



कोल इंडिया लि .

Coal India Limited

Department: Administration Department

Regd. Off. : Coal Bhavan, Premise No. – 04 MAR, Plot No. AF –III,

Action Area – 1A Newtown, Rajarhat, Kolkata – 700156

(Corporate ID No. – L23109WB1973GOI028844)

(An ISO 9001:2015, ISO 14001:2015 & ISO 50001:2011 Certified Company)

Email:gmcsr.cil@coalindia.in

संदर्भ संख्या/Ref. No. CIL/CSR/Advt./ 2025-26/ 150

दिनांक/Date : 25.06.2025

**NOTICE INVITING QUOTATION (NIQ)**

1. Sealed Item Rate Quotations in **Single Part** are hereby invited from the five empanelled agencies of Doordarshan, Kolkata having its office in Kolkata for the following work:

Sl. No.	Name of work	Location	Earnest money
1.	Making of TV Commercial (TVC)/Advertisement for DD News (Decode) & DD Bangla	Kolkata	₹ 13,600.00

Quotation documents can be obtained free of cost from the office of the Corporate Social Responsibility (CSR), Department, Coal India Ltd. Newtown, Rajarhat, Kolkata as per the date & time mentioned below. Also the complete tender documents may be uploaded from CII's website ([www.coalindia.in](http://www.coalindia.in)) and Central Public Procurement Portal's website ([www.eprocure.gov.in](http://www.eprocure.gov.in)). The company shall not be responsible for any delay/difficulties /inaccessibility of down loading facility for any reason whatsoever.

- 2 **Important Dates & time: -**

SL. No.	Particulars	Date	Time
1	Start Date of Bid Submission	25.06.2025	3.00 P.M
2	End date of Bid submission	30.06.2025	3.00 P.M
3	Date of Opening of bids	30.06.2025	3.30 P.M

- 3 **First Envelope (qualifying criteria) shall contain the following:**

Sealed dully filled-up quotations in Single Part will be received in the Office of CSR Department, Coal India Ltd. in the aforesaid time period along with the following documents:

- a. **The Earnest Money.-** Earnest money should be deposited in the form of Demand Drafts/ Banker's cheque/ NEFT from scheduled bank issued after the date of issue of this notice in favour of "Coal India Ltd." payable at Kolkata. The earnest money of the unsuccessful bidder shall be refunded as promptly as possible and shall bear no interest. Quotation without earnest money as stated



above shall be rejected. The Coal India Limited Account No. 0100050002081 IFSC Code PUNB0143720 Bank Name Punjab National Bank Branch address Newtown Rajarhat.

- b. **PAN:** - Photocopy of PAN card duly attested (with signature and seal) by bidder.
  - c. **GST registration:** - Photocopy of GST registration (i.e. GST identification Number) duly attested (with signature and seal) by bidder and issued by appropriate authority. In case of GST unregistered bidder/Dealer Certificate from a practicing Chartered Accountant having membership number with Institute of Chartered Accountants of India certifying that the bidder is GST unregistered bidder/dealer in compliance with the relevant GST rule.
  - d. Bank mandate form indicating Bank Account number, IFSC, Bank Branch, cancelled cheque (leaf) etc. of the bidder should be submitted while submitting the quotation.
  - e. Bidder is required to submit sealed and signed Annexure I & Annexure II.
  - f. All the documents submitted should be sealed and signed by the bidder or his authorized representative. In case the authorized representative is signing documents/submitted bid, then an Authorization Letter to that effect has to be submitted along with the bid.
4. The Cover of envelope shall indicate the Name of work, Name of the bidder along with the address, Reference Quotation Notice No.
5. Following agencies empanelled with DD, Kolkata having office in Kolkata are eligible to apply:-

Sl. No	Name of Agencies
I	M/s Dasstosh Adreal,
II	M/s Expression Ad Agency (Kolkata Regional Office)
III	M/s Standard Publicity Pvt. Ltd.,
IV	M/s Frequency Advertising Pvt. Ltd.,
V	M/s Crayons Advertising Ltd. (Kolkata Regional Office)

7. If the bidder is unsuccessful, then the EMD deposited by the bidder will be electronically refunded.
8. **Quotations will be received (either manually or by post) at the following address:-**  
GM, CSR Department, 2st Floor, Coal India Limited, Coal Bhawan, Premises No: 04, MAR, Plot No: AF-III, Action Area-1A, New Town, Rajarhat, Kolkata – 700156 (West Bengal).

It is the responsibility of the bidder to ensure that the bid is received in the office of the GM (CSR), CIL before the last date (and time) of bid submission, failing which the bid will be considered invalid.

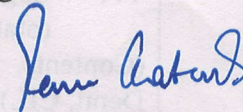
The sealed quotations will be opened on the scheduled date in the presence of the bidders or their authorized representatives. It is the bidder's responsibility to present during opening of bid.

