

HINDUSTAN URVARAK & RASAYAN LIMITED

(A JOINT VENTURE OF CIL, NTPC, IOCL, FCIL & HFCL)



SECTION – I

NOTICE INVITING TENDER

(NIT)

NAME OF PACKAGE: EMPANELMENT OF ADVERTISING AGENCIES FOR HURL'S COMMUNICATION AND PROMOTIONAL REQUIREMENTS.

NIT NO: HURL/HQ/CS527, DATED 19.11.2024



1.0 HURL (Hindustan Urvarak & Rasayan Limited) invites on-line bids on Limited Tender basis under Two Bid system for aforesaid package.

2.0 Brief Details

Published Date	Refer CPP Portal
Bid Document Download / Sale Start Date	Refer CPP Portal
Bid submission Start Date	Refer CPP Portal
Last Date and Time for Bid submission	Refer CPP Portal
Technical Bid Opening Date & Time	Refer CPP Portal
Earnest Money Deposit (EMD) in INR	INR 2,68,180.00
Pre-Bid Conference Date & Time (if any)	Refer CPP Portal
Last Query Date	Refer CPP Portal
Reverse Auction	Shall be intimated later.

3.0 EMD/Bid Security shall be submitted in a sealed envelope separately offline/online by the stipulated bid submission closing date and time at the address given below. Any bid without an acceptable Bid Security (if applicable) shall be treated as non-responsive by the employer and shall not be opened.

Sh. Surajit Mahindar
Manager (C&M)
Hindustan Urvarak & Rasayan Limited
(A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL)
Core-4, 9th Floor, SCOPE Minar,
Laxmi Nagar District Centre, New Delhi-110092.

4.0 MSE bidders are exempted from submission of EMD as per provisions in the Tender Documents.

MSE bidders seeking benefits of MSE as specified in the Tender Documents, must submit Attested/Self attested copy of Registration certificates (as mentioned in clause 4.0 of ITB) failing which no benefit of MSE shall be extended.

5.0 A complete set of Bidding Documents may be downloaded by any interested from the e-tendering Site (<https://eprocure.gov.in/eprocure/app>).

Bidder who has downloaded the tender from the Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, shall not tamper/modify the tender document/form including downloaded price bid template in any manner. In case the same is found to be tampered/modified in any manner, bid will be completely rejected and EMD would be forfeited and Bidder is liable to be banned from doing business with HURL for a period of two years.



Intending Bidders are advised to visit CPPP website <https://eprocure.gov.in/eprocure/app> regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

Not more than one tender shall be submitted by one bidder/ bidder(s) having business relationship. Under no circumstance will father and his son(s) or other close relations who have business relationship with one another (i.e., when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

6.0 Evaluation Criteria:

The recommended CQCCBS method for bid evaluation is given below and will be only on **offline mode**:

1. BID EVALUATION:

The bidders shall be selected through a quality-cum-cost based evaluation process (Technical score (T): 70%, Financial score (Fs): 30% of the total score).

The total technical (T) and financial score (FS) for the bidder shall be determined as follows:

(a) Technical Criteria:

Sl. No.	Experience	Maximum Marks
1.	Financial Capability: Annual Turn-Over, average of last 03 years (Total marks: 20). Audited or CA certified with UDIN balance sheet/P & L A/c to be submitted.	1 crore to 5 crore - 10 Marks More than 5 crores to 10 crore- 15 Marks Above 10 crore - 20 marks
2.	A PPT on similar work provided on scope of work and why the agency/firm should be empaneled (Total marks: 15). The bidder has to give physical PPT at HURL, HQ office for 10 minutes.	15 marks
3.	Corporate Videos made for different organizations (Total marks: 30). Work cum work completion certificate from the client to be submitted along with number.	1 to 3 – 10 marks 4 to 6 – 20 marks 6 and above – 30 marks
4.	Corporate brochures/booklets for different organizations (Total marks: 20) Work cum Work completion certificate from the client to be submitted along with number.	1 to 3 – 10 marks 4 to 6 – 15 marks 6 and above-20 marks



5.	Designing of leaflets/banners for different products/organizations (Total marks: 15) Work order cum Work completion certificate from the client to be submitted along with number.	1 to 5 – 5 marks 6 to 10 – 10 marks Above 10 – 15 marks
----	---	---

The total technical score (T) shall be calculated as sum of the marks obtained in the above-mentioned technical criteria. TOTAL: 100 Marks

(b) Financial Evaluation:

The total rates quoted by the bidder against the scope of work shall be used for the evaluation of the financial proposal.

In order to calculate the Financial Score, the bidder with the lowest price (Total cost) shall be given 100 points and all other bidders will be marked proportionately.

The financial score for every bidder shall be evaluated as per the following formula:

$$\text{Financial score} = (\text{Lowest offered price} / \text{Offered Price of the bidder}) \times 100$$

(c) Evaluation:

Final score for all technically qualified bidders will be computed using the following formula:

$$\text{Final Score} = 70\% \text{ of Technical Score} + 30\% \text{ of Financial Score}$$

The bidder obtaining the highest total score (H1) shall be the preferred bidder, for the contract.

(d) Tie Breaker:

In case of tie among the bidders, the highest average annual financial turnover for last 3 years will be considered for tie breaking.

7.0 Bids will be opened as per date/time as mentioned on the Date specified above or on the date specified on the e-tendering portal. The date of Price-Bid opening will be intimated later on the e-tendering portal.

8.0 HURL shall not be responsible for any postal /courier delay for submission of EMD and/or other original documents, if applicable.

9.0 HURL reserves the right to reject any or all bids or cancel/withdraw the NIT for the subject package without assigning any reason whatsoever and in such case no bidder/intending bidder shall have any claim arising out of such action.


