

**TENDER**  
*FOR*  
**SELECTION OF MEDIA AGENCY**  
*FOR*  
**HLL LIFECARE LIMITED**  
**(CONSUMER BUSINESS DIVISION)**

**Tender No: HLL/MKG CMO CBD MEDIA/2021-22**

**15<sup>th</sup> March 2022**

**HLL Lifecare Limited**  
**Corporate Marketing Office**  
**HLL Bhavan, Pallikaranai, Chennai - 600100**  
**Tamil Nadu, India. Tel: 044-29813732/33/34**

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**HLL LIFECARE LIMITED**  
(A Government of India Enterprise)  
No.26/4, HLL Bhavan,  
Tambaram – Velachery Main Road, Pallikaranai PO,  
Chennai -600100 Tamil Nadu, India  
Tel: +044 29813734  
Website – www.lifecarehll.com  
CIN: U25193KL1966GOI002621

**Section - I**

**NOTICE INVITING TENDER(NIT)**

HLL Lifecare Limited (HLL), a Government of India Enterprise, invites online bids from eligible, competent and experienced companies specialize in Media Agency. Who are capable of executing the following item/work meeting the requirements as per our tender.

SI No	Particulars	Description
1	Name of Item/Work	Tender for Selection for Media agency
2	Period of Tender	2 years and further extendable upto 1 year from the date of appointment
3	Brief description of Item/Work	Media planning, Media buying and execution of campaigns on TV, print and radio for MOODS condoms and deos, Saheli, Ustad and other HLL Consumer and FMCG brands
4	Eligibility criteria for Bidders	As per Tender document
5	Last date and time for online submission of bids	28.03.2022 at 18:00 hrs.
6	Date and time of opening of e-tender	29.03.2022 at 11:00 hrs.
7	Address for Communication at HLL regarding the tender	HLL Lifecare Limited, No.26/4, HLL Bhavan, Tambaram – Velachery Main Road, Pallikaranai PO, Chennai -600100, Tamil Nadu, India Tel: +044 29813734 Website – www.lifecarehll.com e-mail – saheli@lifecarehll.com

**GENERAL INSTRUCTION TO BIDDERS**

1. This tender is being published online in Government e-Procurement portal, <https://etenders.gov.in/eprocure/app>.
2. Tender can be downloaded free of cost from the Central Public Procurement Portal (CPPP) of Government of India (e-portal). All Corrigendum/extension regarding this e-tender shall be uploaded on this website i.e. <https://etenders.gov.in/eprocure/app>.
3. The tender and its corrigendum/extension will also be published in our company website, URL address: <https://etenders.gov.in/eprocure/app>.
4. The tender process is done online only at Government eProcurement portal (URL address: <https://etenders.gov.in/eprocure/app>). Aspiring bidders may download and go through the TENDER document.
5. All bid documents are to be submitted online only and in the designated cover(s)/envelope(s) on the Government e-Procurement website. Bids shall be accepted only through online mode on the Government e-Procurement website and no manual submission of the same shall be entertained. Late bids will not be accepted.
6. The complete bidding process is online. Bidders should be in possession of valid Digital Signature Certificate (DSC) of class II or above for online submission of bids. Prior to bidding DSC need to be registered on the website mentioned above. If the envelope is not digitally signed & encrypted the Purchaser shall not accept such open Bids for evaluation purpose and shall be treated as non-responsive and rejected.
7. Bidders are advised to go through “Bidder Manual Kit”, “System Settings” & “FAQ” links available on the login page of the e-Tender portal for guidelines, procedures & system requirements. In case of any technical difficulty, Bidders may contact the help desk numbers & email ids mentioned at the e-tender portal.
8. Bidders are advised to visit CPPP website <https://etenders.gov.in/eprocure/app> regularly to keep themselves updated, for any changes/modifications/any corrigendum in the tender Document.
9. The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are

meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the Government e-Procurement Portal.

### 9.1 Registration

- i. Bidders are required to register in the Government e-procurement portal, obtain 'Login ID' & 'Password' and go through the instructions available in the Home page after log in to the CPP Portal (URL: <https://etenders.gov.in/eprocure/app>), by clicking on the link "Online bidder Enrolment" on the CPP Portal which is free of charge.
- ii. As part of the enrolment process, the bidders will be required to choose a unique user name and assign a password for their accounts.
- iii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- iv. They should also obtain Digital Signature Certificate (DSC) in parallel which is essentially required for submission of their application. The process normally takes 03 days time. The bidders are required to have Class II or above digital certificate or above with both signing and encryption from the authorized digital signature Issuance Company. Please refer online portal i.e. - <https://etenders.gov.in/eprocure/app> for more details.
- v. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or above Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify /nCode / eMudhra etc.), with their profile.
- vi. Bidder then logs in to the site through the secured log-in by entering their user ID/password and the password of the DSC /e-Token.
- vii. The Bidder intending to participate in the bid is required to register in the e-tenders portal using his/her Login ID and attach his/her valid Digital Signature Certificate (DSC) to his/her unique Login ID. He/She has to submit the relevant information as asked for about the firm/Supplier. The bidders, who submit their bids for this TENDER after digitally signing using their Digital Signature Certificate (DSC), accept that they have clearly understood and agreed the terms and conditions including all the Forms/Annexure of this tender.

