

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA  
DIAMOND HARBOUR ROAD, JOKA  
KOLKATA – 700104  
Phone No. 033-2467-8300 01-04

E-TENDER (NOTICE INVITING TENDER)

Tender Enquiry No. NIT/IIMC/ADV/16/2021-22

Dated: December 16, 2021

d. Average Annual turnover preferably around Rs. 5 crores (Documentary evidence (Audited Annual Report of the last 3(three) consecutive financial years of (2018-19, 2019-20 and 2020-21) to this effect should be enclosed.

e. The Advertising Agency should

8. Representative of the bidder, who chooses to attend, may attend the online opening of the technical bids on the scheduled date and time of Bid opening. However, such representatives shall be allowed to attend the opening of the Technical Bids, only, if such person presents the signed letter of authority issued in his name by the bidder on his letter head.
9. Bidders cannot submit the tender after the due date and time of e-bid submission. Time being displayed on Central Public Procurement Portal <https://eprocure.gov.in/eprocure/app> ("Server System Clock Time") shall be final and binding on the bidder. E-Bids are required to be submitted by bidders, only as per the Indian Standard Time (IST) and not the time as per their location/country.
10. The bidders are advised to submit their e-bids well before the e-bid due date. IIM CALCUTTA shall not be responsible for any delay in submission of e-bids for any reason including server and technical problems.
11. The Technical and Price Bid shall be digitally signed by the Authorized Signatory of the bidder & submitted "on-line". The authorized signatory of the bidder must be in possession of Power of Attorney before submitting the digitally signed bid. Scanned copies of various documents can be prepared in .pdf file format.
12. Any tender received without original Earnest Money and Tender document fee in the form as specified in NIT shall not be accepted/considered and shall be summarily rejected

#### Terms & Conditions:

- a. The selected Advertisement Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIM Calcutta reserves the right to impose penalty in case of any violation of the above. Selection of artwork will be entirely on Institute's discretion and IIM Calcutta will not pay charges for submission of artwork.
- b. IIM Calcutta reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- c. It shall be the responsibility of the Agency to release all the Advertisements in the minimum possible space in the newspapers.
- d. If the selected Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week).
- e. Translation of the Advertisement matter whenever required will be done by the Agency free of cost and the Agency will be responsible for the same.
- f. Payment shall be made within (thirty) days after receipt of the final bill, duly supported by all the newspaper clippings (in original) through NEFT.
- g. No extra payment shall be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.

- h. The selected Advertisement Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.
- i. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the sole Arbitrator to be appointed by the Director, IIM Calcutta and the award of the sole Arbitrator will be binding on both the parties, Further, any legal dispute arising out of any breach of contract pertaining to this empanelment shall be settled in the court of competent jurisdiction located within the local limits of Kolkata, West Bengal.
- j. Applications received after due date & time or without necessary documents will be rejected.
- k. The Institute reserves the right to cancel and/or reject any tender or bid without assigning any reason.

List of documents to be submitted with the bids (as applicable) for non-registered Advertising Agency:

- a. Brief profile of the Advertising Agency and experience in the advertising field. (At least 05 years of experience).
- b. Agency Structure (whether partnership firm/sole proprietor/ a limited company etc.).
- c. Principal places of business, that, the head office and their branch office with detailed addresses and contact numbers.
- d. Profile of its managerial team handling advertising work, their qualifications and experience.

## Brief Profile of the Advertising Agency:

Sl. No	Description	Details
A	Name of the Advertising Agency	
B	Date of Establishment	
C	Registered Office Address (with telephone no. & email address)	
D	Registration No./Trade License No. (if any)	
E	Address of Kolkata Office (with telephone no. & email address)	

F Status of the organization  
(Proprietary/ Partnership/Pvt. Ltd./Public Ltd. Company)

## Advertisement Matter

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