

Expression of Interest

Empanelment of Creative Agencies

for

Corporate Film Making

&

Event Management



EOI: NRL/CC/20-21

dtd 06.01.2021

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1. LETTER OF INVITATION



NRL/CC/2020-21

Dated: 06.01.2021

Dear Sir/Madam,

Numaligarh Refinery Limited (NRL) invites Expression of Interest (EOI) for '**Empanelment of Creative agencies**' in the following 2 categories :

- i) Corporate Film making
- ii) Event Management

The detailed Tender Document containing details of Qualification Criteria, submission requirement, brief objective & Scope of Work and method of evaluation etc. is described below, also the same is available on NRL website www.nrl.co.in.

You may submit your offer in sealed envelopes in prescribed format to the address given below:

GM(Commercial)I/C
Commercial Deptt.
Numaligarh Refinery Limited
Distt. Golaghat
Assam-785 699

Queries if any may be referred in writing to DGM (Commercial) or DGM(Corp.Comm), NRL at E-mail abhijit.bardalai@nrl.co.in or madhuchanda.adhikari@nrl.co.in (Contact No: 0361-2203243)

S. No.	Critical Dates	Date	Time
1.	Publishing Date	06.01.2021	10.00 AM
2.	Bid Submission Start Date	06.01.2021	10.00 AM
3.	Bid Submission End Date	02.02.2021	3.00 PM
4.	Bid Opening Date	02.02.2021	4.00 PM

Yours faithfully,

For & on behalf of NRL
GM(Commercial) I/C

Numaligarh Refinery Limited

2.0 Background

Numaligarh Refinery Limited – a public sector undertaking, is involved in the business of Refining and Marketing of petroleum products with its registered office at Guwahati, Coordination Office at New Delhi, Regional Office at Kolkata and Marketing Terminal at Numaligarh and Siliguri. The Refinery site is situated at Numaligarh in District Golaghat (Assam), 11 KM from the point of intersection of NH-37 & NH-39. It is about 25 KM from Kaziranga National Park and about 60 KM from the nearest Airport - Jorhat.

3.0 Aims & Objectives of the EOI

NRL is in the lookout for creative agencies in i) Corporate film making and ii) Event Management for meeting its branding requirement from time to time.

4.0 Venue & Deadline for submission of proposal

Proposals in their complete form in all respects as specified in the EOI must be submitted to Numaligarh Refinery Limited at the address specified above. In exceptional circumstances and at its discretion, NRL may extend the deadline for submission of proposals by issuing an amendment to be made available on the NRL's website, in which case all rights and obligations of NRL and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

5.0 Scope of Work & Services and Methodology of award of individual jobs

NRL is seeking to empanel creative, dynamic agencies, who can provide an innovative, resourceful and inspired approach to **Corporate film making** and **Event management** for meeting its branding requirements from time to time.

The empanelled agencies are expected to carry out the following jobs on requirement basis during the period of empanelment.

6.1 Corporate film

- a. Preparation and submission of concept(theme) / flow of content / capture of content for AVs/ event specific films and Corporate films of any length and duration as per requirement to the satisfaction of the Engineer in Charge.
- b. Based on the requirement and subject, all empanelled agencies will be asked to pitch with their concept(theme) / flow of content / capture of content. Evaluation Committee (to be formed at the time of award of job) will decide on the best concept(s)/ idea(s) and call for financial bid from shortlisted agency(ies).
- c. However, for event specific AVs/films required within a short period of time (within 10 days), quotations will be invited for scope of work to be finalized by NRL from empanelled agencies and work will be awarded on L-1 basis.
- d. The selected agency under b) and c) above would arrange for shooting, voiceover, editing till final product is delivered to the satisfaction of NRL.

