor/Director/Partner/
Authorized Signatory of M/s _____ and do
hereby solemnly affirm and declare as under:

- a) That I am the Sole Proprietor/Director/Partner/Authorized Signatory of M/s _____.
- b) That the above Agency M/s _____ have not been blacklisted and/or debarred by any Central /State Govt./PSU/ Autonomous body of the Govt. in last 05 years as on the date of submission of the proposal.

In case the above declaration is found to be incorrect or wrong, the contract, if awarded to the firm, shall be terminated immediately and the firm shall be liable to be black listed/debarred for future works/contract with AIC. Any such action shall, however, be without prejudice other rights of AIC including indemnifying losses under the law.

The above declarations are given in accordance with Proposal conditions.

(Authorized Signatory)
(Name of the signatory along with seal)

Note: - The signatory should not affect any variation in the text of declaration. Declaration in any other form shall not be acceptable and shall render the Agency for disqualification of the Proposal.



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Annexure “C” to FORM - II

EVALUATION CRITERIA

SL.	PARAMETER	MAX. MARKS	
1	CORPORATE STRENGTH		
1.1	Average Annual Turnover For turnover up to Rs. 10 crore: 0 marks; For turnover from Rs. 10 crore to Rs. 15 crore: 1 mark; For turnover from Rs. 15 crore to Rs. 20 crore: 2 mark; For turnover from Rs. 20 crore to Rs. 25 crore: 3 mark; For turnover above Rs. 25 crore: 4 mark;	4	20
1.2	No. of employees in NCR Office: Up to 5 employees: 0 mark 6 to 10 employees: 1 mark 11 to 15 employees: 2 mark More than 15 employees: 3 mark	3	
1.3	Additional branch offices in India other than NCR 1 office other than NCR office: 1 mark 2 office other than NCR office: 2 mark 3 or more office other than NCR office: 3 mark	3	
1.4	No. of domain experts on the rolls like Creative Designers, Copywriters, Script Writers, Translators etc. (one mark per domain expert, maximum 10 mark)	10	
2	MEDIA EXPERIENCE		
2.1	Production of Documentaries/Corporate Films/Ad Films in last 3 years (marking based on 2 best jobs claimed to be executed in last 03 years)	10	30
2.2	Production of Spots/Radio Jingles in last 3 years (marking based on 2 best jobs claimed to be executed in last 03 years)	10	
2.3	List of Govt./PSU/Autonomous bodies of the GOI clients being presently serviced Up to 3 clients: 0 mark 4 to 5 clients: 1 mark 6 to 7 clients: 2 mark 8 to 9 clients: 3 mark 10 to 11 clients: 4 mark 12 or more clients: 5 mark	5	
2.4	List of Clients in the Agriculture/Rural field (acceptable even if it overlaps with 2.3): One mark for each client (maximum 3 mark)	3	
2.5	Award(s) received in last 5 years (Appreciation letter will not be considered as award) 1 mark per Award (maximum 2 mark)	2	
3	CREATIVE ASSIGNMENT– As per clause 4.3.1		25
	SUB TOTAL – PARAMETRIC & CREATIVE		75
4	PRESENTATION		25
	GRAND TOTAL		100