



हिंदुस्तान उर्वरक एवं रसायन लिमिटेड
HINDUSTAN URVARAK & RASAYAN LTD.
(A Joint Venture of NTPC, CIL, IOCL, FCIL & HFCL)

Ref No.: HURL/HQ/CS574

Date: 14.05.2025

EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF ADVERTISING AGENCIES FOR HURL
FOR A PERIOD OF THREE (03) YEARS

DISCLAIMER:

The information contained in this notice, or any information provided subsequently to parties/ agencies in any form by or on behalf of Hindustan Urvarak & Rasayan Limited (HURL), Delhi, is provided to the parties / agencies based on all terms and conditions subject to which such information has been provided.

This notice or any addenda, is not in any way an agreement or an offer or invitation by HURL to any parties/ agencies other than the applicants who are qualified to submit the Application Documents. This notice has been put forward to provide parties / agencies with necessary information to formulate their proposals based on this notice. All the information a party / an agency may require may or may not be represented in this notice. Each agency is required to conduct its own investigations and check the reliability and completeness of the information mentioned in this notice. The parties/ agencies may also obtain independent advice from appropriate sources. HURL and/or its officers, employees make no representation or warranty and disclaim any liability under any law/ statute/ rules/ regulations as to the accuracy, reliability or completeness of the information contained in this notice. HURL may, but without being under any obligation to do so, update, amend or supplement the information in this notice in its sole discretion. HURL reserves the rights to reject all or any agencies without assigning any reasons thereof. HURL also reserves the right to cancel this notice without citing any reasons.

Dear Sirs,

Hindustan Urvarak & Rasayan Limited (HURL), Delhi, a joint venture of IOCL, NTPC, CIL, FCIL & HFCL, is in the process of empaneling advertising agencies for a period of three (03) years. Towards this purpose, interested parties/ agencies are invited to participate in pre-qualification process vide Empanelment Application annexed at **ANNEXURES-I to VI** herewith.

SCOPE OF WORK:

HURL's Advertising/Promotional/Public Relation/Corporate Communication activities' requirements involve designing, printing and delivery of publicity materials such as danglers, posters, banners, leaflets, keyring, pens, arch, shop painting, wall painting, trolley painting, wall calendar, table calendar, diaries, T-shirt, Caps, Trophy, Certificate, memento, bag designing, logo design, product packing designs, website designing, publishing of tender notices (multi-media, multi-language, pan-India), advertising activities in print, electronic and digital media & any other activities those may be required to be done for the purpose. Parties/agencies are expected to release HURL's advertisements in newspapers, magazines, web portals, radio and television channels, outdoor hoardings, digital display, or any other media included in above the line (ATL) and below the line (BTL) media, often at short notice. The above list of media is not exhaustive.

The parties / agencies should be adept in developing and undertaking creative designs for print publications such as newsletters, annual reports, house journals, leaflets, brochures, banners, posters, hoardings, notice boards, social media posts etc. The parties/ agencies should undertake DTP activities for such activities along with designing and assist HURL in production of radio jingles, films, corporate videos, product videos, testimonials, documentaries, TVCs, short videos for social media platforms etc.

The parties / agencies should have the resources and skill to put up Farmer fair/ Exhibition stalls, carry out event management activities for special days such as Foundation Day, Republic Day, Seminars, Annual Marketing Conference, Product launch, Dealer/Retailer meet and other such important events, organize press conferences, AGM, among others.



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The parties/ agencies should also be skillful in managing and handling corporate websites, social media handles and other related services. The parties / agencies are expected to assist the Corporate Communication component of HURL in discharging its duties in a smooth and efficient manner.

The agencies will be expected to deliver high-quality work within a short turnaround time, as media campaigns may sometimes require urgent releases.

PRE-QUALIFYING CRITERIA (PQC):

Followings are the Qualifying Requirements / Pre-Qualification Criteria (PQC) for the subject package:

Sr. No.	Conditions	Documents required (To be submitted along with technical bid)
1	Bidder should either be: i. Company registered under the Companies Act, 1956/2013 OR ii. Registered partnership firm OR iii. Registered proprietorship firm OR iv. Registered societies / Co-operative societies OR v. Registered Limited Liability Partnership (LLP)	For companies registered under the Companies Act, 1956/2013, notarized copy of Memorandum and Articles of Association and List of Directors, Copy of Certificate of Incorporation to be submitted. OR In case of partnership firm, notarized copy of Partnership Deed to be submitted. OR For Proprietorship firm, Affidavit of Proprietorship duly notarized (Latest), to be submitted. OR Co-operative societies / Registered societies- Copy of Registration certificate, Copy of Resolution of Members to be submitted. OR For Limited Liability Partnership (LLP), Copy of Certificate of incorporation to be submitted.
2	Bidder must have a valid INS accreditation as on the date of the technical bid opening.	Certificate of INS accreditation with validity as on the date of the technical bid opening.
3	Work executed of similar work done in the preceding seven (07) years reckoned as on the date of techno-commercial bid opening. Similar work done definition: Similar Works means any two of following four Activities: (1) Designing & Printing of Print Advertisements/Digital Advertisements / Newsletters / Annual Reports/Coffee Table Books/Brochures/Leaflets. (2) Production of Product Videos / Corporate Videos/Promotional Videos / Corporate Anthem (3) Designing and installation of hoardings etc. (4) Designing & printing of publicity materials such as danglers / posters / banners.	Copy of Work Order / PO / rate contract / agreement with following details: Copy of POs with Execution Certificate certified by practising Chartered Accountants (with UDIN no)/Statutory Auditors (with UDIN no) / Client (signed & stamped by authorized representative of client on client's letter head).