10.0 Bids shall be signed and uploaded by someone legally authorized and competent on behalf of his firm / company i.e., Bidder and relevant documents w.r.t. the same to be uploaded along with the bid by the bidders.

The Power of Attorney (on stamp paper duly notarized) of such person needs to be furnished along with bid.



11.0 Address for Communication:

<p>Sh. Surajit Mahindar Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092.</p> <p>EPBAX No: 011-2250 2267/ 2268</p> <p>Email: surajitmahindar@hurl.net.in</p>	<p>Sh. Umang Sinha Chief Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092.</p> <p>EPBAX No: 011-2250 2267/ 2268</p> <p>Email: umangsinha@hurl.net.in</p>
---	--

Government eProcurement System		eProcurement System Government of India	
		Tender Details	
		Date : 19-Nov-2024 02:34 PM	
		 Print	
Basic Details			
Organisation Chain	Hindustan Urvarak and Rasayan Limited HQ-Delhi - HURL		
Tender Reference Number	HURL/HQ/CS527		
Tender ID	2024_HURL_835458_1	Withdrawal Allowed	Yes
Tender Type	Limited	Form of contract	Tender cum Auction
Tender Category	Services	No. of Covers	2
General Technical Evaluation Allowed	No	ItemWise Technical Evaluation Allowed	No
Payment Mode	Offline	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No	Allow Two Stage Bidding	No
Payment Instruments		Cover Details, No. Of Covers - 2	
Offline	S.No	Instrument Type	Cover No
	1	Bank Guarantee	
	2	R-T-G-S	
	3	NEFT	
			Cover
			Document Type
			Description
			1
			Fee/PreQual/Technical .pdf
			Signed and Stamped copy of Annexure 1 to 7 and Annexure 14 to 15 of Section-VI (Forms and Procedures
			.pdf
			Power of Attorney as per requirement mentioned in NIT.
			.pdf
			Signed, Stamped and Scanned copy of proof for payment of EMD or MSE Certificate for exemption.
			.pdf
			Signed, Stamped and Scanned copy of GST No, PAN No, UDYAM etc.
			.pdf
			Documents as required in accordance with

			Evaluation criteria i.e., Clause 6 of NIT.
2	Finance	.xls	PRICE BID

Tender Fee Details, [Total Fee in ₹ * - 0.00]				EMD Fee Details			
Tender Fee in ₹	0.00			EMD Amount in ₹	2,68,180	EMD Exemption Allowed	Yes
Fee Payable To	Nil	Fee Payable At	Nil	EMD Fee Type	fixed	EMD Percentage	NA
Tender Fee Exemption Allowed	No			EMD Payable To	HURL	EMD Payable At	NEW DELHI

[Click to view modification history](#)

Work /Item(s)					
Title	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL COMMUNICATION AND PROMOTIONAL REQUIREMENTS.				
Work Description	EMPANELMENT OF ADVERTISING AGENCIES FOR HURL COMMUNICATION AND PROMOTIONAL REQUIREMENTS.				
Pre Qualification Details	AS PER TENDER DOCUMENT				
Independent External Monitor/Remarks	NA				
Show Tender Value in Public Domain	No				
Tender Value in ₹	0.00	Product Category	Advertisement Services	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	180	Period Of Work(Days)	180
Location	PLEASE REFER TENDER DOCUMENT	Pincode	110092	Pre Bid Meeting Place	NA
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	19-Nov-2024 03:00 PM	Bid Opening Date	21-Nov-2024 04:00 PM
Document Download / Sale Start Date	19-Nov-2024 03:00 PM	Document Download / Sale End Date	21-Nov-2024 03:00 PM
Clarification Start Date	NA	Clarification End Date	NA
Bid Submission Start Date	19-Nov-2024 03:00 PM	Bid Submission End Date	21-Nov-2024 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 COMMUNICATION AND PROMOTIONAL REQUIREMENTS.	224.98
Work Item Documents	S.No	Document Type	Document Name	Description
	1	BOQ	BOQ_878015.xls	PRICE BID
	2	Tender Documents	TenderDoc.pdf	EMPANELMENT OF ADVERTISING AGENCIES
				330.50
				860.78

FOR HURL COMMUNICATION AND PROMOTIONAL REQUIREMENTS.

Limited Bidders List

S.No.	Bidder Name	Bidder Login Id
1.	Admanadvertising	adman.ads@gmail.com
2.	Adsyndicate Services Pvt Ltd	info@adsyndicate.in
3.	Bubna Advertising	rajesh.sood@bubnaadvertising.com
4.	Concept Communication Ltd.	anuradha@conceptindia.com
5.	critique communication pvt.ltd	critique.delhi@gmail.com
6.	Expression 360 Services India Ltd	ht@expression360.in
7.	interads Advertising Pvt.Ltd.	interadsindia@gmail.com
8.	pamm adverting and marketing	pammdelhi@gmail.com
9.	Panchtatva Advertising	panchtatvaadv@gmail.com
10.	sanket communications pvt ltd	sanket_delhi@yahoo.com
11.	SUPER ADS CREATIVE MEDIA PRIVATE LIMITED (Formerly SUPER ADS)	superads.creativemedia@nic.com

Bid Openers List

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

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)	34.85

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	Financial Evaluation
BoQ Comparative Chart model	Normal	BoQ Compative chart decimal places	2
BoQ Comparative Chart Rank Type	L	Form Based BoQ	No
Adopt Tender Cum Auction New Process	No		
Bidders Elimination Process Required	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** SHRADHA KUMARI**Designation** MANAGER**Created Date** 19-Nov-2024 02:00 PM