

CPRO/DGIPR/ADVT/2024-25/T-004/Latur

Maharashtra State Electricity Distribution Co. Ltd.

Tender Details		21-03-2024 01:08:58
Tender Code	CPRO/DGIPR/ADVT/2024-25/T-004/Latur	
Tender Type	Works Tender	
Type Of Bid	Two Bid	
Description	Appointment of Advertising Agency:- To assist MSEDCL in publishing company's various advertisements in Local/Regional/National Newspapers at DGIPR-DAVP Government Rates.	
Estimated Cost (In Lakhs)		
Basis of prices	NA	
Tender Validity	NA	
Delivery Requirement (In Months)	NA	
Tender on rate contract basis	NO	
Tender Fee (In INR)	5000	
GST In INR (@18% on Tender Fee: SAC No.	900	
Total Tender Fee Amount including GST in INR.	5900	
Contact	PRAVIN STHOOL , 9167717792 ,prodiscomm@gmail.com	
Pre-Qualifying Req	1) The agency should be fully accredited with Indian Newspaper Society. (Provisional accreditation certificate will not be accepted) 2) The agency must be in business for at least 5 Years. 3) The agency has to submit Shop & Establishment Certificate for Mumbai. 4) The agency must have served major clients in Public & Private Sector. 5) The agency must not be debarred by Government or PSU.	
Budget Type	Revenue	
Scheme Code	NA	
Scheme Name	NA	
Department	Public Relations Department	
Office Type	HO	
Location Type	Corporate Office	
Designation	Dy. Chief Public Relations Officer	
Pre-Bid Meeting Address	Public Relations Department Fourth Floor 'Prakashgad' Bandra East Mumbai	
Bid Opening Address	Public Relations Department Fourth Floor 'Prakashgad' Bandra East Mumbai	
Version No	1	
Call for Deviation	NO	

Is Annexure C1 Applicable	NA
Is Manufacturer Applicable	NO
Is Trader Applicable	NO
Minimum % of Offered Quantity	NA
Is Power Supplier Applicable	NO
Tender Sale Start Date	22-03-2024 10:00
Tender Sale End Date	03-04-2024 17:00
Bid Start Date	22-03-2024 11:00
Bid End Date	03-04-2024 18:00
Pre-Bid Meeting Date	02-04-2024 12:00
Techno-Commercial Bid opening on	05-04-2024 11:00
Price Bid opening on	Will be declared later
Annexure C1 Opening Date	NA
Winner Selection Date	Will be declared later
Can Bidder Opt EMD Exemption	N



## TENDER DOCUMENT

**MAHARASHTRA STATE ELECTRICITY DISTRIBUTION CO. LTD.**

**PUBLIC RELATIONS DEPARTMENT**

Prakashgad, Bandra (East), Mumbai 400 051

Phone: 69852200

Email: [prodiscomm@gmail.com](mailto:prodiscomm@gmail.com) website: [www.mahadiscom.in](http://www.mahadiscom.in)

**Invitation of Bids from Advertising Agencies to release Tender and other advertisements  
in Newspapers @ DGIPR/DAVP rates.**

**Reference: Tender No. CPRO/DGIPR Advt./2024-25/T-01, dt. 07/ 02/2024.**

Maharashtra State Electricity Distribution Co. Ltd (Mahavitaran's) invites bids from Advertising Agencies to appoint in all 8 agencies based in Mumbai, Nagpur, Pune, Aurangabad, Amravati, Nashik, Latur and Kolhapur to release classified advertisements- mainly the tender notices, expression of interest, shutdown notices, public announcements regarding working of bill collection centres, call centres, load shedding schedule etc. by DGIPR rates for Maharashtra and /DAVP rates for other than Maharashtra Newspapers. These advertisements are to be issued to the newspapers in the approved list of Mahavitaran.

