

CO: BSD: CORP-COMM:2025:26: 352

Date: - 01-08-2025

**NOTICE INVITING TENDER**

Central Bank of India, Business Support Department, Corporate Communication Section, Central Office, Mumbai invites Tenders from experienced and eligible Creative & Media Agency for participating in the **Techno-Commercial (Online) Bid Process for the Proposed Empanelment/ Engagement of Creative & Media Agency for Creative & Media Works at Corporate Communication Deptt-BSD, Central Bank of India, 16<sup>th</sup> Floor, Chander Mukhi, Nariman Point, Mumbai – 400 021**

1. Tender documents shall be available on <https://centralbank.abcpurchase.com>.

**1.1 Submission of Tender:**

1.1.1. Due date of submission of Tenders is 28.08.2025 before 3:00 P.M. The tenders are to be submitted online only and no physical submissions would be entertained.

**1.1.2 Technical Bid**

Technical Bid shall contain Pre - Qualification Documents such as proof of eligibility i.e. Accreditation/Registration/Membership with Indian Newspaper Society (INS) or Indian Broadcasting Foundation or Advertising Standards Council of India (ASCI), Annual Financial Turnover, Experience of Advertising field/similar works, Independent Creative & Media Planning, Resources to handle multilingual publicity campaigns, their Presence in multiple cities of country, Status of Empanelment with Other Organization/PSU, No of Awards won in the ABBYs, EMVIES and/or Cannes in the last 3 years and **Annexure -I to Annexure XIII**. Earnest Money Deposit in the form of crossed demand draft of **Rs. 3,00,000/- (Rs. Three Lakhs Only) & Tender Fee of Rs. 2,000 (Rs. Two Thousands Only)** in favour of Central Bank of India, payable at Mumbai. Scanned copy of the EMD to be uploaded online. **MSME Registered Vendors are exempted from EMD and Tender Fees Relevant Documents to be submitted in Technical Bid.**

**Technical Bid should not include any financial information.**

**1.2 Financial Bid**

**1.2.1. Financial Bid is as per Annexure XIV** of this tender document. The tenderer should quote in figures as well as in words the rates, and amount tendered by them. **The language for filling tender documents shall be English.** The amount for each item should be worked out and given.

**1.2.2.** Bidder is required to quote a fixed commission structure for media applicable for three years, from the date of issue of work order.

**1.2.3.** Bidder is required to quote rates for Creative and artwork making charges in Price Bid.

**1.2.4** Agency shall not make any changes in the financial bid after submission of bid. No payment other than bid furnished, except any change in service tax rates after the date of submission of bids, shall be made to the selected agency.

**1.2.5** Commission quoted by the agency in figures and words should be accurately filled. However, if any discrepancy is found with regard to commission quoted in numbers and words, commission in words will be taken as correct.

**1.2.6** The agency shall indicate their bid for all deliverables mentioned in the scope of work. The proposal shall be valid for a minimum period of one hundred and twenty (120) days from the date of opening of Financial Bid or any extended period agreed between the parties.





**1.2.7** From the time of submission of bids to the time of entering into the agreement with the selected agency, if agency wishes to contact Central Bank of India on any matter related to its proposal, it should do so only in writing. Any effort by the agency to influence Central Bank of India in the proposal evaluation or agreement award decisions may result in rejection of the proposal.

**1.2.8** Financial bid shall be as per the format provided in this RFP. All applicable taxes, duties, other levies and charges etc. shall have to be mentioned along with the proposed commercials.

**1.2.9** Bidders shall quote for the entire scope of contract on "overall responsibility basis such that the total bid price covers all the bidder's obligations mentioned in or to be reasonably inferred from the bidding documents in respect of providing the product/services.

**1.2.10** Prices quoted by the bidder shall remain fixed during the entire contract period and not subject to variation on any account. A bid submitted with an adjustable price quotation or with incomplete details will be treated as non-responsive and shall be rejected. Any conditional bid would be rejected.

**1.3 Eligibility Criteria for the Pre-Qualification shall be as follows:** - To be considered as technically qualified, a Bidder shall demonstrate that they satisfy the following qualification criteria:

S.no	Eligibility Criteria	Documents Required
1	Should have PAN number and Goods & Service Tax registration number.	Pan card & Goods & Services Tax registration certificate. Copy of certificate of incorporation
2	The turnover of the agency should be minimum Rs.5.0 Crores during each of the last 3 Financial Years i.e. F.Y. 2021-22, 2022-23 and 2023-24 as per Audited Balance Sheets. Audited Balance sheets & Profit & Loss statement for F.Y. 2021-22, 2022 - 23 and 2023 - 24 to be submitted along with bid application (Standalone Turnover of the Company applying for the empanelment will be reckoned, not the parent /group company or subsidiaries). For Startups (as defined by Department of Industrial Policy and Promotion), <b>Gross Annual Turnover</b> for last 3 consecutive financial years i.e. F.Y. 2021-22, 2022-23 and 2023-24 should be at <b>least Rs. 2 Crores</b> in each FY year as per audited balance sheets. Startups should provide certificate from competent authority for the same. The Agency should also have made continuous Net Profit during these last three consecutive years.	Copies of Audited Balance Sheets and Profit and Loss accounts, duly certified by Statutory Auditor with UDIN along with the Statutory Auditor's report.
3	Agency should have full accreditation /registration /membership with: Indian Newspaper Society (INS) or Indian Broadcasting Foundation or Advertising Standards Council of India (ASCI)	Latest valid certificates of full Accreditation / registration / membership and other proofs to be attached.
4	Agency should have an experience of minimum 5 years (for Startups, the minimum experience of work at least 3 years) in the advertising field with minimum staff strength of 10 with full back office support of technical staff viz. creative director, visualizers, Signers copywriters, media planners, etc.	Work order supporting year and areas of activity. List of employees - branch office wise & break up of permanent or on retainership basis. Certificate of Incorporation.





संघीय बैंक ऑफ़ इंडिया  
Central Bank of India

CENTRAL TO YOU SINCE 1911

5	Agency should have full-fledged office in Mumbai. Agency is currently on panel of at least 03 Public Sector Undertakings out of which 2 should be Public Sector Banks or Public Sector Financial Institutions. However, the startup units will not come under this purview. Agency should be empanelled with a BFSI client. However, the startup units will not come under this purview.	Office address proof of Mumbai offices and other offices, if any, viz. Electricity bill MTNL / BSNL landline No., shop & establishment license, registered rent agreement/leased deed etc. Certified letter from Banks/PSUs/Fis in support of their empanelment with them to be provided.
6	Agency should have an independent creative and media planning team in Mumbai, and facilities to plan & execute campaigns in all types of media viz. Print, TV, Radio, Cinema, Digital Social media, Outdoor, any other emerging media etc.	Documents regarding profile and experience of the individual members in the core team.
7	Agency should have the resources to handle multilingual publicity campaigns, with proficiency and proof reading facilities in all major Indian languages.	Self-certificate letter undertaking to this effect on company's letter head signed by company's authorized Signatory.
8	The Bidder should have the experience of handling 360 degree (minimum Rs.1.0 crore campaign) covering designing /production of creative commercials for various media including print, TV, radio, online, Outdoor, cinema etc, and digital media (social media, internet marketing, blogs, etc.) For at least 2 distinct clients in the last 3 years. i.e. FY 2022-2023, 2023-24 & 2024-2025.	Certified letter from client undertaking to this effect on clients letter head signed by clients authorized signatory or Self attested copy of work order received from client.
9	The Agency should not have been penalized or found guilty in any court of law and the agency shall not have been blacklisted / debarred by any Central, State Government / PSU / Bank / RBI / IBA / any regulatory authority in the last five years. The agency should not be involved in any litigation/under liquidation that may have impact or compromise the delivery of services	Self – declaration letter undertaking to this effect on company's letter head signed by company's authorized signatory
10	Credentials to be submitted with the below mentioned details for evaluation: List of key clients & years of association ( <b>highlight Mumbai clients</b> ) New accounts received and accounts lost in 2024-25 Details of core team who would manage the account Three recent case-studies demonstrating strategic capabilities and work in television & beyond television for Bank clientele.	Detailed credentials along with required details to be submitted.
11	Annexure-I to Annexure XIII	Upload these documents strictly as per format prescribed in RFP duly signed by Authorised signatory of the Agency with seal.

Bids of the Bidders not meeting any of the above criteria/ requirements or not submitting any of the documents shall be summarily rejected.



#### 1.4 Scoring Pattern - Technical Evaluation

Sr. No.	Criteria / Particulars	Deciding Parameter	Assigned marks	Maximum Marks
1	Average turnover for the last 3 financial years 2021-22 & 2022-23 and 2024-25. (Page No. 3, Point 2 of eligibility criterion minimum turnover is Rs. 5 crore) (for startups minimum turnover will be Rs. 2.00 cr as per page no 3, point no 2, for them for turnover of 2 Cr to 10 Cr - 2 marks Will be allotted and so on.)	5cr – 10 cr	2	10
		11cr – 15cr	4	
		16cr – 20cr	6	
		21cr – 25cr	8	
		Above 25cr	10	
2	Experience in the advertising field (Page No. 3, Point No. 4 of eligibility criterion-minimum experience is 5 years. For startups eligibility criterion minimum experience is 3 years. For startup minimum experience criteria is 3 years as per page no 3 point no 4, for experience of 3 to 10 years 2 marks will be allotted and so on).	5-10 years	2	10
		11-15 years	4	
		16-20 years	6	
		21-25 years	8	
		26 years +	10	
3	Total skilled staff strength	1-20	2	10
		21-30	4	
		31-40	6	
		41-50	8	
		50+	10	
4	Empaneled with a PSU client (Startup units will not come under this purview, as per page no 4, point no 5, minimum 2 marks will be allotted startup and so on)	1	2	10
		2	4	
		3	6	
		4	8	
		5 & above	10	
5	Empaneled with a BFSI client (Startup units will not come under this purview, as per page no 4, point no 5, minimum 2 marks will be allotted startup and so on)	1	2	10
		2	4	
		3	6	
		4	8	
		5 & above	10	
6	Presence in Mumbai and following 17 cities: Ahmedabad, Bangalore, Bhubaneshwar, Bhopal, Chennai, Chandigarh, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Patna, Pune, Ranchi, Varanasi, Vishakhapatnam, Vijayawada. (Startup units will not come under this purview, minimum 1 marks will be allotted and so on)	Mumbai +2	1	5
		Mumbai+4	2	
		Mumbai+6	3	
		Mumbai+8	4	
		Mumbai+10 & above	5	
7	2 Major campaigns of Rs.1.0 Crore & above during last 3 years for single client.(i.e. F.Y. 2022-23, 2023-24, and 2024-25)	2 campaigns	2	10
		3 campaigns	4	
		4 campaigns	6	
		5 campaigns	8	
		Above campaigns	10	





