



CIN No. L23109WB1973GOI1028844

COAL INDIA LIMITED

A MAHARATNA COMPANY

Coal Bhawan, Premise No:4, MAR, Plot AF- III,

Action Area- 1A, New Town, Rajarhat,

Kolkata – 700156

www.coalindia.in

TENDER DOCUMENT FOR

Empanelment of Advertising Agencies 2020

Tender No. CIL/C4C/Empanelment/2020/072

Dt. 17th August, 2020

Date of publication	18th August, 2020
Last date & time of tender submission	23rd September, 2020 at 12.00 Noon
Date & time of tender Opening (In presence of representative of Agency)	23rd September, 2020 at 02.00 PM

ISSUED BY: CORPORATE COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

COAL INDIA LIMITED
A MAHARATNA COMPANY

Tender No. CIL/C4C/Empanelment/2020/072

Dt. 17th August, 2020

Notice for Empanelment of Advertising agencies

Sealed tenders are invited by Coal India Limited, Kolkata for the "Empanelment of Advertising agencies for providing services in the field of advertising/ media relations etc."

Earnest Money : Rs. 50,000/- (Rupees Fifty thousand only) :

Last date & time of tender submission : 23rd September, 2020 at 12.00 Noon

Date & time of tender Opening : 23rd September, 2020 at 02.00 PM

There will be no physical sale of Tender Document. Tender Document can be down-loaded from website www.coalindia.in / www.tenders.gov.in / www.coalindiatenders.gov.in

Corrigendum/change if any, will be notified only in websites.

Mention Name, Contact Mob No. and Email Id of the local contact person on the cover of the offer. Offers will be opened in presence of representative of the concerned agency on 23rd September, 2020 at 02.00 PM.

Notwithstanding the empanelment, CIL will be at liberty to award Advertisement Assignments to any agency other than those empanelled depending on the situation.

CIL reserves the right to reject any or all tenders without assigning any reasons thereof and without incurring any liability to the affected tenderer(s) on account of his action.



HoD (CC&PR), Coal India Ltd.



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INTRODUCTION

About the company

Coal India Limited (CIL) the state owned coal mining corporate came into being in November 1975. With a modest production of 79 Million Tonnes (MTs) at the year of its inception CIL today is the single largest coal producer in the world and one of the largest corporate employer. Operating through 83 mining areas and spread over eight (8) provincial states of India. CIL is an apex body with 7 wholly owned coal producing subsidiaries and 1 mine planning and consultancy company spread over 8 provincial states of India. CIL also manages establishments like workshops, hospitals etc. and also owns 27 training institutes and 76 Vocational Training Institutes Centres. Indian Institute of Coal Management (IICM) as a state-of-the-art Management Training 'Centre of Excellence' – the largest Corporate Training Institute in India - operates under CIL and conducts multi-disciplinary management development programmes.

CIL is a Maharatna company - a privileged status conferred by Government of India to select state owned enterprises in order to empower them to expand their operations and emerge as global giants. The select club has only ten members out of more than three hundred Central Public Sector Enterprises in the country.

Produces around 83% of India's overall coal production in India where approximately 57% of primary commercial energy is coal dependent, CIL alone meets to the tune of 40% of primary commercial energy requirement. The share of coal is expected to remain high at 48-54% till 2040. Accounts for 76% of total thermal power generating capacity of the Utility sector. Supplies coal at prices discounted to international prices. Insulates Indian coal consumers against price volatility. Makes the end user industry globally competitive. Plays a key role in "Make in India" and making India incorporate globally competitive.



PROCEDURES FOR EMPANELMENT

1. An initial screening of all the applications will be undertaken by a Screening Committee.
2. The Screening Committee, after evaluation of all the applications on the basis of qualifying criteria as laid down in Para entitled "Qualifying Requirements" below shall recommend the name of the agencies who could be called for presentation before High level Committee.
3. The short listed agencies would be called for presentation on a specified date, time and venue before the High level Committee.
4. A panel of Advertising Agencies will be selected thereon based on final ranking and will be issued a letter of award.

