



भोपाल स्मारक अस्पताल एवं अनुसंधान केन्द्र BHOPAL MEMORIAL HOSPITAL AND RESEARCH CENTRE

स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार

Department Of Health Research, Ministry Of Health And Family Welfare, Government Of India

रायसेन बायपास रोड, भोपाल – 462038 (म.प्र.) Raisen Bypass Road, Bhopal - 462 038 (M.P.)

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BMHRC/ADVERTISING/EOI/02/2017-18

DATE: 30/08/17

Expression of Interest

Applications are invited from the INS (Indian Newspaper Society) accredited Advertising Agencies for empanelment of releasing advertisement within the ceiling of DAVP rates in national/local dailies for a period of two years. The agencies fulfilling the following requirements may send their "Expression of Interest" for empanelment with Bhopal Memorial Hospital & Research Centre (BMHRC).

- (i) The Advertising Agencies should have INS accreditation certificate, (ii) Minimum annual turnover of Rupees 50 lakh during the last three years; (iii) Having 5 years experience of releasing advertisement with Government/Autonomous Bodies/PSUs; (iv) Having an office at Bhopal with sufficient and relevant infrastructure and (v) Agency's PAN number and GST registration number; (vi) The agency must have ready to give a discount to BMHRC on DAVP cost.

The "Expression of Interest" should cover (a) organizational infrastructure, Bhopal office address, staff strength (b) Professional Competence and expertise of the key personnel on the rolls of the Agency, (c) List of major clients each in Govt, PSU and Autonomous bodies during the last three years, (d) discount offered on DAVP cost of Advertisement, (e) Undertaking that firm has not been blacklisted by any organization during last 3 years.

The agencies fulfilling the above requirements will be shortlisted on the basis of their infrastructure/professional competence to issue of advertisement at a short notice as per BMHRC terms and conditions.

Sealed applications along with attached filled form giving full details superscribed "Expression of Interest for Empanelment of Advertising Agencies" and addressed to Director, BMHRC, Bhanpur Road, Bhopal (MP) may be dropped in Tender BOX, kept in front of Conference hall of BMHRC on or before 01.09.2017 at 3:00 PM. The envelope will be opened on the same day at 3:30 p.m. incomplete applications or those received after the due date and time would be summarily rejected.

Director, BMHRC

PROFORMA FOR APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Advertising Agency (In Block Letters):
2. Date of Establishment:
3. Registered office Address (With telephone no & e mail address):
4. Registration No. / Trade License No. (If any):
5. PAN number :
6. GST Registration number:
7. INS accredited certificate number:
8. Website if any.
9. Address of Bhopal Office (With telephone no & e mail address):
10. Status of the Organization:
(Proprietary/ Partnership/ Pvt ltd/ Public Ltd Company)
8. Name of Directors/ Partner / Proprietor
a b
9. Name & address of Chief Executive/ Proprietor.
10. Name of the Representative assigned with/will be assigned for our Job
(With designation and phone number).
11. Name of the Cities where company is having branches.

12. Annual Business Turnover for last three years duly certified from Chartered Accountant. (From 2014-15, 2015-16, 2016-17)

13. Name of the Banker with Full Address:

14. Name of the large corporate clients (Banks/ PSUs/ Govt departments/reputed companies).

15. Details of experience

16. Discount offered on DAVP cost of Advertisement.

17. Whether the agency faced any litigation with any organization earlier, If yes kindly furnish the same with name of the company and brief details of litigation.

18. undertaking that firm has not been blacklisted by any organization during last 3 years.

19. Any other Information:

Authorized Signatory