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Sr. No.	Conditions	Documents required (To be submitted along with technical bid)
4	The average financial turnover during the last three consecutive financial years ending on 31 st March 2024 should be at least Rs. 1.5 Crore.	<p>Audited Balance Sheet / Profit & Loss Account for the three preceding financial years i.e., 2021-22, 2022-23 & 2023-24.</p> <p>(i) In case above is not available, then certificate from practicing Chartered Accountant (CA) / Statutory Auditors (SA) certifying the annual turnover for the three preceding financial years i.e., 2021-22, 2022-23 & 2023-24.</p> <p>(ii) In case above are not available, then audited Balance Sheet / Profit & Loss Account for the three consecutive financial years preceding the last financial year i.e., 2020-21, 2021-22 & 2022-23 along with Annexure-A & B.</p> <p>(iii) In case above are not available, then certificate from practicing Chartered Accountant / Statutory Auditors (SA) certifying the annual turnover for the three consecutive financial years preceding the last financial year i.e., 2020-21, 2021-22 & 2022-23 along with Annexure-A & B.</p> <p>Note: UDIN number must be mentioned on the CA certificate.</p>
5	Bidder must have a physical office in Delhi-NCR.	Address proof like (rent agreement, electricity bill, etc)
6	Bidder must be registered with the Bureau of Outreach & Communication (BOC) formed by integrating Directorate of advertising & Video Publicity (DAVP) or Directorate of Field Publicity (DFP) or Song and Drama Division (SDD).	Certificate issued by respective body with validity as on the date of technical bid opening.

The empanelment process will consist of Stage-1, 2 & 3. The agency is required to qualify in Stage – I & II for qualifying in Stage-III. Stagewise eligibility criteria for empanelment of the advertising agencies are as under:

(1) PRELIMINARY SCRUTINY FOR QUALIFYING – Stage 1

- The agency should either be Company registered under the Companies Act, 1956/2013 OR Registered partnership firm OR Registered proprietorship firm OR Registered societies / Co-operative societies OR Registered Limited Liability Partnership (LLP).
- The agency should have full valid INS Accreditation as on the date of opening of techno-commercial bid.
- The agency should have experience towards execution of similar work done in the preceding seven (07) years reckoned as on the date of opening of techno-commercial bid.
- The agency should have minimum annual financial turnover of INR 1.5 crores in the last three financial years ending 31st March 2024 with positive net worth.
- The agency should be a Full-Service Agency with all creative, media and other facilities.



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- vi. The agency should submit complete information as per prescribed format along with necessary documents mentioned at Annexure-V.
- vii. The agency must have full-fledged office in Delhi-NCR where HURL's Registered/ Corporate office is located.
- viii. The agency must be empaneled with Bureau of Outreach & Communication (BOC) formed by integrating Directorate of advertising & Video Publicity (DAVP) or Directorate of Field Publicity (DFP) or Song and Drama Division (SDD) as on the date of opening of techno-commercial bid.

(2) PRELIMINARY SCRUTINY FOR QUALIFYING – Stage 2

- i. Physical Verification to the agency's workplace (who have qualified in Stage – I) will be carried out by a duly constituted committee to verify their infrastructure, facilities, and overall capabilities.
- ii. The recommendation of the committee in this regard will be valid for qualification of the agency in this stage. The committee will not recommend the agencies having inadequate/ poor infrastructure for qualification in this stage. Agency with inadequate infrastructure will not be considered for qualification in this stage.

(3) SECONDARY SCRUTINY – Stage 3

During this stage, the agency qualifying **Stage-2** will be called for assessment on following points:

1. Presentation:

The agency is required to give presentation of duration around 10 minutes before a committee broadly covering the following aspects:

- (i) Introduction & brief of the agency for 2-minutes.
- (ii) A brief on best media campaigns undertaken by the agency for PSUs/ other Corporates in Print / Electronic Media (TV/ radio etc.) / social media etc. in last 3 years (3 minutes).
- (iii) Pointers for publicity campaign for enhancing corporate image of HURL. A fresh tagline and logo for HURL may also be proposed in the Publicity Campaign. (5 Minutes)

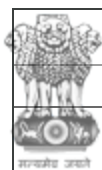
Note: Request for change of schedule of presentation shall not be entertained. The agency will have to maintain the maximum time limit of 10 minutes for presentation at any cost and violation in this regard will attract negative marks for the concerned agency.