DURATION OF EMPANELMENT

The Empanelment will be done for four (4) agencies from the list of finally eligible agencies after evaluation and presentation. The Empanelment of selected agencies shall be for a period of two years, which may be extended twice for a period of six months depending on satisfactory performance of the empanelled agencies to the satisfaction of CIL.

QUALIFYING REQUIREMENTS

A list of Qualifying Requirements (QRs) and supportive documents required are given below. An agency not meeting any of the following QRs or not submitting any of the documents shall not be considered for evaluation.

S.N.	QUALIFYING REQUIREMENTS (QRs)	DOCUMENTS TO BE SUBMITTED
1.	The Agency must be renowned entity in the field of Advertising, Media and Public Relations for a period of at least 10 (ten) years. The Agency must have in-house capability to provide Total Branding Solutions for Coal India under single umbrella, including Advertising in multiple media like print, electronic, outdoor etc., Media and Public Relations, Event Management etc.	1. A complete Profile of the advertising agency 2. Document showing agency's legal status (whether Partnership/ Proprietorship/ a Limited Company) 3. Documentary proof in support of experiences in the fields as per sl.no.1.
2.	Continuous and regular accreditation with Indian News Paper Society (INS) for last 10 (ten) years. Accreditation with Prasar Bharati (Both Doordarshan and All India Radio), Members of	1. Certificate from INS. 2. Proof of Doordarshan and AIR accreditation. 3. Proof of IBF & AAA membership.

S.N.	QUALIFYING REQUIREMENTS (QRs)	DOCUMENTS TO BE SUBMITTED
	Indian Broadcasting Federation and Advertising Agencies Association of India.	
3.	Annual turnover of Rs. 20 crore and above for each of the last three financial years i.e. FY 2017-18, 2018-19, 2019-20	Copies of duly audited Balance Sheet and Profit & Loss Account by Chartered Accountant.
4.	Handling of at least 3 (three) Govt. / PSU / MNC accounts FY 2017-18, 2018-19, 2019-20	Documentary proof.
5.	Executed at least one Advertisement campaign handled for Govt. / PSU / MNC during last 3 year FY 2017-18, 2018-19, 2019-20	Documentary proof.
6.	Full-fledged office / Branch at KOLKATA (Inc. media department for issuing ROs) with necessary infrastructure and manpower/ media department and creative personnel.	Particulars in Form-I
7.	Service tax registration & Income Tax details	Valid GST registration certificate Details IT registration/ PAN

In addition to above documents in support of Qualifying Requirements, the tenderers are required to submit the following also failing which the offer is liable to be rejected.

1. EMD in the form of, in favour of Coal India Limited, for Rs. 50,000/- (Rupees Fifty thousand only). (Through net banking i.e. ECS/NEFT/RTGS) Ref to General Instructions to the tenderers Point-1. Submission of prescribed authorization format for online payment receipt.
2. Original tender document or Tender document downloaded from our website duly signed on all pages by the person signing the tender.
3. Power of Attorney (POA) in favour of Authorized Signatory of the tender
4. Any other information that the agencies may like to provide.
5. Name and Mobile No. of local contact person on the cover of the offer.

Note: If any one of the above documents, required to be submitted along with the tender, is found wanting, the offer is liable to be rejected at that stage. However, the CIL at it's discretion may call for any clarification regarding the document. The CIL at it's discretion may also ask for the submission of any additional/missing/incomplete document(s) within a stipulated time period. In such case(s), the tenderer shall have to comply the CIL's requirement within the specified time. In case of non-compliance to such queries, the tender will be out rightly rejected without entertaining further correspondence in this regard.

SCOPE OF WORK FOR EMPANELLED AGENCIES

The scope of work for the empanelled agencies is defined below. Any other work related to corporate publicity, printing etc., will also be forming part of the scope as is decided by CIL time to time.