6.2 Event Management

- a. The entire event to be curated by the agency which would include preparation and submission of concept, creative, artworks, graphic designs, posters, flyers for hoardings, backdrop, banners, venue finalization, venue branding, Press Meet, invitations, photography, videography, décor, light, sound, anchor, cultural program and other related work as briefed to them by the Engineer in charge.
- b. The agency should also have the capability and competence to organize and host webinars with proper branding and other elements that would be required for the purpose.
- c. Preparation, creation and telecast of Audio-Visual advertisement materials including promotional film for the event.
- d. Designing, conceptualising and release of advertisements on social media, print media and electronic media as per requirement briefed by Engineer in charge.
- e. Any other work related to creative design, printing, publishing & brand building exercise.
- f. For planned events, all empaneled agencies will be asked to pitch with concept/ ideas/ theme. Evaluation Committee will decide on the best concept(s)/ idea(s) Evaluation Committee will decide on the best concept(s)/ idea(s) and call for financial bid from shortlisted agency(ies)
- g. For events for which scope of work would be finalized by NRL or events to be organized within a short period of time (within 10 days), quotations will be invited for scope of work as finalized by NRL from empanelled agencies and work will be awarded on L-1 basis.

7.0 Submission requirement:

7.1 The documents are to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD:-

- a. Tender submission form as per Format-1.
- b. Organizational Contact Details as per Format-2.
- c. Experience of the organization as per Format-3.
- d. List of three (03) experts/ consultants on payroll as per Format-4.
- e. Financial strength of the company as per Format-5.
- f. Additional information as per Format-6.
- g. Declaration as per Format-7.
- h. Power of Attorney in favour of Authorized Signatory with long and short-signatures of Authorized person.

7.2 Submission of Expression of Interest duly signed by the authorized signatory with stamp on each page. Tender Documents have been hosted on the website www.nrl.co.in and may be downloaded from the website. The bidders are expected to examine all instructions, forms, terms and other details in the tender document carefully. Failure to furnish complete information as mentioned in the tender document or submission of a proposal not substantially responsive to the tender documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

8.0 Duration of Engagement:

The engagement shall be for an initial period of Three (03) years which may be extended for One (01) more year subject to maximum of Two (02) years based on performance and mutual agreement.

9.0 Qualification Criteria:

Following will be the qualification criteria. Each agency should possess the following qualification criteria for empanelment.

Only agencies having the following credentials are requested to respond. Responses not meeting the qualification criteria will be rejected and will not be evaluated.

S. No.	Pre-qualification Criteria	Supporting Compliance document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India	Copy of Certificate of incorporation and Partnership Deed, if any
2.	The firm should be in the business of Corporate Film Making / Event management for at least 03 years as of 31.03.2020.	Certificate by Company Secretary / equivalent of the Bidder's organization
3.	The Bidder has to be profitable and should not have incurred loss in 3 consecutive Financial Years (FY 2017-18, 2018-19 & 2019-20)	Format-5 to be certified & validated by Chartered Accountant (CA) of the bidder's organization.
4.	The Bidder should have an average annual turnover of Rupees 6 Lakhs in 3 consecutive Financial Years (FY 2017-18, 2018-19 & 2019-20) from only Services rendered in India	CA certified document with name of CA registration number, signature and stamp
5.	The Bidder shall have prior experience in making of CORPORATE FILMS/ EVENT MANAGEMENT for PSUs / Limited Companies/MNCs/ Private Companies. Agencies should provide details of at least three such productions/events in the last five years. In addition the minimum production cost of the said films/event should match at least any of the following three value criteria:- One order of similar job costing Rs. 10.00 Lakhs, or One order of similar job costing Rs. 8.00 Lakhs each, or Three One order of similar job Rs. 6.00 Lakhs each	Copy of Work Order / Contract and Job completion certificate
6.	The bidder should have competent personnel with rich experience/credentials	Details of such personnel with name, area of expertise and years of experience
7.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt.	Undertaking signed by Authorized signatory of the bidder

	Bodies	
8.	PAN No. / Service Tax Registration Certificate	Copy of Certificate to be enclosed.
9.	The Bidder with an office in Assam will be an added advantage	--

10.0 Evaluation Criteria and Method of Evaluation:

- 10.1** Screening of the responses shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.