2. Creative Print Media Ad Design in Colour:

One full page print out (A4 size) in four colours in English and Hindi has to be submitted by the agency. The advertisement must carry name & logo of HURL and the salient features of HURL.

Note:

Marks obtained by an agency in Stage – 3 will form the basis for selection of the agency for empanelment. Before empanelment, a confirmation shall also be obtained from INS about the INS accreditation (valid as on date) of the selected agency.



**Government
eProcurement
System**

eProcurement System Government of India

Tender Details

Date : 14-May-2025 12:03 PM

Print

Basic Details

Organisation Chain	Hindustan Urvarak and Rasayan Limited HQ-Delhi - HURL		
Tender Reference Number	HURL/HQ/CS574		
Tender ID	2025_HURL_859974_1	Withdrawal Allowed	Yes
Tender Type	Open Tender	Form of contract	EOI
Tender Category	Services	No. of Covers	1
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No
Payment Mode	Not Applicable	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No

Cover Details, No. Of Covers - 1

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical/Finance	.pdf	Signed and Stamped copy of Annexure-I, II, III, IV and VI.
		.pdf	Documents as required in accordance with Pre-Qualifying Criteria.
		.pdf	Documents in accordance with Annexure-V

Tender Fee Details, [Total Fee in ₹ * - 0.00]

Tender Fee in ₹	0.00		
Fee Payable To	Nil	Fee Payable At	Nil
Tender Fee Exemption Allowed	No		

EMD Fee Details

EMD Amount in ₹	0.00	EMD Exemption Allowed	No
EMD Fee Type	fixed	EMD Percentage	NA
EMD Payable To	Nil	EMD Payable At	Nil

[Click to view modification history](#)

Work /Item(s)

Title	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL FOR A PERIOD OF THREE (03) YEARS.				
Work Description	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL FOR A PERIOD OF THREE (03) YEARS.				
Pre Qualification Details	AS PER EOI DOCUMENT				
Independent External Monitor/Remarks	NA				
Show Tender Value in Public Domain	No				
Tender Value in ₹	0.00	Product Category	Miscellaneous Services	Sub category	NA
Contract Type	Empanelment	Bid Validity(Days)	180	Period Of Work(Days)	NA
Location		Pincode	110092	Pre Bid Meeting Place	NA

	PLEASE REFER EOI DOCUMENT				
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	HURL HQ NEW DELHI
Should Allow NDA Tender	No	Allow Preferential Bidder	No		

Critical Dates

Publish Date	14-May-2025 01:00 PM	Bid Opening Date	04-Jun-2025 03:00 PM
Document Download / Sale Start Date	14-May-2025 01:00 PM	Document Download / Sale End Date	03-Jun-2025 03:00 PM
Clarification Start Date	14-May-2025 01:00 PM	Clarification End Date	23-May-2025 06:00 PM
Bid Submission Start Date	23-May-2025 06:00 PM	Bid Submission End Date	03-Jun-2025 03:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL FOR A PERIOD OF THREE (03) YEARS.	965.37	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	EOIdoc.pdf	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL FOR A PERIOD OF THREE (03) YEARS.	951.40

Auto Extension Corrigendum Properties for Tender

Iteration	No. of bids required for bid opening a tender	Tender gets extended to No. of days
1.	3	4
2.	3	3

Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	surajitmahindar@hurl.net.in	SURAJIT MAHINDAR	SURAJIT MAHINDAR
2.	shradhakumari@hurl.net.in	SHRADHA KUMARI	SHRADHA KUMARI
3.	umangsinha@hurl.net.in	Umang Sinha	UMANG SINHA
4.	vivekchoudhary@hurl.net.in	VIVEK CHOUDHARY	VIVEK CHOUDHARY

GeMARPTS Details

Reason for non availability of GeMARPTS ID	Urgent nature of Procurement
Remarks	THIS SERVICE IS UNAVAILABLE ON GeM.
Document Name	GEMNA.pdf
Document Size (in KB)	37.43

Tender Properties

Auto Tendering Process allowed	No	Show Technical bid status	Yes
Show Finance bid status	Yes	Stage to disclose Bid Details in Public Domain	Technical Bid Opening

BoQ Comparative Chart model	NIL	BoQ Comparative chart decimal places	2
BoQ Comparative Chart Rank Type	NIL	Form Based BoQ	No

TIA Undertaking

S.No	Undertaking to Order	Tender complying with Order	Reason for non compliance of Order
1	PPP-MII Order 2017	Agree	
2	MSEs Order 2012	Agree	

Tender Inviting Authority

Name	SURAJIT MAHINDAR
Address	HURL HQ NEW DELHI

Tender Creator Details

Created By	SURAJIT MAHINDAR
Designation	MANAGER
Created Date	14-May-2025 11:52 AM