1. Designing, conceptualization and media management including release of Advertisement in press/ TV/ Radio etc. for Coal India Limited.
2. Designing, Printing and Production of House Journal/ Coffee Table Book/ Corporate Brochures/ Booklets/ Information leaflets/ Banners etc.
3. Corporate campaigns including event management.
4. Making of Short films/ Audio Visuals / Multimedia Presentations/ Radio Jingles etc.
5. Other outdoor advertisements, hoardings etc.
6. Organizing Exhibitions.
7. CIL actively uses its website for communication and Web-casting of its major events is one of the communication channels. Agencies with ability to video-record the events and providing infrastructure for web-casting is required.
8. Organising Press Meets, press events by associating the print media/ electronic media for various events/ developments. It will be the responsibility of the agency to have these meets/ events prominently covered in the Print/ Electronic media.
9. To formulate a long term strategic plan for CIL's corporate communication and image building.
10. To recommend a proper advertising/ publicity policy for CIL commensurate with its corporate size and also to augment CIL's corporate brand image through all sectors of media viz. electronic, print and internet.
11. Any other work related to corporate communication, public & media relations, Advertising/ Publicly etc. for CIL



EVALUATION OF TENDERS

The process of empanelment will be done in two steps. In first step all the tenders will be scrutinized first for their eligibility based on the minimum qualifying criteria. The tenders not meeting any of the qualifying requirements will be rejected.

All the eligible tenders will then be evaluated based on the corporate strength, media strength and other services offered as per the points allocated in Annexure-I (Evaluation Criteria).

The tenderders will be ranked based on the marks scored out of maximum of 70 marks.

In second step, top rank tenderders will be called for further evaluation based on presentation organized at Coal India Ltd., Kolkata on the defined theme given to all of them. The marks allocated to presentation are 30. The presentation topic will be decided by CIL.

The following creative may also be submitted during presentation by the agency:

- i) One creative for any theme concept
- ii) One creative corporate ads for CIL image building
- iii) A 300 words brief outlining as to how the ad agency can help CIL to augment its corporate communication and image building for its image building endeavor to bring it to a level commensurate with its size and strategic importance.

On the basis of combined marks out of 100 a revised ranking will be done. A decision will be taken for empanelment of four (4) agencies depending on overall evaluation & suitability of such agencies.



METHOD OF JOB ALLOCATION

Refer Terms & Conditions and Agreement at Annexure-II.

GENERAL INSTRUCTIONS TO TENDERDERS

1. The applicant/ tenderder shall furnish, as part of his tender, the Earnest Money deposit (EMD) for an amount of Rs.50,000/- (Rupees fifty thousand only). The payment of amount of EMD has to be made online only within the due date and time of submission of offer. Banker's Cheque/Demand Draft are not accepted.

The bidders can make payment of EMD through net banking i.e. NEFT/RTGS from any scheduled bank to CIL. Bank Account details given below :

Account Name : Coal India Limited

Bank : United Bank of India, Branch : New Town, Rajarhat

A/C No. : 0100050002081

IFSC Code : UTBI0RNTA53

MICR Code : 700027242

The payment made through net banking should be done and transferred to CIL Bank Account before the due date of the tender with Remark for payment- 'Empanelment of Agency'. The Earnest Money deposited will not fetch any interest. The EMD of the unsuccessful tenderder will be refunded after the finalisation of empanelment through e-payment. The EMD of the successful tenderder will be refunded after the submission of Performance Security in form of Bank Guarantee. All tenderers must submit completely filled up the blank format of RTGS/ECS Bank mandate attached with this Tender Document.

The EMD may be forfeited if the applicant/ tenderder withdraws the tender after the tender opening during the period of tender validity or the successful tenderder/ selected agency fails to sign the agreement or furnish the Performance Security within the specified time.

2. All pages of original tender, except for un-amended printed literature, shall be signed by the person or the persons signing the tender. ALL PAGES of your offer as documents, covering letter and completely filled in CHECKLIST should be numbered, signed and bound together.