**Approved list:**

Mahavitaran's approved list of newspapers consists of only daily newspapers having circulation of 10,000 copies and above. The newspapers are categorized as A, B, C according to their circulation categorized by Director General of Information and Public Relations, GoM. Mahavitaran follows the policy of Govt. of Maharashtra in this regard. The categories and advertisement rates of newspapers are as approved by DGIPR And DAVP. However, Mahavitaran separately notifies the same by issuing relevant office orders. As such a newspaper is not entitled for Mahavitaran advertisements unless it is included in approved list by issuing office order as mentioned above. Presently, Mahavitaran has more than 300 newspapers from all over Maharashtra in its approved list. Addition / deletion of newspapers are a continuous process and the latest and updated approved list is to be taken as an effective one for release of advertisements. A copy of current approved list of newspapers is annexed herewith.

**Number of agencies needed:**

Mahavitaran intends to appoint in all 8 agencies at zonal headquarters to handle the advertisement assignments at 16 zones and corporate office, Mumbai throughout the State. An agency to be appointed at Mumbai will look after the work of Corporate Office, Mumbai, Bhandup Zone, and Kalyan Zone; similarly Nagpur will look after the works of Nagpur zone, Gondia and Chandrapur zones. Likewise there will be one agency from Latur which will look after the works of Latur and Nanded zones. The agency to be appointed at Nashik will look after the works of both Nashik and Jalgaon zones. Pune based agency will look after the works of both Pune and Baramati zones. Amravati Zone is clubbed with the Akola Zone having headquartered at Amravati. Similarly Kolhapur zone is clubbed with the Ratnagiri Zone having headquartered at Kolhapur. One agency is to be appointed for remaining Aurangabad Zone. The agency for corporate office, Mumbai will be authorized to publish an advertisement in Mahavitaran's approved National level Newspapers at DAVP or DGIPR rates.

An agency to be appointed must have its office/branch office and necessary infrastructure at the respective zonal headquarters. The agencies should bid for their respective zone only. However, an agency having branch offices at number of headquarters can bid for respective headquarters separately. It is made clear that each zone of Mahavitaran has the jurisdiction over 3 to 4 districts and the agency concerned is expected to handle the work load of entire zone independently from the respective headquarters.

**Process of release of advertisements and payment of bills:**

The advertisements are required to be issued to the newspapers on time to time. The advertisement issuing authorities located at various places within the jurisdiction of the zones obtain the names of newspapers from the respective Dy. CPROs /PROs before issue of each advertisement. The agency concerned will have to collect the advertisement matter along with release order from the advt. issuing office promptly. Specific instructions are contained in Annexure 'B' (enclosed herewith) should be followed by advertising agency while taking into account the type setting the advertisement text in minimum space. The agency have to get the advertisement published in the newspapers suggested by the office concerned within due date and submit the bills completed in all respect, with two original copies of newspapers (Voucher Copies), bills in certified Xerox of newspaper bills to the advertisement issuing department or the respective office.

**Benefits to be offered:**

All the classified advertisements of Mahavitaran are issued only to the newspapers that are in the approved list of Mahavitaran. The newspapers bills are paid at approved rates as notified vide relevant office orders of Mahavitaran PR. Deptt., Mumbai. The advertisement rates mentioned in the approved list are basically the DGIPR rates. It is expected that agencies may offer discount on this rates and give some service & other benefits. The bidding agencies should also specify whether GST or any other tax is included on their bills and whether the same is to be borne by Mahavitaran or the agencies themselves.

**Two Bid Process:**

The agencies will be selected by inviting the proposals in two bid process i.e. Technical Bid and Financial Bid. The Technical Bid will be opened first and Financial Bid of those qualified in technical bid, will be opened later. The tender document details and Schedule will be as under.