9. **Penalty:** - In case of failure to complete the work on or before the scheduled date of completion, compensation shall be payable @ 0.5% of contract price / revised contract price whichever is less per week of delay. The total value of such compensation shall not exceed 10% of awarded value/revised completion value whichever is lower.



10. The validity of the bid shall be 120 days from the date of submission of bid.
11. Payment will be made within 21 days after satisfactory performance of the work. Bidder need to submit GST Tax invoice. GST Amount will be remitted once it will reflect in the GSTR-2B of the Coal India Limited.
12. No modification of the bid is allowed after submission of the bid.
13. Scope of Work would be as per attached **Annexure - I**
14. Bidder are advised to quote total price with applicable GST as per Price Bid (BOQ) attached as **Annexure-II**.
15. EMD/Security Deposit will bear no interest. EMD/Security Deposit (as the case may be) will be refunded after successful completion of work.
16. In case of non-completion of work as per Scope of Work within stipulated time, EMD/Security Deposit will be forfeited.
17. Bidder is required to seal and signed all pages of Notice Inviting Quotation (NIQ).
18. Bids will be evaluated as per the Total price including GST and Work order will be awarded to Bidder who has quoted lowest rate (L1) rate.
19. Conditional bid submitted by bidder will not be acceptable.
20. Competent authority of CIL reserves the right to accept or reject any quotation or distribute the work among different tenderers without assigning any reasons what so ever. Participation in quotation doesn't guarantee any work with company.

Signature:



GM (HR/CSR)

Coal India Ltd

एचआर / सीएसआर / HR / CSR

कोल इंडिया लिमिटेड / COAL INDIA LIMITED

न्यू टाउन, राजारहाट / NEW TOWN, RAJARHAT

कोलकाता - 700 163 / KOI.KATA - 700 163



## Annexure -I

### Scope of Work

The company has decided to advertise NIRMAN CSR Project, where company give financial assistance of Rs. 1 lakh each to candidate hailing from its mining district, who qualify the preliminary round of UPSC & Forest Service Examination during a special show titled "Decode with Sudhir Choudhary" on National DD News. Six candidates got selected in previous UPSC Examination.

Creatives/making of TV Commercial (TVC)/Advertisement for Doordarshan (DD) will be based on CIL's six NIRMAN Scholars, whose name appeared in the final list of UPSC Civil Service Exams. The said advertisement should match the stature and legacy of coal giant, upholding its leadership position in the energy sector and this Maharatna Company is national pride for the Nation.

Sl. No.	Advertising slots for DD/Channels (Script, Voice Over, graphics etc. will be part of creatives)	Quantity Master Copy in Hindi	Dubbing in English
1	I. Opening Tag 5 seconds	1	1
	II. Free Commercial Time (FCT) for 30 seconds each	2	2+2(Bangla)
		1	1
	III. L-Band for 10 seconds	1	1
	IV. Logo Bug of 5 seconds ( 360 degree rotation one side NIRMAN & CIL Logo) (Contents, pics etc. will be provided by CSR Deptt, CIL)		

- I. *1 to IV master copy in Hindi and dubbing with same creatives in English language. Also additional two FCT of 30 seconds each in Bangla schedule to be broadcast on DD Bangla.*
- II. *There should not be the violation of Intellectual Property Right/ Copyright/Trademark etc.*
- III. *Pirated software shall not be used during the execution of the aforesaid work.*
- IV. *Creations of creatives (I to iv) with compatibility of DD News & DD Bangla.*
- V. *No advance payment will be given for above work.*
- VI. *Completion for work within 3 days from award of work. However, such period may be extended (if required).*
- VII. *Unconditional acceptance of terms & conditions of the NIQ*

**Name of Agency:**

**Address:**

**Signature with Seal and Date :**



### Price Bid (BOQ)

Bidders are hereby requested to quote total prices (not break-up) for different creatives as per below mentioned scope of work/jobs:

Sl. No.	Creation of Advertisement for DD/Channels (Script, Voice Over, graphics etc. will be part of creatives)	Quantity Master Copy in Hindi	Dubbing in English	Total price Excluding GST (₹)
1	I. Opening Tag 5 seconds	1	1	
	II. Free Commercial Time (FCT) for 30 seconds each	2	2+2(Bangla)	
	III. L-Band for 10 seconds	1	1	
	IV. Logo Bug of 5 seconds ( 360 degree rotation one side NIRMAN & CIL Logo) (Contents, pics etc. will be provided by CSR Deptt, CIL)	1	1	
	GST Rate ( in %)			
	GST Amount ( ₹)			
	Total Price including GST (₹)			

**Name of Agency:**

**Address:**

**Signature with Seal and Date :**