3. The tenderder shall seal the envelope and marked "Empanelment of Advertising Agencies" and shall be addressed to the purchaser i.e. Coal India Ltd. at the following address or delivered in person in tender box kept at the Dispatch Section, Admn. Dept, at same address on or before the date and time specified in NIT:

HoD (CC&PR) CC & PR Department. Coal Bhawan, Coal India Limited

Premise No:4, MAR, Plot AF- III, Action Area- 1A, New Town, Rajarhat, Kolkata – 700156

CIL shall not be responsible in any way about the tenders that are lost/delivered/dropped elsewhere and/or after the last date and time for receipt of tenders.

4. In case tenderer fails to honor his tender, in a stipulated time as given by CIL, without furnishing sufficient grounds which is convincing to the competent authority of CIL then the latter reserves to right to Ban a tenderer for suitable period from participating in any tendering process initiated by CIL.

In addition to forfeiture of Earnest Money, if the successful tenderer/ selected agency fails to sign the agreement in terms of the Letter of Acceptance within the stipulated time, CIL reserves the right to Ban such tenderer from participating in any future tendering process initiated by CIL for any period as may be considered proper.

5. The CIL may, at its discretion, extend the date & time for submission of tenders in which case all rights and obligations of the CIL and tenderers shall be subject to the extended date & time.

Tender submitted shall remain valid for a period not less than one hundred and twenty days after the deadline for submission of tender. CIL may request that the tenderers may extend the period of validity for a specified additional period. The request and the tenderers responses shall be made in writing. A tenderer agreeing to the request will not be required or permitted to modify his tender but will be required to extend the validity of earnest money for a period of the extension.

6. If the date fixed for receiving and opening of Tenders is declared as holiday by the CIL the tenders will be received and opened on next working day, with no change in the timing unless notified.

7. The CIL reserves the right to accept or reject any tender, and to annul the tendering process, reject all tenders, at any time prior to the award of the contract without assigning any reason(s), whatsoever and without thereby incurring any liability towards the affected tenderer(s) on this ground.

8. The successful tenderers/ selected agencies will be issued a letter of acceptance (LOA) intimating empanelment by CIL. Every successful tenderer, in whose favour the letter of acceptance (LOA) has been issued by CIL, shall execute an agreement with CIL on a non-judicial stamp paper of Rs. 100/- as per the proforma at Annexure – II within the stipulated time as contained in the LOA. (The cost of stamp paper to be borne by tenderer).

9. Every successful tenderer/ selected agency shall be required to deposit a Performance Security of Rs.5 lakhs in the form of Bank Guarantee issued by a scheduled bank as per the proforma at Annexure-III. The Bank Guarantee shall be valid for a period of 3 months beyond the period of contract.



10. The period of contract for empanelment shall be two years, which may be extended twice for a period of six months depending on satisfactory performance of the empanelled agencies to the satisfaction of CIL.

Terms and Conditions:

1. The Agency shall nominate the team, their name(s), address(es), telephone nos. (Residence included) for better co-ordination.
2. The agency shall make available the complete contact address of its Directors and local heads to CIL.
3. CIL being a prime energy provider in the country, many of the requirements could be of emergency nature. The agencies have to respond to such demands despite holidays/beyond office hours.
4. Although, it would be endeavor of CIL to distribute jobs equitably to the empanelled agencies, yet, the agency that makes the best presentation will be awarded the job of creative nature. CIL reserves the right to allocate the job amongst the empanelled agencies on its own discretion.
1. Mere empanelment does not confer automatic rights to any agency to secure/procure jobs. Notwithstanding the empanelment, CIL will be at liberty to award any Assignments as outlined in the scope of work to any agency other than those empanelled depending on the situation.
6. CIL will not pay any fee to the advertising agencies over and above the rates charged by the newspaper/ media. No charges will be paid for designing, artwork, materials, photography, language translation and any expenditure associated with developing for release of an advertisement in any media.
7. CIL reserves the right to negotiate directly with the media for release of advertisement if the situation so demands. The agencies may be asked for designing/ artwork of the advertisement to be released directly by CIL in such cases and the agencies may be paid for such design work/ artwork at rates fixed by CIL.
8. For activities like production of Film/TVC/Radio Jingle/Brochure/Posters etc., arranging Press Meets, organising exhibitions, event management, formulate plan/ policy etc. where no fixed rates are available, the rates will be decided on case to case basis. It may be either through quotations or negotiated rates obtained from empanelled agencies depending upon the nature of work.



