



INDIAN OIL CORPORATION LIMITED
(Marketing Division Head Office)

INVITATION FOR EXPRESSION OF INTEREST (EOI)

FOR

EMPANELMENT OF MEDIA AGENCIES

EOI Ref: Branding/HO/Media Agency
Date: 21.07.2017

Prepared and Issued By:

BRANDING DEPARTMENT
INDIAN OIL CORPORATION LTD
MARKETING DIVISION HEAD OFFICE
INDIANOIL BHAVAN
G-9, ALI YAVAR JUNG MARG
BANDRA (EAST), MUMBAI - 400 051

Name & Signature of Applicant along with stamp

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Part - 1

General Information

Indian Oil Corporation Limited is the flagship Indian petroleum major and country's largest company with a turnover of Rs. 4,38,710 crore and profit of Rs 19,106 crore for the year 2016-17. IndianOil caters to nearly half of India's petroleum consumption, accounting for 31% of national refining capacity and 71% of downstream sector pipelines throughput capacity. IndianOil has a nation-wide network of over 47,000 customer touch-points backed by a robust marketing infrastructure comprising storage terminals, LPG bottling plants, Aviation Fuelling Stations etc. As India stands poised to transform into a major economic power on the global arena, IndianOil too is investing in enhancing its refining and pipeline throughput capacities while expanding its marketing infrastructure and retail network to meet the rising demand for petroleum fuels. Besides its successful forays into petrochemicals and gas marketing, IndianOil has also entered into exploration & production and renewable, alternative fuels which are major thrust areas for future business expansion. IndianOil's Marketing Division markets a range of products and services including motor/marine/aviation/industrial fuels, branded fuels, automotive/industrial lubricants, LPG etc.

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NOTICE INVITING EOI

| | | | |
|---|-----------------------------------|---------------------------------------|-----------------------------|
| 1 | EOI NO. | NAME OF WORK | EARNEST MONEY DEPOSIT (EMD) |
| | EOI Ref: Branding/HO/Media Agency | Empanelment of and Media agencies | NIL |
| 2 | EOI : | | |
| | a) STARTS ON | 21.07.2017 at 11:00 Hrs. | |
| | b) CLOSES ON | 14.08.2017 at 15:00 Hrs. | |
| 3 | PRE-BID MEETING | 01.08.2017 at 15:00 Hrs. | |
| 4 | DUE DATE AND TIME : | | |
| | a) SUBMISSION OF EOI | On or before 14.08.2017 by 15:00 Hrs. | |

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Part 2

Pre-qualification for Expression of Interest

- (A) The media agencies seeking to apply for the empanelment for the category of Media agencies should meet the following pre-qualification criteria
- i) **The media agency should be a media focused specialist agency with full-fledged main office in Mumbai, complete with infrastructure and resources for effective planning, efficient media buying and execution of mass media campaigns in addition to comprehensive client servicing resources.**
 - ii) **The agency should have the following accreditations – Indian Newspaper Society (INS) and Indian Broadcasters Federation (IBF).**
 - iii) **The average annual gross billing of the agency over the past three fiscal years (upto 2016-17) should be not less than Rs. 60 crore.**
 - iv) **The agency, if selected, should commit a dedicated team of client servicing resources for IndianOil.**

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Part 3

Agencies who meet the pre-qualification criteria as mentioned in Part 2 (A), seeking to apply for the empanelment of media agencies should submit the application in the following format:-

EOI Application for Media Agencies

| | | | |
|---|--|---|--|
| 1 | Name of Agency | : | |
| 2 | Regd. Office Address | : | |
| 3 | Details of the agency office in Mumbai | | |
| | a Address | : | |
| | b Total number of employees on the payroll of agency's Mumbai office | : | |
| | c Employees strength in the following functions | | |
| | i) Media Planning & Buying | : | |
| | ii) Media Operations | : | |
| | iii) Media Research | : | |
| | iv) General Administration/Finance | : | |
| 4 | Total number of employees on the payroll of agency in the following offices: | | |
| | a Delhi | : | |
| | b Kolkata | : | |
| | c Chennai | | |
| 5 | Details of following accreditations (attach copy of current valid accreditation documents) | | |
| | a Indian Newspaper Society (INS) | : | |
| | b Indian Broadcasters Federation (IBF). | : | |
| 6 | Authorized person to be contacted | | |
| | a Tel. Nos | : | |
| | b Mobile No. | : | |
| | c Email id. | : | |

