



**MAHARASHTRA NATURAL
GAS LIMITED**

**Expression of Interest for Empanelment of Advertisement
agency for MNGL for carrying out various branding and
promotional activities, campaigns in the authorized GAs of
MNGL**

EOI No.: MNGL/CP/2023-24/EOI/01/ADVERTISEMENT

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

Ref.: MNGL/CP/2023-24/EOI/01/ADVERTISEMENT

Date: 12.01.2024

Maharashtra Natural Gas Limited invites offers through Expression of Interest for Empanelment of Advertisement agency for MNGL for carrying out various branding and promotional activities, campaigns in the authorized GAs of MNGL

EOI Details:

1. EOI is limited to application from Registered Companies, Partnership Firms, Proprietorship Firms, Registered Societies and Individuals only.
2. EOI Schedule shall be as under:
 - a) **Period: 12.01.2024 (From 18:00 Hrs) to 22.01.2024 (Up to 15:00 Hrs).**
 - b) **Last Date for Submission of EOI: 22.01.2024 (Up to 15:00 Hrs).**

Maharashtra Natural Gas Limited reserves the right to extend the EOI period and due date for submission, mentioned above.

3. EOI can be downloaded from the website www.mngl.in within the above-mentioned period. Any amendment, clarification, corrigendum w.r.t. EOI will be hosted on www.mngl.in. Applicants should regularly visit this website to keep themselves updated. Any query related to EOI may be submitted online only at Email ID gasaid@mngl.in / neeraj@mngl.in. Queries/clarifications received in any other form are liable to be unanswered. A written reply from the Maharashtra Natural Gas Ltd. will be suitably given.
4. The completely filled & signed EOI, along with requisite documents, is to be submitted by Applicant to “**General Manager (C&P), Maharashtra Natural Gas Ltd., Pride Purple Coronet, 2nd Floor, Baner Road, Baner Pune - 411045.**”
5. EOI, complete in all respect, shall be opened and evaluated by Maharashtra Natural Gas Ltd. and the Applicant shall be informed accordingly on time-to-time basis.



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6. Maharashtra Natural Gas Ltd. will not be responsible for any cost or expenses incurred by the Applicant in connection with preparation or delivery of EOI.
7. This Notice inviting EOI neither confirms the right nor an expectation on any party to participate in the proposed EOI. Maharashtra Natural Gas Ltd. reserves the right to accept or reject, any or all EOIs received at its absolute discretion without assigning any reason whatsoever.
8. The laws of Union of India shall govern all matters concerning the EOI. Any issue arising related to this EOI or the selection process shall be adjudged by the Courts in Pune in Maharashtra, India alone.

Annexure-I -Minimum Eligibility Criteria

Annexure-II - MNGL-Brief Scope of Work for Advertising Agency

Annexure-III - MNGL- Form for Empanelment Of Agency

Maharashtra Natural Gas Limited (MNGL)

NOTICE FOR "EMPANELMENT FOR ADVERTISING AGENCY" PUBLISHED ON MNGL WEBSITE

Eligibility Criteria
<p>MINIMUM ELIGIBILITY CRITERIA</p> <p>The prospective Advertising & Creative agency must conform to the minimum eligibility criteria. Bids submitted by agencies that do not fulfill the minimum eligibility criteria will not be considered.</p> <p>a. The agency should have been in the business of providing Advertising and Creative services in India for at least 7 years.</p> <p>b. The agency should have recorded a minimum turnover of Rs. 5 Crore in each of the immediately preceding three financial years. In support of their eligibility under this criterion, firms should furnish self- attested copies of Audited Accounts / Balance Sheet /Annual Report duly certified by the Auditor.</p> <p>c. The agency should have previous experience in designing and advertising through multiple channels i.e. press, audio visual, hoardings, digital, etc. for at least 5 reputed Corporates, of which at least one should be a listed company. Experience of working with Oil & Gas sector will be an added benefit. In support of their eligibility under this criterion, agencies should furnish copies of contracts/agreements/ self-attested copies of the work orders/ letter from clients.</p> <p>d. The agency should have its office in Pune/Pimpri-Chinchwad/Mumbai.</p> <p>e. The agency should have a full-fledged team of at least 10 people for creative, media planning and buying etc. the details of the same is to be submitted along with the name, qualification etc.</p> <p>f. The agency should attach a brief presentation of the ATL and BTL work done by them for print, digital & audio-visual medium. If necessary, the agencies may be called for detailed presentation.</p> <p>g. The agency shall provide organogram of its organization.</p> <p>MNGL reserves the right to relax the eligibility criteria in its own Business Interest without assigning any reason. Merely meeting the eligibility criteria shall not entitle applicant for empanelment with MNGL. MNGL shall consider all other requirements as stipulated under terms and condition & Empanelment form for considering applicant for empanelment.</p> <p>Bidder shall furnish copies of work order(s), Client certificate for jobs as mentioned above. Bidder shall also furnish copies of Balance Sheet and P&L Account (Audited) for previous 3 years.</p>