Shortlisted agencies will be required to make a presentation to a Selection Committee showcasing their credentials and past work.

Selection Committee shall comprise the following members:

GM(Marketing)- Head of Marketing

GM(Commercial) I/C – Head of Commercial

DGM(CC)- Head of Corporate Communications

- 10.2** Evaluation of the eligible agencies inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.

Evaluation Criteria (Qualifying marks would be 60)

Parameter	Maximum Marks	Marks
1. Presentation	20	To be awarded by Evaluation Committee
2. Quality of previous work	25	To be awarded by Evaluation Committee
3. Total number of films produced/events conducted during last three years (WO or relevant document)	10	• More than 5 : 10 marks • 4 to 5 : 5 marks • 1 to 3 : 2 marks
4. Maximum Order Value of film produced / event conducted	10	• Above Rs. 10 lakh : 10 marks • Rs. 8 lakh - 10 lakh : 5 marks • Less than Rs. 8 lakh : 2 marks
5. Creative team members (Qualifying Criteria three (03) experts/ consultants on payroll)	10	To be awarded by Evaluation Committee
6. Highest Annual Turnover during the last 3 years	10	• Above Rs. 15 lakh : 10 marks • Rs. 6 lakh to Rs. 15 lakh : 5 marks

		• Less than Rs. 6 lakh : 0 marks
7. Office in Assam	15	• Inside Assam : 15 marks • Outside Assam : 2 marks
Total Marks	100	

10.3 NRL will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience with NRL.

10.4 Finally short listed agencies (whose presentations are approved by the selection committee) will be empanelled with NRL.

11.0 Response

11.1 Bidders must ensure that their Bid response is submitted as per the formats attached with this document.

11.2 Application in sealed cover superscribed, '**Application for Empanelment as Creative agency**' mentioning the category (in separate envelopes, if bidder is submitting his offer for both the categories)

12.0 Conflict of Interest

12.1 Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform NRL, detailing the conflict in writing as an attachment to this Bid.

12.2 NRL will be the final arbiter in cases of potential conflicts of interest. Failure to notify NRL of any potential conflict of interest will invalidate any verbal or written agreement.

12.3 A Conflict of Interest is where a person who is involved in the empanelment exercise has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

Are you aware of any conflict of interest between your company and NRL? Yes/ No.

13.0 Confidentiality cause

The bidder has to ensure confidentiality in all matters that may be detrimental/ cause loss or damage to the interest/image of NRL in any manner. Images and videos taken within the premises of the Refinery , Marketing Terminal and other locations and offices of NRL will not be shared publically or in social media without explicit permission from NRL.

14.0 Condition under which EOI is issued

The EOI is not an offer and is issued with no commitment. NRL reserves the right to withdraw tender and or vary any part thereof at any stage. NRL further reserves the right to disqualify any bidder, should it be so necessary at any stage.

15.0 Last date of submission of EOI

The last date of submission of EOI is 02.02.2021

16.0 Terms of Payment

- 16.1 The Agency shall submit the invoice for payment when the payment is due as per the agreed terms based on individual work awarded to the respective empanelled agency. The full payment shall be released after completion and acceptance of the work executed.
- 16.2 The agency shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India.