9. Immediately after publication of the advertisement, the Tear sheets/ photographs/ telecast certificate/ agency certificate as applicable thereof should reach this office confirming the execution of work order issued by CIL.
10. While submitting its media bills for payment to CIL for jobs done, the agencies must ensure that they enclose the following documents for speedy clearance.
 - a. Pre receipted Agency Bill
 - b. Publication/Media original bills
 - c. Two sets of tear sheets/log sheets/photographs of advertising as proof
 - d. Copy of Work order
 - e. In case of print/electronic media release, position analysis-saving statement/ TRP/GRP analysis as applicable
11. CIL has the right to use the advertisements/visuals cleared for release for its own future purpose without any financial obligations towards the agency. CIL may ask the agency to deposit one set of positives/Soft copy of Ad of such releases at no extra cost.
12. The agency shall be responsible for obtaining rights for the models/visuals used in CIL Ads. The agency shall indemnify CIL against any such claim whatsoever arising out of such use during the specified period. The period may be clearly stated by the agency in view of clause '12'.
13. The billings should clearly state the applicable government taxes.
14. CIL will strive to clear payments of bills submitted by agencies within 30 days of submission of the bills with all enclosures.
15. The Empanelment of selected agencies shall be for a period of two years, which may be extended twice for a period of six months on the same terms and conditions depending on satisfactory performance of the empanelled agencies to the satisfaction of CIL.
16. Modifications in terms: CIL reserves the right to change terms and conditions as may be required. Any changes in the terms and conditions contained herein shall have effect only prospectively, and shall be valid only if recorded in writing and signed by the authorized officers of the CIL i.e. GM (CC&PR) and the agency, on mutual agreement.
17. Termination:
 - a. Either party may terminate the agreement by giving three months notice in writing to the other. The obligations of the parties shall continue during the notice period.
 - b. However, if the services of the agency are not found satisfactory, CIL shall have the right to cancel the contract / forfeiture of Bank Guarantee, at any time without assigning any reason and without any financial compensation to the Agency.
18. SETTLEMENT OF DISPUTES:

18. SETTLEMENT OF DISPUTES:

It is incumbent upon the agency to avoid litigation and disputes during the course of execution. However, if such dispute takes place between the agency and the department, effort shall be made first to settle the disputes at the company level.

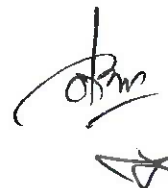
The agency should make request in writing to CIL for settlement of such disputes/claims within 30(thirty) days of arising of the cause of dispute/claim failing which no disputes/claims of the agency shall be entertained by the company.

A handwritten signature in black ink, located in the bottom right corner of the page. The signature is stylized and appears to consist of several overlapping loops and lines.

PARTICULARS FOR EMPANELMENT OF ADVERTISING AGENCIES

(To be submitted by advertising agencies on their letter heads)

- (i) Name of the Advertising Agency
- (ii) Address of Office at Kolkata
Tel. Nos.
Fax No.
E – mail
- (iii) Full address of the head office/other offices
Tel. Nos.
Fax No.
E – mail
- (iv) Name of the contact person at Kolkata office (with designation)
Tel. Nos.
Fax No.
E-mail
- (v) Year of Establishment
Legal status of agencies (Proprietor/Partnership/Private Ltd./Public Ltd.)
- (vi) Are you serving for COAL INDIA LIMITED recently or in the past, if so, please attach copy of appointment of empanelment.
- (vii) Infrastructure facility available with the agency at KOLKATA office. (with date and document of local office)
- No. of persons working (separately for different offices)
 - Whether Art Deptt. Exists.
 - No. of creative team members.
 - Number of members in Media department
 - If the full-fledged studio exists (Details)
 - Recording facilities.
 - Printing facility, if tie up with any press then state
 - Any other.