**MNGL-Brief Scope of Work for Advertising
Agency**

1. Print Advertisements for Magazine & Press ads

Print media – Creative design & Artwork, media planning, content writing, etc. through newspapers, weeklies, monthlies, magazines, brochures, and all other forms of printed journals for various design sizes in b/w and colored.

2. Television Commercial

Concept development, scripting & Scheduling for Audio Visual

3. Radio Advertisement

Concept development, scripting & creating of Radio Jingles and advertisements.

4. Creatives for Digital Media

To design & develop the content, creatives to promote MNGL.

Digital Information panels

LED Screens – Advertisements and promotions through LED screens in public display

Digital screens installed near the ticket booking counters and other railway premises.

5. Promotional activities Concept, Designing & Artwork

Pos

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Ban

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Stic

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Glow Sign /

SignagesBills / Bills

cover

Pamphlets / Folder / Booklet / Leaflet

Customer Handbook / Instruction

BookCorporate Brochure

Standees / Tents

6. Outdoor advertising Conceptualizing, Designing & Artwork

Hoardin

gs Van

Design

Bus

Panels

Bus

Shelter

Kiosk

Exhibition stall (designing and fabrication)

Exhibition Panels

Branding at CNG outlets including dispenser and other display

Backdrop/Gate design

7. Miscellaneous Jobs - Design, Concept & Artwork

Novelties /
Giveaways/Invitation
Card Shopping Bag
/ gift bag design
T-
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Desk Calendar
Trophy Design
Greeting Card
Conference
Folder

8. Newsletter / House Journal

Conceptualizing, designing and artwork for Digital and Print version.

9. Corporate films/Short films,

Creation of corporate film of MNGL

Editing/ Curtailment in Existing Film & Videos As per MNGL requirement

Preparation of videos for creating awareness through short videos on the success stories and other content of MNGL as per the requirement.

10. Tableau design & Execution

11. Marketing campaigns:

-Design an impact-oriented communications and targeted strategy that builds on the priorities of MNGL with cost effective Media and outdoor campaigns.

-Conceptualize and develop media and other promotional strategy following best practices and execute the same in consultation with MNGL.

12. Stall development/ Visibility of MNGL at Exhibitions, Summit, and various Events

-Conceptualizing, Designing of Stall inclusive of fabrication, commissioning, maintenance and dismantling of Stall as per MNGL requirement at any exhibition and event.

13. ROI

Measure the effectiveness and submit analytical report of ad campaign and promotional campaign on various media (Print, Radio & Television)

Annexure - III**FORM FOR EMPANELMENT OF AGENCY**

We M/s. _____ are desirous of being empaneled and hereby apply for the same. We give the following details for your consideration:

Sr. No	Description	Applicant's Confirmation
1	Name of the Company / Firm	
2	Full Address of Registered Office / Corporate Office	
	Telephone No:	
	Fax No.:	
	Contact Person:	
	Mobile No.:	
	E-Mail:	
	Website	
3	Company's Organizational Structure (Attach Organogram)	
4	Nature of Company / Firm i.e Proprietorship / Partnership / Private Limited / Government / Public Sector / Contractors / Others	
5	In case of Proprietorship firm, attach relevant document showing name of proprietor	
6	In case of Partnership firm, specify names of the Partners and attach copy of partnership deed	
7	In case of a Company, attach copy of Articles of Association and Memorandum of Association	
8	Year of Establishment & Starting of Production / Shop & Establishment Certificate (Attach copies) OR Registration No. of the Company (Attach copy)	

