



07.06.2021

RFP FOR EMPANELMENT OF SOCIAL MEDIA & MULTIMEDIA CREATIVE AGENCIES: PRESENTATION

With reference to the RFP for empanelment of Social Media & Multimedia Creative Agencies, following Agencies have been shortlisted for Presentation on 09.06.2021 as per following schedule:

FOR EMPANELMENT AS MULTIMEDIA CREATIVE AGENCY			
SL.	NAME OF THE AGENCY	REPORTING TIME	VENUE
1	Crayons Advertising Pvt. Ltd.	10:30 AM	Agriculture Insurance Company of India Ltd., 5 th Floor, Office Block - 1, East Kidwai Nagar, New Delhi - 110023
2	Critique Communication Pvt. Ltd.	11:00 AM	
3	Expression 360 Services India Pvt. Ltd.	11:30 AM	
4	Graphisads Pvt. Ltd	12:00 NOON	
5	Niyati Communications (P) Ltd.	12:30 PM	
6	Sharad Advertising Pvt. Ltd.	1:00 PM	

FOR EMPANELMENT AS SOCIAL MEDIA AGENCY			
SL.	NAME OF THE AGENCY	REPORTING TIME	VENUE
1	Crayons Advertising Pvt. Ltd.	2:30 PM	Agriculture Insurance Company of India Ltd., 5 th Floor, Office Block - 1, East Kidwai Nagar, New Delhi - 110023
2	Centum Advertising & Marketing	3:00 PM	
3	India News Communication	3:30 PM	
4	Integral Media Solutions Pvt. Ltd.	4:00 PM	
5	Sharad Advertising Pvt. Ltd.	4:30 PM	
6	Ventures Advertising Pvt. Ltd.	5:00 PM	

Please note:

- The above list is in alphabetical order and does not reflect any relative merit.
- Agencies are required to stick to above timelines and shall not come very early or late than their specified time slot.
- Only 2 representatives shall be allowed from each agency.
- Presentation (PPT) shall not be of more than 10 minutes duration which would be followed by interaction of another 5-10 minutes. The Presenter may be stopped if duration of PPT exceeds the limit.
- 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.
- Pen drive is not allowed. Agency representative shall bring their own laptop or PPT may be sent to harpreets@aicofindia.com in advance.