- (viii) Name of Managing Director, Directors and top management (separate sheet may be enclosed with Bio-data and other details).
- (ix) List of purchasers presently serving (govt./public sectors/private sectors).
(Attach copies of Award Letters)
- (x) Details of Exhibitions (National/ International) organized
(attach copies of Award Letters & Photos)
- (xi) Details of awards in print media / visuals from the reputed publications like A&M, ASCI
(attach copies of certificates)
- (xiii) Capability to arrange interviews in Electronic / Print media, give details of such capability in past and commitment for CIL without additional cost.
- (xiv) EMD Draft (Attach)
- (xv) Why do you think that you are suitable for empanelment with CIL?

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature _____

Full Name _____

Designation _____

Address _____

(Authorized Representative)

Note:

1. If needed, the agency can use separate sheets for explaining the above points.
2. CIL reserves the rights to verify the facts given by the agency, with the authorities, if so required.



EVALUATION CRITERIA

Sl. No.	Parameter	Marks
1.	For meeting turnover criteria – 5 marks	05
2.	For 10 years' experience – 10 marks, 5 mark for each one year of additional experience, maximum points of 25	25
3.	Bonus experience points for relevant experience to be evaluated on the basis of – i) Corporate Image Building Campaigns handled – 10 mark for each campaign handled during last 3 years subject to a maxim. of 30 marks ; ii) Awards for best Ad (creative) in Print/ Visuals - 2 mark for each award won during last 3 years subject to a maxim. of 6 marks ;	30 06
4.	Infrastructure facility available with the agency – i) No. of creative team members – ii) No. of Media experts – iii) Full fledged studio – iv) Well experienced Client Service executive [1 mark on each above. Maximum marks will be given to those having maximum nos. of experts/ facilitates available.	04
5.	Presentation- [Parameters to be judged- Creative, understanding of CIL operations, Strategy, PR]	30
	Total =	100

AGREEMENT

This agreement is made on day of between (Name of Company) having its registered office at (hereinafter called the 'Purchaser' or 'CIL' which expression shall, unless repugnant to the subject or context, include its successors and assignees) of the one part and (Name of the Advertising Agency) carrying on business as a (partnership/proprietorship/ Ltd. Co. etc.) firm under the name and style (hereinafter called the 'Agency' which expression shall, unless the context requires otherwise include its successors and permitted assigns) of the other part.

WHEREAS CIL intends to empanel Agencies for its Advertising/ Publicity & Public Relations activities such as Conceptualization, design and release of advertisements in any print, electronic, outdoor media, release and production of TV/Radio commercials, PR, road shows/events, Print of House Journal /Promo literature and any other requirement related to publicity/ advertising/ PR services.

Whereas the said Agency submitted tender for empanelment and deposited a sum of Rs.50,000/- as Earnest Money.

Whereas the tender of the said agency has been accepted by CIL for execution of the said works.

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

- 1) In this agreement words and expressions shall have the same meaning as are respectively assigned to them in the tender papers hereinafter referred to.
- 2) The following documents which are annexured to this agreement should be deemed to form and be read and construed as part of this agreement viz.
 - i) Annexure-A Notice for Empanelment (Page .. to ..)
 - ii) Schedule -B General terms & conditions. (Page to ...)
 - iv) Schedule-C Letter of Acceptance (Page .. to ..)

3. The said agency hereby covenants with the purchaser that CIL shall retain a sum of Rs.5 lakhs deposited by the agency in the form of Bank Guarantee as performance security for the fulfillment of the contract to the satisfaction of the purchaser.

4. In consideration of the payment to be made by CIL, agency hereby covenants with CIL to execute work in conformity in all respect with the provisions of the contract.

5. CIL hereby covenants to pay agency in consideration of the execution/ completion of the work in the manner described in the contract.

IN WITNESS WHEREOF THE parties herein have set their hands and seals the date and year above written.

1 Partner. Signature

2 Partner Signature

On behalf of M/S.....

