



Expression of Interest

UCO Bank, one of India's leading public sector banks, places its Expression of Interest for empanelment of advertising agencies, based in India for engaging their services in the field of corporate communications and publicity needs.

Interested Creative Agencies may please visit our website; "www.ucobank.com for details. Agencies meeting the eligibility criteria and those who are interested in submitting their EOI, need to write to General Manager, Corporate Communications Department, UCO Bank, Head Office, 10, B.T.M. Sarani, Kolkata - 700 001, in the prescribed form with the details called for. The form may be down loaded from the website or collected from the department on any working day between 10 a.m. and 4 p.m.

Agencies should apply along with a non-refundable application fee of Rs.10,000/- (Rupees Ten thousand only), payable in the form of a Demand Draft / Pay order from any scheduled commercial Bank favouring UCO Bank payable at Kolkata.

Incomplete applications or applications received after the last date of submission mentioned below will not be considered for the short listing.

1. Eligibility Criteria:

- a) Applicant should be a reputed advertising agency having full accreditation with Indian Newspaper Society (INS) and Prasar Bharati (All India Radio & Doordarshan)
- b) Agency should have Pan India Presence with offices at least in three major metros.
- c) The agency should be in the field of Advertising for minimum of 10 years.

- d) The agency should have annual turnover of Rs.25 Crores per year continuously for last 3 years.
- e) The agency should have reported Net profits in each of the three financial years.
- f) The agency should have full-fledged office in Kolkata with state-of-the-art infrastructure and manpower/creative personnel/full-fledged media buying and planning/research abilities.
- g) The agency should have the capabilities of delivering campaigns in major Indian languages and should also have proficiency and proof reading facilities in major Indian Languages. **The bidder has to submit an undertaking in this regard on their letter head.**
- h) Agency should be in the empanelment list of at least five other PSUs/ Financial Institutions/ Reputed Corporate Houses in India for last 2 years out of which **3 Public sector Bank in India is must.**
- i) The Advertising agency applying for empanelment should not be blacklisted by any organization on the date of submission of response to this EOI. **The bidder has to submit an undertaking in this regard on their letter head.**

2. Scope of Work:

The scope of work for the empanelled agencies shall be:

- a) Suggestions/ preparation of plans for different communication campaigns from time to time.
- b) Creation of appropriate communication campaigns.
- c) Preparation of artwork for different communication campaigns, brochures, posters etc.
- d) Preparation of artwork for hoardings, banners, posters and designs of all other outdoor media communication.
- e) Preparation of TVC, Radio Jingle and Corporate Film for the Bank.
- f) Release of advertisement in print, electronic media and internet.
- g) Designing of leaflets, annual reports, bulletins, house journal, newsletters, brochures, booklets etc.
- h) Designing and releasing of advertisements classified/tender notices/statutory ads.
- i) Organising events for the Bank whenever required.
- j) Any other work related to corporate publicity, media campaign, preparation of media plan for Print & Electronic Media and Road Map for popularizing UCO Bank as a Brand etc. would also be forming part of the scope of work as decided from time to time.

3. Terms and conditions

- a) Agencies will be empanelled for two years. This period can be extended at the discretion of the bank. However the panel is to be reviewed periodically for the purpose of deletion of empanelled agencies, if any, where performance is unsatisfactory, and for inclusion of new agencies fulfilling the eligibility criteria.
- b) The Bank will have right to drop any agency from the empanelled list without assigning any reason whatsoever. Bank also reserves the right to modify the terms and conditions for empanelled agencies.
- c) The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to bank's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. Bank reserve the right to impose penalty in case of any violation of the above.
- d) The agency should be able to execute order at short notices and even on holidays.
- e) For selection of artwork for print media or for preparation of TV commercial, bank will invite concept from all empanelled agencies and release order will be given to the agency as per extant policy of Bank.
- f) Selection of artwork will be entirely on bank's discretion and the bank will not pay charges for submission of artwork or preparation of TV commercial to any agency. However the Bank will bear the cost of the production of the selected TV Commercial.
- g) Artwork/ Commercial once selected will be the property of the bank and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy of open file to the bank. The agency can't use the concept, artwork, picture, film and jingle for other clients once the bank selects it.
- h) Bank reserves the right to make necessary modification to the selected artwork, concept, film etc.
- i) Applications received after due date & time or without prescribed documents will be rejected.
- j) Bank reserves the right for rejection of any/all applications or have empanelment done otherwise without assigning any reason whatsoever. All decisions taken by the bank would be final and no further representation in this regard will be entertained.
- k) Bank also reserves the right to empanel any agency in due course without the process of fresh empanelment or to employ any outside agency for carrying out campaigns/ brand building exercise etc.

4. Documents to be submitted:

- a) Document in support of accreditation with INS and Prasar Bharati.