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| | | | |
|----|--|---------|----------------|
| 7 | Other cities in India where agency offices/branches located: | : | |
| 8 | Annual Gross Billing for the following financial years | | |
| | a | 2014-15 | : |
| | b | 2015-16 | : |
| | c | 2016-17 | : |
| | (Please attach copies of the audited balance sheet/P&L account/ financial statements) | | |
| 9 | If selected, the agency would provide dedicated team of client servicing resources for the IndianOil account | | Yes/No |
| 10 | Brief profile of the agency including major clients being handled (in not more than 300 words). | | To be attached |

Authorized Signatory

Signature

Name & Designation

Date:

Place:

Seal of the agency

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Part 4

Procedure for application for EOI and terms & conditions

- a. Prospective applicants may download the detailed 'Invitation for Expression of Interest' free of cost from IndianOil website www.iocl.com/talktous/SupplierNotices.aspx from **21.07.2017** to **14.08.2017** (both days inclusive) and submit their EOI application (as in Part 3 of the EOI document) on their Letter Head along with the required information in original two (2) copies in a sealed envelope superscribing '**EOI For Empanelment Of Media Agency**'. The envelopes are to be dropped in a designated drop box which is kept at the Branding department on the 7th Floor at the following address:-

General Manager (Branding)
Indian Oil Corporation Ltd. (Marketing Division, Head Office)
IndianOil Bhavan
G-9, Ali Yavar Jung Marg
Bandra (East)
Mumbai – 400 051
Tel: 022-26447500, 022-26447041, 022-26447175
Emails : rchidambaram@indianoil.in or vivekgoyal@indianoil.in

**The last date for the receipt of application for EOI is 14.08.2017 by 15:00 hrs.
Application received after due date and time will not be accepted.**

- b. Applicants shall ensure that the application is complete in all respect with supporting documents as required failing which the application may not be considered.
- c. The list of documents to be submitted along with the application are as follows:-
- i. Complete EOI document duly filled in, signed and stamped on each page.
 - ii. Letter of authorization for signing of EOI documents.
 - iii. Self attested copies of supporting documents and confirmations required to meet pre-qualification criteria, mentioned above in Part-3.
 - iv. Duly filled in, signed and stamped Details of Relationship with IndianOil Directors on agency letter head (Annexure-I)/Declaration of Holiday Listing on agency letter head (Annexure-II) /Declaration of Engagement of Child Labour on agency letter head (Annexure-III).

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- d. The application should be submitted strictly as per the format given in Part 3 of this EOI document.
- e. **PRE-BID MEETING:** In order to clarify doubts, if any, IndianOil will hold a pre-bid meeting with the agencies. The pre-bid meeting is scheduled at IndianOil office in Mumbai at the address mentioned at clause (a) at 1500 hrs. on 01.08.2017. Agencies are requested to send their intent to attend the meeting along with queries by mail at least 24 hrs. before the pre-bid meeting to the mail address rchidambaram@indianoil.in and vivekgoyal@indianoil.in
- f. IndianOil takes no responsibility for delay, loss or non-receipt of documents sent by post/courier at any time either way. No financial obligation shall accrue to INDIANOIL in such an event.
- g. After scrutiny of the applications, the agencies shall be short-listed on the basis of eligibility in terms of the pre-qualification criteria as detailed above. All the eligible agencies thus short-listed would be required to make a pitch presentation to a committee of senior officials of IndianOil as per a marketing case brief to be given later. Top two media agencies as ranked by the committee would be taken on the panel.
- h. Empanelment of media agencies shall be valid for a period of two years with provision for extension for one more year from the date of empanelment.
- i. The media agencies to be empanelled would be required to serve the advertising needs of the Branding group of INDIANOIL based in Mumbai.
- j. INDIANOIL reserves the right to cancel the empanelment process without assigning any reasons.
- k. The issue of this document does not, in any way commit, or otherwise obliges INDIANOIL to proceed with all or any of the proposals received.
- l. The applicants are expected to submit all necessary documents in support of fulfilment of requirements in the first instance itself. However, in case any further document is found necessary for proper assessment, the applicants shall furnish the same within seven (7) days from the date of intimation by INDIANOIL, failing which the applicant will be considered as non-responsive and their application may not be processed any further. INDIANOIL reserves the right to verify the credentials of the applicants submitted in support of their fulfilment of requirements.