The Agency, as one of the constituted attorney,

In the presence of -

1. Name _____ Signature

Address :

Occupation :

Signed by Srion behalf of Signature

(Name of Company) in presence of -

1. Name : Signature

2. Address: .

FORMAT OF THE BANK GUARANTEE

(To be typed on Rs.100/- non-judicial stamp paper)

To

M/s. Coal India limited

Coal Bhawan, Premise No:4, MAR, Plot AF- III,

Action Area- 1A, New Town, Rajarhat,

Kolkata – 700156

In consideration of M/s. Coal India Limited having its office at 10, Netaji Subhas Road, Kolkata-700001 hereinafter called "the Purchaser" (which expression shall unless repugnant to the subject or context including its successors and assigns) having agreed under the terms and conditions of Contract dated _____ made between M/s. _____ a company having its office at _____ (hereinafter called "the Agency") in connection with providing various Advertisement/ Publicity & Public Relation Services for CIL to accept a Deed of Guarantee as herein provided for Rs.5,00,000 (Rupees five lakhs only) for due and faithful performance of the said "Contract", we the _____ Bank (hereinafter referred to as the said Bank) having its office at _____ do hereby undertake and agree to indemnify and keep indemnified that the Purchaser from time to time to the extent of Rs.5,00,000 (Rupees five lakhs only) against any loss, damage caused, charges and expenses caused to or suffered by or that may be caused to suffered by the Purchaser by reason of any breach or breaches by the said Agency of any of the terms and conditions contained in the said Contract.

We, the _____ Bank do hereby undertake to pay the amount due and payable under this guarantee without demur merely on demand from the Purchaser stating that the amount claimed is due from the Agency for the reason of breach by the said Agency of any of the terms and conditions contained in the said contract.

We, _____ Bank do hereby agree that any demand made by the Purchaser on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. We shall not withhold the payment on the ground that the Agency has disputed its liability to pay or has disputed the quantum of amount or that any legal proceeding is pending between the Purchaser and the Agency regarding the claim. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs.5,00,000 (Rupees five lakhs only).



We, _____ Bank further agree that the guarantee herein contained shall come into force from the date hereof and shall remain in full force and effect upto _____. Unless a demand or claim under this guarantee is made on us in writing on or before _____ we shall be discharged of all liabilities under this guarantee thereafter.

We, the _____ Bank further agree with the Purchaser, that the Purchaser shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Contract or to extend the time of delivery of the specified jobs under the scope of work from time to time or to postpone for any time or from time to time any of the powers exercisable by the Purchaser against the said Agency and to forebear or enforce any of the terms and conditions relating to the said contract and we shall not be relieved from our liability by the reason or any such variations or extension being granted to the said Agency or for any forbearance act or omission on the part of the Purchaser, or any indulgence by the Purchaser, to the said Agency or by any such matter or thing whatsoever which under the law relating to the sureties would but for this provision have effect of so relieving us.

The Bank further agrees that in case this Guarantee is required for a longer period and it is not extended by the Bank beyond the period specified above, the Bank shall pay to the Purchaser the said sum of Rs.5,00,000/- (Rupees Five Lakhs only) or such lesser sum as may then be due to the Purchaser and as the Purchaser may demand.

We, the _____ Bank lastly undertake not to revoke this guarantee during this currency except with the previous consent of the Purchaser in writing.

The Bank under its constitutional power, to give this guarantee and _____
Mr. _____ who has signed it on behalf of the Bank has authority to do so.

The Bank guarantee will not be discharged due to the change in the constitution of Bank or the Agency.

Dated _____ day of _____
For _____ Bank

Signature of the authorized person
For and on behalf of the Bank



Affidavit on stamped paper of Rs.10 (Ten)

1. I/We.....
.....(Name of the party & address) swear to the effect that all the relevant documents submitted of the tender are genuine and correct. If it is found at any point of time that the said documents are not genuine then in that event the tender will be rejected or contract terminated and CIL will be entitled to realize the lossess incurred to this effect. In case the documents are found not to be genuine the earnest money will also be forfeited.