**Tender No. CPRO/DGIPR Advt./2024-25/T-0 to T-01, dt. 07 /02/2024**

**Cost of Tender Documents: A non-refundable fee of Rs.5000/- (Five Thousand) + GST Rs. 900/- and EMD is Payable only through online process. For details login to Maharashtra State Electricity Distribution Co. Ltd., E- Tendering website: <http://works.mahadiscom.in/eTender/etender>**

- I. Sale of Documents : 22 /03/2024**
- II. Pre bid meetings : 02/04/2024 at 12.00 am (online)**
- III. Submission of Queries : 03/04/2024 by 05.00 pm**
- IV. Reply of Queries on Website : 04/04/2024**
- V. Last Date and Time For submission: 03/04/2024 up to 18.00 hrs.**
- VI. Date, Time and Place of Opening of Technical bid (Online): 05/04/2024 at 11.00 hours at PR Dept., 4<sup>th</sup> Floor, Prakashgad, Bandra (E), Mumbai-51**
- VII. Financial Bid opening : The date will announce later.**

**Note: The Performa's of offer to be downloaded from MSEDCL's office e-tendering website: <http://works.mahadiscom.in/eTender/etender>, a receipt of this (tender document fee) to be uploaded along with bids.**

***IMPORTANT: Bidders who interested to participate in bidding should register On Line official website. The details procedure is given on website link <https://etender.mahadiscom.in/eatApp/download>***

**Qualifying Criteria:**

1. The agency should be fully accredited with INS. (Provisional accreditation Certificate will not be accepted).
2. The advertising agency must be in business for at least 5 years. (To be supported by a certificate of incorporation).
3. The agency must have served major clients in public & private sector (to be supported by documentary evidence).
4. The annual turnover of agencies bidding should be supported by C.A. certificates and audited statement of accounts. The zone wise average annual turnover of these agencies for last 3 years (2020-21, 2021-22 and 2022-23 should be as follows:

No.	Zone Head Quarter	Required Annual average Turnover (In Rupees)
1	Amravati	40 Lakhs
2	Sambhajinagar	55 Lakhs
3	Pune	80 Lakhs
4	Kolhapur	55 Lakhs
5	Latur	75 Lakhs
6	Nagpur	75 Lakhs
7	Nashik	80 Lakhs
8	Corporate office Mumbai, Kalyan & Bhandup	3 Crore

5. The agency must have an easy accessible office at respective headquarters as mentioned above with staff and facilities mainly telephone, mobile, e-mail etc. Agency must keep good coordination with the respective offices.
6. Certificate of GST registration and Services SAC number to be attached.
7. The agency has to submit Certificate of Shops & Establishment for the particular zonal headquarters for which the agency is participating.
8. The agency should not be barred by any Govt. Dept. and PSU. (Accordingly, an affidavit on Rs.100/- stamp paper should be submitted).

9. The bid must be accompanied with EMD mentioned below in the form of BG OR Demand Draft from any Nationalized / Scheduled Bank in favour of the Maharashtra State Electricity Distribution Co. Ltd., payable at Mumbai. EMD submitted should having validity of 120 days from opening of tender and denominated in Indian Rupees only as mentioned in details in Tender Document. Interest shall not be allowed on EMD. EMD will be forfeited in the event of tenderer withdraws his offer before the tender is finally considered / decided upon OR tenderer fails to accept and execute the contract, if awarded. Earnest Money Deposit paid by successful bidders (after payment of S.D.) & unsuccessful bidders is required to be refund after finalization of tender
10. The scanned copy of the online payment receipt of Tender fee & scan copy of BG for EMD Payment should be uploaded (in e-tendering) and original BG should be submitted to this office on or before due date & time of submission of Bid.

<b>Tender No.</b>	<b>Zone</b>	<b>EMD Amt. (In Rupees)</b>
T-01	Amravati	40000
T-02	Sambhajinagar	55000
T-03	Pune	80000
T-04	Kolhapur	55000
T-05	Latur	75000
T-06	Nagpur	75000
T-07	Nashik	80000
T-08	Mumbai	3,00,000

11. Selected agency will have to submit a bank guarantee of Rs. 2 lakh for security purpose for the respective zones for which they are appointed.
12. The benefits offered must be applicable for all Advertisements at Corporate Office. & field offices throughout the financial year 2024-2025.
13. The rights to split the contract between more than one agencies or period in case of identical bids etc. are reserved.
14. The agencies must upload separate bid for each zone they wish to bid for.
15. Agency should upload technical and financial bid separately along with relevant documents on or before last date of submission of bids till /02/2024 up to 13.00 hrs. On the Mahaviran's e-tendering website. Technical bids will be opened online only. The

financial bids of those qualified in Technical Bids will be opened later, with due intimation to the qualified bidders.