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- m. Any amendment issued prior to due date would be put on the aforementioned website of IndianOil viz. www.iocl.com/talktous/SupplierNotices.aspx. Prospective applicants are advised to keep visiting the web-site from time to time (till the deadline for submission of EOI applications). It would be presumed that applicants have examined all amendments on the website and have submitted their application accordingly.
- n. The EOI request is not the subject of any process contract or any contractual obligation between INDIANOIL and the applicant or potential applicants.
- o. INDIANOIL may at its absolute discretion, elect to abandon any part or whole of the process without giving prior intimation to the applicant or potential applicants. INDIANOIL reserves the right to revise/modify the specification as provided in the EOI document at any stage during the process of short-listing the parties against the EOI notice without assigning any reason whatsoever.
- p. INDIANOIL reserves the right to consider or reject any application at any point of time without assigning any reason, whatsoever.
- q. Any dispute arising or relating to this process shall be deemed to have arisen in Mumbai and shall be subject to adjudication of the courts in Mumbai city.
- r. It is mandatory for every applicant to fill all the documents as set out in the EOI document irrespective of their earlier association/empanelment with INDIANOIL.

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AOR Agencies – Branding: Evaluation Criteria & Format

| | | | |
|-----|---|----------|--------------------|
| AOR | All India (with offices in all Metros) | 60 crore | Print & Electronic |
|-----|---|----------|--------------------|

Job Requirement:

1. Should have understanding of various types of media, media vehicles, future trends in media and media consumption by the target audience.
2. Best bargains for IOC, which will stretch the budget to maximum value.
3. Ability to extend and run brand idea into effective push & pull schemes or reminder campaigns
4. Spreading and reaching into various markets to support an activation scheme in minimum possible turnaround time.
5. For Corporate Identity Building and Brand Building, agency should be able to leverage the “response” section of the National/ Local media.
6. Enabler for editorial support, etc

| Evaluation Criteria for selection of AOR (Media Buying Agency) | | | |
|--|---|---|----------------|
| Category | Factors | Notes on keywords | Max Pts |
| Strength in Strategy | Market sensitivity. | Consumer insight of each TG and the understanding of market behaviour in the respective segments. | 15 |
| | | Understanding market and the category. Understanding future market trends. | |
| | Strategy proposed. | Strategic thinking and strength in proposed ideas. | |
| | | Clarity, Innovativeness, Clutter cut-through and Media cut-through factors in the strategy proposed. | |
| Media planning | Understanding of Media | Understanding of various types Media, Media Vehicles, Future Trends in media and Media consumption by the TG, | 15 |
| | Cost Sensitive and Optimal media planning | Establishment of brand presence within minimum budget and with optimum exposure in the media. | |
| | Innovative Strategy | Innovative use of variety of media & vehicles, which breaks clutter and ensures high recall | |
| Media buying & negotiating | Buying and negotiating strengths. | Best bargains for IOC, which will stretch the budget to maximum value. | 15 |
| | Buying expertise | Proven coups in the past & Cost efficiencies | |

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| | | | |
|---|--|---|-----------|
| strength | | achieved Expertise in buying TV Radio Print Internet OOH (Out of Home) Any other media | |
| Strength in Outdoor, activation ideas and promos | Ability/Spread/Ideas/ Track record | Ability to extend and run brand idea into effective push & pull schemes or reminder campaigns Spread and reach into markets to support an activation scheme and the turnaround time. Ideas proposed for the brands of IOC Track record of innovative Ground activation ideas executed and client references. | 10 |
| Consumer Research Capabilities | Market Research Group/impact measurement/on-line corrections | The tools available, the size and quality of Market Research Group, including number of customer contacts in a month. Should be able to measure impact of a running campaign, give feedback to IOC and allow for corrections. | 5 |
| Media Mix and proficiency across board | Media mix & Proficiency across the board in the campaign being presented | Print Electronic Film Outdoor POP displays Innovative Media Internet Viral marketing Digital Exhibitions Launches/PR events Direct marketing/ customer contact initiatives OOH (Out of home engagements) | 10 |
| Credentials of task | The level of hierarchy represented at the pitch. | Signifies the importance they will give to IOC | 15 |