8	Assessment of credentials basis pre- defined scorecard shared below.	Evaluation committee shall score the profile basis the documents submitted. The decision taken by evaluation committee shall be final & cannot be Debated	25
9	Number of Awards won in the ABBYs. EMVIES and/or Cannes in the last three years 2022-23, 2023-24, and 2024-25	Gold/Winner-3 points/medal Silver/1 Runner-up-2 points/medal Bronze/2 runner-up-1 point medal	10
Total			100

Only those agencies that score 60 points or above in the technical evaluation shall be qualified to participate in the pitch process.

#### Scorecard for assessment of credentials-

Criteria	Maximum Marks
Client Relationships	5
New clients won and lost in the last three years	5
Team credentials	5
Case Studies	10

- 1.5 Tenders as above can be submitted at <https://centralbank.abcpurchase.com> up to 3:00 P.M. on 28.08.2025 and will be opened on 28.08.2025 at 3.30 P.M.
- 1.6 Tenders submitted late on account of any reason whatsoever and physical / telegraphic tenders will not be entertained.
- 1.7 The Earnest Money Deposit by Demand Draft payable at Mumbai must accompany each tender and the tenders not accompanied by the Earnest Money Deposit through a Demand Draft are liable to be rejected as NON-RESPONSIVE. The copy of the EMD to be uploaded online along with technical bid.
- 1.8 Scanned copy of deposit of Tender fee and EMD is to be uploaded with all relevant document of Technical Bid.
- 1.9 The tender shall be valid for a period of not less than 120 days after the date of opening of Financial Bids.
- 1.10 The Bank will not be bound to accept the lowest tender and reserves the right to accept or reject any or all tenders.
- 1.11 The acceptance of a tender will rest with the **CENTRAL BANK OF INDIA**, Corporate Communication – BSD, Chander Mukhi Bldg., Nariman Point, Mumbai who does not bind itself to accept the lowest tender and reserves to itself the authority to reject any or all the tenders received. All tenders in whom any of the prescribed conditions are not fulfilled or are incomplete in any respect are liable to be rejected.

- 1.12 Canvassing in connection with tenders is strictly prohibited and tenders submitted by the Agency who resort to canvassing will be liable to rejection.
- 1.13 No employee of the Bank is allowed to work as a Contractor for a period of two years of his retirement from Employer's services, without the previous permission of the Employer. The contract is liable to be cancelled if either the Contractor or any of his employees is found at any time to be such a person who had not obtained the permission of the Employer / Consultant as aforesaid before submission of the tender or engagement in the Contractor's service.
- 1.14 The tender for work shall remain open for acceptance for a period of 120 (Days) from the date of opening of Financial Bid. If any tenderer withdraws his tender before the said period, then the Bank shall be at liberty to forfeit the Earnest Money paid along with the tender.
- 1.15 The tender for the work shall not be witnessed by an Agency or Agency who himself / themselves has / have tendered or who may and had / have tendered for the same work. Failure to observe this condition would render tenders of the Contractors tendering as well as witnessing the tender liable to summary rejection.
- 1.16 It will be obligatory on the part of the tenderer to tender and sign the tender documents for all the component parts and that, after the work is awarded, he will have to enter into an agreement (as per format decided by Bank) for each component with the Bank. Bank may at its discretion revise the format of Agreement.
- 1.17 The Earnest Money Deposit of the Contractor whose tender is accepted shall be forfeited in full in case he does not start the work by the stipulated date mentioned in the letter of award.
- 1.18 The Agency concerned should execute the work in co-ordination with other related works Agency and Bank will not entertain any wastage of time / wastage of materials for their lack of co-ordination among them. The wastage of materials if any has to be entirely borne by the Agency only.
- 1.19 For any further information on the tender, please contact Corporate Communication Section over Phone no. 022-6638 7863.

  
(J K Sinha)  
AGM, Corp Comm - BSD