- b) Document in support of Empanelment with at least five PSUs/ Financial Institutions/ Corporate Houses etc, out of **which three must be Public Sector Bank.**
- c) Brief Profile of the Agency consisting of -: 1) Constitution- Ltd Company/ Pvt. Ltd, Partnership/ Proprietorship. ii) Address of Head office and Branch offices all over India. iii) Total number of employees working with the company all over India and total employees, creative persons in Kolkata branch.
- d) List of reputed organizations for which agency has worked earlier (Certificate/ Testimonials to be enclosed).
- e) Credentials (Presentation regarding publicity campaigns carried in Electronic & Print media for any reputed organization).
- f) Enclosure regarding any successful all India Campaign carried for any organization, if any (mention details of the campaign with name of the Organization and media involved).
- g) Copies of audited balance sheet for last three years ie 2011-12, 2012-13 and 2013-14 supported by IT returns and turnover certificate by Chartered Accountant.
- h) Copy of Registration/ Trade Certificate.
- i) Solvency Certificate from the Banker of the Advertising Agency.
- j) Copy of Pan Card and Service tax registration certificate.
- k) Application fee of Rs. 10,000/- (Rupees Ten thousand only) in the form of Pay order/ Demand Draft.
- l) Undertakings as per Clause No. 1 (g) & (i) of Eligibility Criteria.

5. Shortlisting & Selection:

Bidder who fulfills all the eligibility criteria as per clause 1 would be short- listed for "Empanelment of Advertising Agencies.

Please note that UCO Bank reserves the right to modify or suspend the empanelment process for Advertising Agencies without ascertaining any specific reason. No correspondence will be entertained with regard to the short-listing and empanelment process.

6. Submission of application:

The Complete application in sealed cover super scribed, as "**Application for Empanelment of Advertising Agencies 2015**" along with necessary documents to be submitted to:

General Manager,
Corporate Communication Department,
2nd Floor,
UCO Bank, Head Office,
10, BTM Sarani, Kolkata-700 001.

Agencies applying for empanelment may please note that the non refundable application fee is Rs.10,000/- (Rupees Ten thousand only) is to be enclosed with the application in the form of Pay order or Demand Draft in favour of UCO Bank payable at Kolkata. Applications will be accepted by the department **from 21 April 2015 to 13 May 2015**. No application will be accepted after the due date.

Last date for submission of application is **13 May 2015 upto 5 pm.**

Application is liable to be rejected if:

1. The documents submitted are incomplete.
2. It is received after the expiry of due date and time stipulated for application submission.
3. Application fee has not been paid.



APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Advertising Agency:
(In Block Letters)
2. Date of Establishment:
3. Registered office Address (With telephone no & e mail address):
4. Registration No. / Trade License No. (If any):
5. Web site if any.
6. Address of Kolkata Office (With telephone no & e mail address):
7. Status of the Organization:
(Proprietary/ Partnership/ Pvt Ltd/ Public Ltd Company)
8. Name of Directors/ Partner / Proprietor
 - a.
 - b.
9. Name & address of Chief Executive/ Proprietor.
10. Name of the Representative assigned with/will be assigned for our Job
(With designation and phone number)
11. Details of Infrastructure Available at Kolkata.
12. Name of the Cities where company is having branches/offices.
13. Total number of employees: Creative _____ others _____.
14. Annual Business Turnover for last three years:
(Year 2011-12, 2012-13, 2013-14 duly certified from auditor)
15. Name of the Banker with Full Address:
16. Name of the large corporate clients (Banks/ PSUs/ reputed companies).
17. Details of experience:

18.Credentials (List out major campaigns handled).

19.Whether the agency faced any litigation with any organization earlier, If yes kindly furnish the same with name of the company and brief details of litigation.

20. Any other Information:

Enclosure: (Please tick)

- a. INS and Prasar Bharati accreditation certificate.
- b. Registration / Trade certificate copy.
- c. Brief Profile of the Agency.
- d. Document in support of Empanelment with at least 5 PSUs/ Fis/ Corporate Houses in India out of which **three must be Public Sector Bank.**
- e. Proof of any major advertisement campaign carried out in print media/ Electronic Media. For electronic media campaign CD may be submitted.
- f. List of reputed organizations for which the agency worked earlier (Certificate /Testimonials to be enclosed).
- g. Enclosure regarding any successful all India Campaign carried for any organization, if any (mention details of the campaign with media and name of the Organization).
- h. Copies of audited balance sheet for last three years ie 2011-12, 2012-13, 2013-14 supported by IT returns and turnover certificate by Chartered Accountant.
- i. Copy of Pan card and Service tax registration certificate.
- j. Solvency Certificate from the Banker.
- k. Pay order/Demand draft for Rs.10,000/- as application money.
- l. Undertakings as mentioned in clause No. 1 (g) & (i)

Declaration

I /We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Date :
Place:

Authorized Signatory
Designation
Seal