**Penalty in case of delay or not publishing advertisements:-**

- a) **For delays** - Rs. 500/- per day up to 2 days, if very purpose of advt. is not defeated & if acceptable to the advt. issuing authority. In case of a newspaper having multiple editions a penalty of 500/- only will be charged for all the editions (and not edition wise). No payment of bills for delays beyond 2 days.
- b) **For non-publication** - Rs.2000/- per newspaper on first occasion. If this happens for second time in respect of any particular newspaper, a penalty of Rs. 5,000/- will be levied. And if so happens for third time in respect of the same newspaper then penalty of Rs.10,000/- will be levied and contract will be terminated forthwith. With this punitive action agency will also be banned for future contracts.
- c) Newspapers' complaints of non-receipt of advertisements & not payment of bills against the agency will be viewed seriously & this may result in discontinuance of contract forthwith.
- d) The right to reject any or all bids or to change the conditions without assigning any reason is reserved with the Company.

**Period of Agency:**

The 8 agencies for all the 16 Zones will be appointed initially for a period of one year i.e. for April 1st, 2024 to March 31st, 2025. However, in case the agency is new to Mahavitaran an order for initial three months will be given to them and further extension will depend upon their performance. The period could be extended for remaining nine months as may be decided by the competent authority in case of agencies performing well to our satisfaction. We reserve the right to discontinue the services of any agency at any point of time, if the performance of the agency is not as per our expectations.

Date:

**Chief Public Relations Officer**  
M.S.E.D.C.L. (Mahavitaran)  
Mumbai-400 051



Annexure 'A'

(Technical Bid)

For Tender No. CPRO/ADVT/DGIPR/24-25/T-01\_\_\_\_\_

**APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES**

(This form must be filled and submitted along with an online tender fee of Rs. 5000/- plus GST and covered with letter head of the concerned agency)

**1. Name of the Advertising Agency (Company Registration Certificate copy to be enclosed):**

**a. Whether sole proprietorship / partnership / Pvt. ltd / Ltd. Company:**

**b. Name of the Head / Proprietor(s) of the agency:**

**i.**

**ii.**

**iii.**

**c. Name of the contact person :**

**Landline No.:**

**Alternate No:**

**2. Accreditation No and Date with INS :**

**3. Head office: (Enclosed Copy of Shop and Establishment Certificate)**

**a. Complete Address:**

**b. Telephone No(s) (Land Line):.**

**c. E-mail Address:**

**d. Mobile No(s):**

**4. Local Address (Enclosed Copy of Shop and Establishment Certificate)**

**a. Complete Address:**

**b. Telephone No(s) (Land Line):.**

**c. E-mail Address:**

**d. Mobile No(s):**

**5. PAN No. (Copy to be enclosed):**

**6. Date of commencement of business:  
(Incorporation Certificate)**

**7. Professional Tax Certificate:  
(At least 1 year old)**

**8. GST Registration No. issued by the Central Excise Department in favor of the Agency (Please attach copy of the GST Registration Certificate):**

**9. Total number of staff in the Agency:**

**a) Skilled-**

**b) Unskilled-**

**10. Total experience as advertising agency (please attach copies of supporting documents):**

**List of Important clients served:**

**a) Govt./Public Sector :**

**b) Other than Govt.:**

**Attaché separate sheet if required**

**11 Annual Turnover for the last 03 years (copies of balance sheets and ITR to be attached):**

<b>Financial Year</b>	<b>Turnover</b>	<b>ITR Submitted YES or NO</b>
<b>2020-21</b>		
<b>2021-22</b>		
<b>2022-23</b>		

**12. Certified that the above information is correct and true to the best of my / our knowledge. It is also certified that me / we or my / our concern has never been debarred / blacklisted by any of the Government Department / Institutes/ Universities/ State Government Undertakings, etc. (Undertaking on Rs. 100/- Stamp paper to be enclosed herewith)**

**Signature of proprietor / partners / authorized signatory (ies)**

**Date:**

**Stamp**

**\* Documentary proof may be provided, wherever applicable, in the form of signed & stamped scan copies of originals**

**Note:**

- All the technical conditions will be the qualifying criteria.
- Financial bids of only those technically qualified will be opened.
- Attested copies of Certificates /Orders/Letters/ EMD-DD etc. to be uploaded in support of all claims made in this form; and to be produced on the date of opening of technical bids.