Sr. No	Description	Applicant's Confirmation
9	Authorization letter from the concerned	
10	Having INS accreditation (Attach copy)	
11	Registration Nos. (Whichever is applicable) 1) PAN 2) GST No Please attach copies of documents for above.	
12	Audited Balance Sheets of immediately preceding three Financial year including Profit and Loss account statement (to be enclosed)	
14	a) List of Clients (Attach list separately) b) Work Order of Clients / Certificate (Attach photocopies for the same) c) Single largest value of order executed in the last three years (Attach copy of WO / Completion certificate) as stated in eligibility criteria.	
15	Details of empanelment with other Organization, Govt., Quasi Govt. Organization (preferably for similar Work) Please attach copies.	
16	Any other Special / relevant information.	
17	Whether the Company/Firm is under litigation / arbitration cases during last five years; if yes furnish details.	
18	Whether the Company / Firm / Director / Partner / Proprietor has been de-listed / debarred / kept on holiday / blacklisted in India. If so, the reason for the same	
19	Applicant confirms that the document / information furnished are true and valid for the duration of the empanelment and in case there are any changes / variation, the same shall be immediately brought to the notice of MNGL. Applicant also confirms that in case of conflicting version, MNGL may consider any version as convenient to MNGL.	

Sr. No	Description	Applicant's Confirmation
20	Please provide the details of the manpower engaged by your company	
21	We understand and agree that mere empanelment does not entitle us for award of work	

Note: It is mandatory to fill in all the columns by the company and submit the same along with all necessary documents / credentials / copies of the certificates etc. Any other relevant information in support of empanelment may be volunteered by the applicant. All pages may be signed in ink with stamp by the authorized signatory of the Company.

Place:

Signature:

Name & Designation:

Date:

Company Seal:

(To be submitted on the Letter Head)

DECLARATION

1. I / We have read the instructions appended to the proforma and I / We understand that if any false information is detected at a later date, any future contract made between ourselves and MNGL, on the basis of the information given by me / us can be treated as invalid by MNGL and I / We will be solely responsible for the consequences.
2. I / We agree that the decision of Maharashtra Natural Gas Limited in selection of agency will be final and binding to me / us.
3. All the information furnished by me hereunder is correct to the best of my knowledge and belief.
4. I / We agree that I / we have no objection if enquiries are made about the work listed by me / us in the accompanying sheets.
5. I / We agree that I / We have not applied in the name of sister concern for the subject empanelment process.
6. The empanelment of agency at MNGL shall only entitle him to be considered for inviting creatives / concepts for various requirement of MNGL. It shall not confer any right on him to be necessarily awarded the work. MNGL has sole discretion to accept or reject any or all the applications at any stage of the process and/ or modify the process without assigning any reason whatsoever. Applications submitted through Agents / Intermediaries will not be considered.

PLACE:

DATE:

SEAL OF ORGANIZATION

SIGNATURE

NAME & DESIGNATION

TERMS AND CONDITIONS

1. For empanelment the applications will be evaluated for meeting the minimum stipulated financial and experience criteria. The details of manpower employed, pending litigation, performance on past assignments etc. shall also be evaluated for empanelment of the agency. The applications received will be evaluated on the basis of information & documents provided by the applicant and in case the applicant is found to be suitable on the criteria of MNGL, the applicant shall be considered for empanelment. In view of the quantum of work, 3 agencies shall be empaneled. The applications not meeting the criteria of MNGL shall be rejected. **The applications shall be accompanied by following documents for empanelment:**
 - i. Brief profile of your company
 - ii. INS accreditation copy
 - iii. Power of attorney / partnership deed for authorized Signatory
 - iv. List of Clients to whom similar services are provided
 - v. Audited Balance Sheet and Profit & Loss statement for last 3years
 - vi. Copy of Work Orders & Completion certificates from clients asstated in eligibility criteria
 - vii. Manpower details
 - viii. Details of pending litigation etc
 - ix. Other details asked in the Application form
 - x. Organogram
2. MNGL at any time reserves the right to modify the eligibility criteria, to accept or reject any application, to annul the empanelment or to reject any or all the applications or accept new application at any time without assigning any reason or incurring any liability to the applicants.
3. The agencies who are in arbitration/litigation with MNGL shall not be considered for empanelment, however, request from the agency may be considered for empanelment upon resolution of dispute.
4. The empanelment of agency shall be cancelled by MNGL in case of poor performance of the agency, delay in completion of work, abandoning of the allotted work, bankruptcy, for activities detrimental to the interest of MNGL and in case empanelment is secured based on false information/documents. In case of cancellation of empanelment, the agency shall be debarred from taking up worksof MNGL for the period as decided by MNGL. The decision of MNGL in this regard shall be final and binding on the party.
5. MNGL reserves the right to call open/limited tenders in which the agencies not empaneled in this process but meeting the minimum criteria for the tender can participate. For such tenders, the empaneled contractors under this process meeting the stipulated criteria of tender can also participate.

6. MNGL reserves the right to reject any application without assigning any reasons thereof and does not bind itself to accept any of the applications.
7. MNGL takes no responsibility of applications lost/delayed in postal transit. MNGL reserves the right to postpone the date of submissions or issue any amendments.
8. Empanelment does not guarantee for award of work. The empaneled agency shall have no claim on MNGL if invitation for any job is not issued to them.
9. The agency shall submit all the documents as asked in empanelment form. The agency may be asked to produce original documents for verification. The agency may also be called for discussions/clarifications/Presentations and the agency shall depute their authorized representative for the same.
10. The commercial terms will be formalized post empanelment, therefore documents pertaining to rates, etc. need not be submitted with the empanelment form.
11. After going through the process, the empaneled agencies are expected to carry out various creative work at the rates prescribed by MNGL.
12. MNGL may inspect the works/work sites/offices of the applicants as and when required and as deemed fit.
13. Agencies selected for empanelment shall be empaneled for a period of 2 years, which is extendable for 1 more year. This period can be reduced or increased, or the empanelment can be scrapped at any time, at the sole discretion of MNGL without assigning any reasons. In case of empanelment, the agency shall be required to submit every year the latest Balance sheet, up to date list of work done, works in hand etc. failing which their empanelment is liable to be cancelled.
14. The application/documents submitted to MNGL are non-returnable.
15. The applications shall be signed by a duly authorized person of the agency;
 - a. In case of Sole Proprietorship, an affidavit of Sole Proprietorship and if the application is signed by any other person, Power of Attorney issued by the Sole Proprietor, in favour of the signatory.
 - b. In case of partnership, if document is not signed by all the partners, Power of Attorney in favour of the Partner/person signing the documents, authorizing him to sign the documents.
 - c. In case of a Company, a copy of the Board resolution, authorizing the signatory to sign on behalf of the Company.

- d. Applications from Joint Ventures/ Consortium may be considered by MNGL at its sole discretion.

16. Applications with following discrepancies are liable to be rejected:

- a. Applications, which are incomplete, ambiguous and not accompanied with the documents asked for and the processing fee.
- b. Even though an applicant may satisfy the minimum criteria of MNGL for empanelment, his application is liable for rejection, if he has record of poor performance such as abandoning work, not properly completing the work, delay in completion of work, poor quality of work, financial failure/weakness etc.
- c. Application in respect of which canvassing in any form is resorted to by the applicants.
- d. If the applicant made misleading or false representation or deliberately suppressed the information in the application form and documents etc. or resorts to unfair methods in creating circumstances for the acceptance of his application.

The completed applications along with required documents shall be submitted in an envelope marked "Application for Empanelment for Advertising Agency- 2024" at following address latest by **22.01.2024**.

General Manager (C&P)
Maharashtra Natural Gas Limited
Pride Purple Coronet, 2nd Floor,
Above Bata Showroom,
Baner Road, Baner, Pune – 411045.