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| | | | |
|--------------------------------------|---|---|------------|
| group assigned to IOC | Size and quality of Team that will be assigned to IOC. | | |
| | The track record of the team leaders, to be our partners. | The references. Work that testifies. A commitment that the same team will continue till the goals are achieved. | |
| | Involvement with our brand and stability of the team. | | |
| Capability Building | Ability to facilitate change within IOC. | Develops systems and supports the procedures of IOC | 5 |
| | Commitment to transfer skills to IOC | Ready to provide Training to IOC Branding team | |
| Proven Track Record (Overall) | In Corporate Identity Building, In Brand Building. | Long term associations in building Brands through 360 ⁰ approach | 10 |
| | Reputation management. | | |
| | Crisis Management. | Ability to leverage the “response” section of the National/ Local media | |
| | Awards & Recognition, from which Institutions and how consistently. | | |
| | Total Marks | | 100 |

Name & Signature of Applicant along with stamp

On Agency Letter Head

DETAILS OF RELATIONSHIP WITH INDIANOIL'S DIRECTORS ETC.

Applicants should furnish following details in the appropriate part based on their organizational structure.

| | |
|------------------------------|-----------------------------|
| Organizational Structure | Part of the form applicable |
| Sole Trader | PART – A |
| Partnership | PART – B |
| Company Private/Public | PART – C |

PART-A

(APPLICABLE WHERE APPLICANT IS SOLE PROPRIETOR)

1. Name of Applicant :

2. Address : Residence Office

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3. State whether applicant is related to any Director/(s) : Yes/No * of the Indian Oil Corporation Limited.
4. If `Yes` to 3, State the name of INDIANOIL's Director & Applicant's relationship with him/her.

* Strike - out whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

PART - B

(APPLICABLE WHERE THE APPLICANT IS A PARTNERSHIP FIRM)

1. Name of the Partnership :
firm responding to the EOI

2. Address :

3. Name of Partners

4. State whether any of the :
partners is a Director to the
Indian Oil Corporation Limited. : Yes / No *

5. If 'Yes' to 4, State the name(s) of :
INDIANOIL's Director.

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6. State whether any of the partners : Yes / No *
is related to any of the Director(s)
of the Indian Oil Corporation
Limited.
7. If 'Yes' to 6 State the name(s) :
of INDIANOIL's Director & the
concerned partner's
relationship with him/her.

* Strikeout whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

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6. If 'Yes' to (5), State the name(s) :
of INDIANOIL's Director.

7. State whether any of the Director of
the: Applicant's Agency is related to any
of the Director's of the Indian Oil
Corporation Limited.

8. If 'Yes' to (7), State the name(s) of
INDIANOIL's Director & the concerned
Director's (of the Applicant's Agency)
relationship with him/her.

* Strikeout whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

On Agency Letter Head

DECLARATION OF BLACK LISTING / HOLIDAY LISTING

In the case of a Proprietary Concern :

I hereby declare that neither I in my personal name or in the name of my Proprietary concern M/s. _____ which is submitting the accompanying application for EOI nor any other concern in which I am proprietor nor in any partnership firm in which I am involved as a Managing Partner nor any company in which I am a promoter or a Director or having controlling stake with minimum 26% share holding have been placed on black list or holiday list declared by Indian Oil Corporation Ltd. or its Administrative Ministry, (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here given particulars of blacklisting or holiday listing, and in absence thereof state “NIL”)

In the case of a Partnership Firm :

We hereby declare that neither we, M/s. _____ submitting the accompanying application for EOI nor any partner involved in the management of the said firm either in his individual capacity or as proprietor or managing partner of any firm or concern or as a promoter or Director or having controlling stake with minimum 26% share holding of any company have or has been placed on blacklist or holiday list declared by Indian Oil Corporation Ltd. or its Administrative Ministry (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here given particulars of blacklisting or holiday listing and in the absence thereof state “ NIL”)

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In the case of Company :

We hereby declare that we have not been placed on any holiday list or black list declared by Indian Oil Corporation Ltd or its Administrative Ministry (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here give particulars of black listing or holiday listing and in the absence thereof state "NIL")

It is understood that if this declaration is found to be false in any particular, Indian Oil Corporation Ltd. or its Administrative Ministry, shall have the right to reject my / our bid, and if the bid has resulted in a contract, the contract is liable to be terminated

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

On Agency Letter Head

PROFORMA OF DELCLARATION REGARDING CHILD LABOUR

Children below prescribed age, as per various statutes of the land, are not employed. We will comply with various laws as may be applicable from time to time regarding prevention of Child Labour. We are aware that, our empanelment will be cancelled at any stage if we violate Child Labour Prevention Act.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

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