**Enclosures:**

**Undertaking**

**Any other documents**

## MANDATORY DOCUMENTATION CHECK-LIST

Sr. No	Description	YES/NO	Page No.	Remarks (If any)
1.	Company Registration Certificate			
2.	Shop and Establishment Certificate			
3	PAN Card			
4	Staff details			
5	INS Accreditation Certificate			
6	Experience Certificates			
7	GST Registration Certificate			
8	Work Orders from Govt. Departments			
9	Work Orders from Semi Govt. Departments			
10	Work Orders from Private Clients			
11	Annual Turnover Certificate with certified by CA			
	ITR for Three years			
12	Undertaking on Stamp paper			

**Note:** The information required at serial no. 1 to 12 must be accompanied with the certified copies of the documents, and attached as per the serial number failing which the tender is liable to be rejected. No other document needs to be attached with the tender form. All pages of tender documents & supporting documents must be duly signed by the bidder.

**Bidder(s) / Authorized Signatory**

**Annexure 'B'**

**(Financial Bid)**

**For Tender No. \_\_\_\_\_**

- 1. Name and address of the Agency:**
- 2. Benefit Offered on billing:**  
**(Discount %)**
- 3. GST will be bare by MSEDCL or by agency:**  
**GST% :**
- 4. Credit Period:**

**Date:**

**Signature of proprietor / partners / authorized signatory (ies)**

**Date**

**Stamp**

\*\*\*\*\*

**Undertaking on separate stamp papers of Rs. 100 each****Undertaking-I:**

I/We certify that the above particulars are correct and in case at any stage if it is found that the information given by me/us is false/incorrect, Mahavitaran shall have absolute right to take any action as deemed fit without any prior intimation to me/us.

**Undertaking-II:**

I/We, M/s (*name of Advt. Agency*) submit this undertaking that if selected, we will abide by following conditions:

Except advt. bills of newspapers, after reduction of the rebate, we will not charge on any other account. If any Newspaper gives any discount on account of Artwork, the same will be passed on to the Advertiser.

It will be our responsibility to prepare artwork of the material given by your offices at our cost before passing on it to the press, to ensure that minimum space is utilized by the publication without affecting the results desired from such advertisements.

I/We will collect advertising material on the same day/next morning on intimation from Mumbai office and also from other offices in Maharashtra State.

It will be our responsibility to procure suitable space in the newspapers on the desired dates.

I/We will check the material and ensure its accuracy as per the Company guidelines. For mistakes, done on the part of the agency, a corrigendum will be inserted at our cost, apart from your rights to levy penalty at your discretion.

I/We accept the condition of Tax Deduction at Source (TDS) as applicable.

I/We will submit a statement on advts to the CPRO of MAHAVITARAN every month stating names of newspapers in which advertisements appeared space with value etc.

I/We are willing to furnish a Bank Guarantee of Rupees Two Lakh only (Rs. 2,00000/-) as Security Deposit to the Company.

I/We will pay the penalty charged by the Advertising issuing authority in case of delay in publication or for mistakes or non-publication of advertisements as follows:

**Penalties:**

Penalty in case of delay or not publishing advertisements will be recovered as follows:-

**For delays -** Rs. 500/- per day up to 2 days, if very purpose of advertisement is not defeated & if acceptable to the advt. issuing authority. In case of a newspaper having multiple editions a penalty of 500/- only will be charged for all the editions (and not edition wise). No payment of bills for delays beyond 2 days.