17.0 GENERAL TERMS AND CONDITIONS

- 17.1 The agency is required to follow professional ethics and regulatory rules/laws, if any, while dealing with NRL and ensure confidentiality in all matters that may become detrimental/ cause loss or damage to the interest/image of NRL in any manner.
- 17.2 The inclusion of your agency in our panel does not guarantee you for assigning any minimum business on behalf of NRL.
- 17.3 NRL is not liable to pay any amount during the period of no work and payment will be done strictly only on the basis of actual work done satisfactorily based on the documentary proof. No other claim on whatever account shall be entertained by NRL.
- 17.4 NRL reserves all the rights in final/part/cancellation of the award of work.
- 17.5 In the event of any loss occasioned to NRL, as a result of any lapse on the part of the agency which will be established after an enquiry conducted by the NRL, the said loss can be claimed from the agency up to the value of the loss. The decision of NRL in this regard will be final and binding on the Agency.
- 17.6 Subject to the provision of Force Majeure, any unexcused delay by the agency in maintaining its contractual obligations towards performance of services shall render the agency liable to any or all of the following sanctions:
 - 17.6.1 Imposition of penalties as decided by NRL subject to a maximum of 50% of the contract value.
 - 17.6.2 Termination of the empanelment for default
 - 17.6.3 Holiday-listing of agency as per NRL policy.

18.0 FORMATS FOR SUBMISSION:

FORMAT – 1

TENDER SUBMISSION FORM	
To,	
Numaligarh Refinery Limited	
Guwahati	
Sub: Submission of Expression of Interest	
Dear Sir,	
In response to the Notice for Expression of Interest for published on-----for empanelment of Creative agencies for Corporate Film Making and Event Management, we would like to express our interest to carry out the proposed tasks. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:	
18.1.1	Organizational Details (Format-2)
18.1.2	Experience in related fields (Format-3)
18.1.3	List of three (03) experts / consultants on payroll (Format-4)
18.1.4	Financial strength of the organization (Format-5)
18.1.5	Additional information (Format-6)
18.1.6	Declaration (Format-7)
Sincerely Yours,	
Signature of the applicant	
[Full name of applicant]	
Stamp	
Date: xxxxxxxxxxxx	
Encl.: As above.	
Note: This is to be furnished on the letter head of the organization.	

FORMAT - 2

Organizational Contact Details	
1. Name of Organization	
2. Main areas of business	
3. Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932	
4. Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5. Address of registered office with telephone no. & fax	
6. Address of office in Guwahati, if any	
7. Contact Person with telephone no. & e-mail ID	

Enclose:-

- 18.1.6.1 Copy of Certificate of Incorporation.
- 18.1.6.2 Copy of Article of Association in respect of 3 above.
- 18.1.6.3 Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp

Date

FORMAT - 3

Experience in Related Fields				
Overview of the past experience of the Organization				
S.No.	Item	Number of Assignments during last 3 years	Order Value of each assignment in Lakhs of Rs. (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)
1.	Experience of assignments of similar nature Details of at least three productions/events in the last five years, produced for PSUs / Limited companies. In addition the minimum production cost of the said films should match at least any of the following three value criteria:- One corporate film/ event costing Rs. 10.00 Lakhs, or Two corporate films/events costing Rs. 8.00 Lakhs each, or Three corporate films/events costing Rs. 6.00 Lakhs each			

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 4

List of three (03) experts/consultants on payroll				
S.No.	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				
Signature of the applicant Full name of applicant Stamp & Date				

FORMAT - 5

Financial Strength of the Organization						
S.No.	Financial Year	Whether profitable? Yes/No	Annual Net Profit (in Crores of Rs.)	Overall Annual Turnover (in Crores of Rs.)	Annual Turnover from only Consultancy Services rendered in India (In Crores of Rs.)	Average Annual Turnover from only Consultancy Services rendered in India [Average of three consecutive financial years]
1.	2017-18					
2.	2018-19					
3.	2019-20					

Note: Please enclosed auditor's certificate in support of your claim.

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 6

Additional Information

1. List all enclosures related to the previous sections.

S.No.	Description	No. of pages

2. Additional information to support the eligibility as per Section 10 (Not more than 2 pages).

Signature of the applicant Full name of applicant

Stamp & Date

FORMAT-7

Declaration

We hereby confirm that we are interested being empanelled as a creative agency for Corporate Film Making/ Event Management for NRL

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.