

Technical Bid for Selection of Infrastructure Development Agency for KTM 2022

Name of the Agency M/s.

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Sr. No:	Criteria	Turn Over		Maximum Marks	Marks Awarded (For authority use only)
1.	Annual Turnover			20	
a.	From 1 cr to 2 Cr -8 Marks	2018-19	- 4 marks		
		2019-20	- 4marks		
b.	From 2 cr to 4 Cr -12 Marks	2018-19	- 6 marks		
		2019-20	- 6marks		
c.	More than 4 cr-20 Marks	2018-19	- 10 marks		
		2019-20	- 10marks		
2.	Events Experience	Client	Title of the Event		
a.	Tourism/Cultural events Design/Set Up or collateral design			15	
	(i)				
	(ii)				
b.	Events or Collateral design for other Government Departments/Corporations/PSUs	Client	Title of the Event	10	
	(i)				
	(ii)				
c.	Stand Design/Set Up for any clients for local fairs or festivals other than the above	Client	Title of the Fair	10	
	(i)				
	(ii)				
3.	Advertising and Promotion	Client	Name of the Campaign		
a	Outdoor Campaigns for Government clients			10	
	(i)				
	(ii)				

b	Outdoor Campaigns for non-Government clients			7	
	(i)				
	(2)				
4	Event Management				
	Any Major Event done for a major client	Client	Event	6	
	(1)				
	(2)				

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5.	Awards:	Award/ Authority	Title of the Work and Client	Maximum Marks	Marks Awarded (For authority use only)
1	National/Regional Award for Agency Work			4	
	(1)				
	(2)				
2	State Level Award for Agency Work			2	
	(1)				
	(2)				

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6.	Manpower:	Name	Educational Qualification	No. of Years with the Agency	Maximum Marks	Marks Awarded (For authority use only)
	Client Servicing Head				4	
	Creative/Art Director				4	
	Event Manager				4	
	Production Manager				4	
	Grand Total				100	

I, (authorised signatory) hereby certify that the information furnished by we/us above here is correct to the best of our/my knowledge and belief. This bid document consists of number of pages, serially numbered from 1 to and bound together.

Date:

Place:

Signature

Name & Designation

Seal

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ANNEXURE – 1
Average Annual Turnover

I (authorised signatory), hereby certify that annual turnover of (name of the agency) from Advertising and Marketing for the following financial years are:

Financial Year 1 (2018-2019)	Rs..... (Rupees*)
Financial Year 2 (2019-2020)	Rs..... (Rupees)
Average turnover during the above period	Rs..... (Rupees)

Maximum Marks Turnover between 1 Cr to 2 Cr - 4 Marks each Turnover between 2 Cr to 4 Cr – 6 Marks each Turnover of 4 Cr or more- 10 Marks each Total Maks : 20	Marks awarded (for authority use only)
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Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

NOTE:

- The Agency should enclose a valid document for showing the turnover for all the 2 financial years mentioned above.
- The relevant document should only be submitted.

ANNEXURE – 2 (a)
Event Experience

a. Tourism/Cultural events Design/Set Up or collateral design

I, (authorised signatory), hereby certify that
(name of the agency) have successfully carried out the following assignment(s) for our clients.

Event Design/Set up or collaterals 1	Client:
Name of the Event	
City	
Date	
Event Design/Set up or collaterals 2	Client:
Name of the Event	
City	
Date	
Maximum Marks: 15 (Fifteen)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only event design/setup or collateral designs executed during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

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ANNEXURE – 2 (b)
Event Experience

**b. Events or Collateral design for other clients in Government
Departments/Corporations/PSUs**

I, (authorised signatory), hereby certify that (name of the agency) have successfully carried out the following assignment(s) for our clients.

Event/Collateral design 1	Client:
Name of the Fair	
City	
Date	
Event/Collateral design 2	Client:
Name of the Fair	
City	
Date	
Maximum Marks: 10 (Ten)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only events or event collateral designs executed during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

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ANNEXURE – 2 (c)
Event Experience

c. Stand Design for clients for local fairs or festivals

I, (authorised signatory), hereby certify that (name of the agency) have successfully carried out the following assignment(s) for our clients

Stand design/Set up 1	Client:
Name of the Fair	
City	
Date	
Stand design/Set up 2	Client:
Name of the Fair	
City	
Date	
Maximum Marks: 10 (Ten)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only trade fair stand design or setup executed during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

ANNEXURE – 3 (a)

Advertising and Other Promotion

c. Out door Campaigns for Government clients

I, (authorised signatory), hereby certify that
 (name of the agency) have successfully carried out the following assignment(s) for our clients.