**For non-publication -** Rs.2000/- per newspapers on first occasion. If this happens for second time in respect of any particular newspaper, a penalty of Rs. 5,000/- will be levied. And if so happens for third time in respect of the same newspaper then penalty of Rs.10 000/- will be levied and contract will be terminated forthwith. With this punitive action agency will also be banned for future contracts.

The media plan framed by the advt. issuing authority in case of each advt. shall be acceptable to us in too. We will abide by all the conditions and agree that any deviation on our part will amount to discontinuance of contract forthwith.

I/We will not drag the MAHAVITARAN in any dispute /controversy between our agency and any newspaper or any other organization.

I/We will not withdraw our offer any time during the period of contract.

I/We will not object if the contract is given for a period less than two year or if it is given to more agencies.

**Signature of proprietor / partners / authorized signatory (ies)**

**Date**

**Stamp**

**Annexure –‘B’****Instructions for Printing the Advts.**

The emblem of the Mahavitaran Company should invariably be included on the top left hand corner of the notice for the advertisement where width is more than one column. For Advt. of one column width, emblem should be printed at top. It should be of the size 2 cm X 2.5 cm. In case of failure to publish the Company's emblem, Rs. 500/- will be deducted from the bill.

The vacant space on the right side of the emblem at top should be utilized to display headings such as Tender Notice etc.

The advertisement must be set in minimum space.

Spacing between 2 lines of the text of the advertisement should be kept minimum .

The English text of the advertisement should be preferably in 6 pt. and not exceeding 8 pt. type. Marathi text should be printed in 10-12 pt. type size. In case bigger size types are used resulting in utilization of additional space; then, appropriate deduction will be made from the bill.

The office address of the authority who has issued the advt. should not be given at the top or bottom, if the same is incorporated in the text matter. If it is not incorporated in the text matter then it should be given at the top and only in the black type (bold type) of the text matter. But in any case it should not appear at more than one place and in bigger size than the one specified in clause No.5 herein.

The name of the Company should not be repeated at the top as the same are already incorporated in the emblem. Similarly, telegraphic address, email address, telephones, date on which advertisement is issued etc. should not be given in the advertisement, unless there are special instructions to do so.

At the end of advertisement only the designation of the officer is to be printed and not his name or address, except in cases where it is statutorily or legally required to be mentioned and it should not exceed 8 pt.(bold type) in English & 12 pt. in Marathi.

The advertisement should be without mistakes. In case there are mistakes in the published advertisement which changes the essence of the advertisement, such advertisement should be republished or corrigendum be issued at your cost. The charges for the re-advertisement / addendum will not be paid to you. In case of other mistakes deduction will be made from the bill, as deemed fit.





LIST OF SERVICES

SR. NO.	SERVICE NAME	ACTIVITY NUMBER	UOM	SAC CODE	REQ. QTY	VERSION	MATERIAL TYPE
1	40402404 Advertisement	ADM 045	Activity unit	998363	1		null

## Required Documents (To be uploaded online)

Sr. No.	NAME	SECTION	ITEM	DESCRIPTION
1	Price Bid Document	Price Section	40402404 Advertisement	Price bid with discount offer on newspaper bills
2	Experience Certificate	Technical Section	40402404 Advertisement	The agency must have served major clients in public & private sector (to be supported by documentary evidence).
3	Incorporation Certificate	Technical Section	40402404 Advertisement	The agency must be in business for at least 5 Years.
4	Affidavit	Technical Section	40402404 Advertisement	The Agency should not have been barred by any department of Govt. /PSU (An affidavit to this effect to be submitted along with bid documents (along with bid documents).
5	INS Full accreditation Certificate	Technical Section	40402404 Advertisement	The agency should be fully accredited with INS. (Provisional accreditation Certificate will not be accepted).
6	Shop & Establishment Certificate	Technical Section	40402404 Advertisement	The Agency has to submit Shop & Establishment Certificate for Latur
7	CA Certificate	Commercial Section		The annual turnover of agencies bidding should be supported by C.A. certificates and Pan Card along with tender.