2. a) That I/We propose to do business in CIL in the name & style of
.....
.....
- b) That none of my /our relation is employed in CIL
- c) That I/We undertake not to engage any close relation of any CIL employee
- d) That I/We have never been prosecuted nor convicted by any court of law.
- e) That no criminal case is pending against me/us in any court of law
- f) That I/we have never been black listed by CIL or any subsidiary of CIL
- g) That I/We am/are not a Benami person related to any CIL employee.
- h) That the statements made above are true and correct.

Deponent

Identified by

Advocate

Notary Public /executive Magistrate



**RTGS/ECS Mandate (To be typed/composed and filled in your agency's original Letterhead
And must be included in the tender offer)**

To
M/s Coal India Limited
Coal Bhawan, Premise No:4, MAR, Plot AF- III,
Action Area- 1A, New Town, Rajarhat,
Kolkata – 700156

Dear Sir,

**Sub – Authorisation of all our payments through
Electronic fund transfer system ECS/RTGS/NEFT**

01.	Name of Beneficiary Address of Beneficiary Telephone No. of Beneficiary	
02.	Beneficiary's Bank Name Beneficiary's Bank Address Beneficiary's Bank Telephone No.	
03.	Bank Branch Name Bank Branch Code	
04.	Bank Account No. Bank Account Type (Savings/Current)	
05.	IFSC Code No. of the Bank	
06.	PAN No. of Beneficiary	
07.	Email Id of Beneficiary Mobile No. of Beneficiary (For sending information of release of payment)	

I/we hereby declare that particulars given above are correct and complete if the transaction is delayed or credit is not effected due to incorrect information, I/we will not hold Coal India limited responsible.

Agency's Authorised Signatory
Name :
Designation:
Official Stamp with Date

BANK CERTIFICATION

It is certified that above mentioned beneficiary holds a bank account no. with our branch and the bank particulars mentioned above are correct.

Signature of Authorised Signatory of the Bank
Name :
Designation:
Official Stamp with Date

*** Please enclose one original cancelled cheque in lieu of the aforesaid Bank certification**

CHECKLIST

Please enclose the flowing format filled and checked vis-à-vis documents submitted with page numbers and attach with your submitted tender.

S.No.	Documents Related to	Attached Check yes/no	Ref Page Nos. in your submitted application doc	Remarks If any
01	EMD Online Payment Receipt / E-Receipt or any Doc proof			
02	RTGS/ECS Mandate format to be typed/printed in your agency's original Letterhead fully filled Certified by concerned Bank Branch			
03	One original cancelled cheque in lieu of the concerned Bank certification along with RTGS/ECS Mandate			
04	Covering Letter with filled up Form-1 (Annexed) along with complete Profile of the advertising agency and Full-fledged office / Branch at Kolkata (Inc. media department for issuing ROs) with necessary infrastructure and manpower/ media department and creative personnel.			
05	Documents related to proof of existence of agency branch of last three years (documents supporting full-fledged local office address like telephone, electric bill etc. of last three years)			
06	Document showing agency's status (whether Partnership/ Proprietorship/ a Limited Company)			
07	Documentary proof in support of experiences / existence of 10 years (INS Certificate etc.)			
08	Certificate from INS. Proof of Doordarshan and AIR accreditation. Proof of IBF & AAA membership.			
09	Copies of duly Audited Balance Sheet certified by CA in support of requisite Turnover of last three years (FY 2017-18, 2018-19, 2019-20)			

10	Handling/executing of at least 3 (three) Govt. / PSU / MNC accounts (FY 2017-18, 2018-19, 2019-20) and copy of their campaign orders			
11	Valid GST registration (MSME is any) certificate Details IT registration/ PAN of the tenderers organization			
12	Complete filled in Annexure - A			
13	Power of Attorney (POA) in favour of Local Authorized Signatory of the tender			
14	Original tender document downloaded from CIL website with all pages of application / all supporting documents to be duly signed on all pages by the authorized person signing the tender			
15	Name and Mobile No. and Email Id of local contact person on the cover of the offer.			
16	Total offer, all documents bound together and serially numbered (Spiral binding or any other form of binding)			