Campaign 1	Client:
Brand/Title of the campaign	
Date of release	
Geographical Coverage	
Campaign 2	Client:
Brand/Title of the campaign	
Date of release	
Geographical Coverage	
Maximum Marks: 10 (Ten)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only OOH campaigns that have been released during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

ANNEXURE – 3 (b)
Advertising and Other Promotion

c. Out door Campaigns for clients other than Government clients

I, (authorised signatory), hereby certify that
 (name of the agency) have successfully carried out the following assignment(s) for our clients.

Campaign 1	Client:
Brand/Title of the campaign	
Date of release	
Geographical Coverage	
Campaign 2	Client:
Brand/Title of the campaign	
Date of release	
Geographical Coverage	
Maximum Marks: 7 (Seven)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only OOH campaigns that have been released during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

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**ANNEXURE – 4
Event Management**

Any Major Event done for a major client

I, (authorised signatory), hereby certify that
(name of the agency) have successfully carried out the following assignment(s) for our clients.

Client	Event
1	
2	
3	
Maximum Marks: 6 (Three)	Marks awarded: (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
- Only events that have been executed during the financial years 2018-19, 2019-20 and 2020-21 will be considered.
- The relevant document should only be submitted.

ANNEXURE – 5(a)
Awards won for Agency Work

a. National/Regional Award

I, (authorised signatory) certify that (name of the agency) has received the awards listed in the following table:

Award 1	
Awarding Organization/ Authority	
Project/ campaign	
Client	
Year of Award	
Maximum Marks: 4 (Four)	Marks Awarded (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Attested copies of award Certificates or certificate from the client stating that the agency work had won the award.
- Press or Media Reports conferring the Award for the Agency can also be submitted.
- Awards received in the years from 2018 to 2021 will only be considered
- The relevant document should only be submitted

ANNEXURE – 5 (b)
Awards won for Agency Work

b. State level award

I, (authorised signatory) certify that (name of the agency) has received the awards listed in the following table:

Award 1	
Awarding Organization/ Authority	
Project/ campaign	
Client	
Year of Award	
Maximum Mark: 2 (Two)	Marks Awarded (for authority use only)

Date

Signature

Place

Name and Designation of the Authorised signatory

(Seal)

Notes:

- Attested copies of award Certificates or certificate from the client stating that the agency work had won the award.
- Press or Media Reports conferring the Award for the Agency can also be submitted.
- Awards received in the years 2018-2021 will only be considered.
- The relevant document should only be submitted

ANNEXURE – 6 (a)

Manpower

a. Client Servicing Head

Sl No	Particulars	Details
	Name of Personnel	
	Designation	
	Educational Qualification-Institute/ University	
	Years of Experience in present organisation	
	Total Work Experience	
	Employment Record: (Starting with present position, list in reverse order every employment held.)	
	List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities)	
	Maximum Marks: 4 (Four)	Marks awarded (for authority use only)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date:

Place:

(Signature and name of the authorised signatory of the Applicant)

Seal

ANNEXURE – 6 (b)

Manpower

b. Creative/Art Director

Sl No	Particulars	Details
1	Name of Personnel	
2	Designation	
3	Educational Qualification- Institute/ University	
4	Years of Experience in present organisation	
5	Total work experience	
6	Employment Record: (Starting with present position, list in reverse order every employment held.)	
7	List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities)	
	Maximum Marks: 4 (Four)	Marks awarded (for authority use only)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date:

Place:

(Signature and name of the authorised signatory of the Applicant)

Seal

ANNEXURE – 6 (c)

Manpower

c. Event Manager

Sl No	Particulars	Details
1	Name of Personnel	
2	Designation	
3	Educational Qualification-Institute/ University	
4	Years of Experience in present organisation	
5	Total work experience	
6	Employment Record: (Starting with present position, list in reverse order every employment held.)	
7	List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities)	
	Maximum Marks: 4 (Four)	Marks awarded (for office use only)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date:

Place:

(Signature and name of the authorised signatory of the Applicant)

Seal

ANNEXURE – 6 (d)

Manpower

d. Production Manager

Sl No	Particulars	Details
1	Name of Personnel	
2	Designation	
3	Educational Qualification-Institute/ University	
4	Years of Experience in present organisation	
5	Total work experience	
6	Employment Record: (Starting with present position, list in reverse order every employment held.)	
7	List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities)	
	Maximum Marks: 4 (Four)	Marks awarded (for authority use only)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date:

Place:

(Signature and name of the authorised signatory of the Applicant)

Seal