- viii. Only those bidders having a valid and active registration, on the date of bid submission, shall submit bids online on the e-procurement portal.
- ix. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- x. Ineligible bidder or bidders who do not possess valid & active registration, on the date of bid submission, are strictly advised to refrain themselves from participating in this tender.

## 9.2 Searching for Tender

- i. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Form of Contract, Location, Date, Value etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization.
- ii. Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS/ e-mail in case there is any corrigendum issued to the tender document.
- iii. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification/help from the Helpdesk.

## 9.3 Preparation of Bids

- i. Bidder should take into account any corrigendum published on the tender before submitting their bids.
- ii. Please go through the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

- iii. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF /PNG/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
  - iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.
  - v. Note: My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.
- 10.** More information useful for submitting online bids on the CPP Portal may be obtained at <https://etenders.gov.in/eprocure/app>.
- 11.** Bidders are required to upload the digitally signed file of scanned documents. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. Uploading application in location other than specified above shall not be considered. Hard copy of application shall not be entertained.
- 12.** Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The 24x7 Help Desk details are as below:-  
For any technical related queries please call at 24 x 7 Help Desk Number: 0120-4001 062, 0120-4001 002, 0120-4001 005, 0120-6277 787  
E-Mail Support: For any Issues or Clarifications relating to the published tenders, bidders are requested to contact the respective TENDER Inviting Authority  
Technical – [support-eproc@nic.in](mailto:support-eproc@nic.in) Policy Related – [cppp-doe@nic.in](mailto:cppp-doe@nic.in)
- 13.** Bidders are requested to kindly mention the URL of the portal and Tender ID in the

subject while emailing any issue along with the contact details.

- 14.** Any queries relating to the tender and the terms and conditions contained therein should be addressed to the tender inviting authority or the relevant contact person indicated in the tender. Address for communication and place of opening of bids:

DGM(MARKETING)  
HLL Lifecare Limited,  
HLL Bhavan, #26/4,  
Tambaram-Velachery Main Road,  
Pallikaranai,  
Chennai – 600 100,  
Tamilnadu, India.  
Ph: 044-29813732/34  
E-mail: sahelil@lifecarehll.com

- 15.** The bids shall be opened online at the Office of the Tender Inviting Authority in the presence of the Bidders/their authorized representatives who wish to attend at the above address. If the tender opening date happens to be on a holiday or non-working day due to any other valid reason, the tender opening process will be done on the next working day at same time and place.
- 16.** More details can be had from the Office of Tender Inviting Authority during working hours. The Tender Inviting Authority shall not be responsible for any failure, malfunction or breakdown of the electronic system while downloading or uploading the documents by the Bidder during the e-procurement process.
- 17.** A firm/bidder shall submit only one bid in the same bidding process. A Bidder (either as a firm or as an individual or as a partner of a firm) who submits or participates in more than one bid will cause all the proposals in which the Bidder has participated to be disqualified.
- 18.** Online tender Process:  
The tender process shall consist of the following stages:
- i. Downloading of tender document: tender document will be available for free download on Government e-procurement portal(URL: <https://etenders.gov.in/eprocure/app>)
  - ii. Pre-bid meeting: Not Applicable for this tender
  - iii. Publishing of Corrigendum: All corrigenda shall be published on Government-procurement portal (URL: <https://etenders.gov.in/eprocure/app>) and shall not be



available elsewhere.

- iv. Bid submission: Bidders have to submit their bids along with supporting documents to support their eligibility, as required in this tender on Government e-procurement portal. No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.
  - v. Opening of Technical Bid and Bidder short-listing: The technical bids will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract disqualification.
  - vi. Opening of Financial Bids: Bids of the qualified bidders shall only be considered for opening and evaluation of the financial bid on the date and time mentioned in critical date's section.
- 19.** HLL Lifecare Limited reserves to themselves the right of accepting the whole or any part of the bids and bidder shall be bound to perform the same at his quoted rates.
- 20.** In case, it is found during the evaluation or at any time before signing of the contract or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions have not been met by the bidder, or the applicant has made material misrepresentation or has given any materially incorrect or false information, appropriate legal/penal etc., action shall be taken by HLL Lifecare Limited including black listing.
- 21.** Conditional bids and bids not uploaded with appropriate/desired documents may be rejected outrightly and decision of HLL Lifecare Limited in this regard shall be final and binding.
- 22.** The technical bids should be uploaded as per the requirements of "Notice inviting Tender" and should not contain price information, otherwise the bid will be rejected.
- 23.** HLL Lifecare Limited Ltd. reserves the right to verify the claims made by the bidders and to carry out the capability assessment of the bidders and the HLL Lifecare Limited's decision shall be final in this regard.
- 24.** Submission Process: For submission of bids, all interested bidders have to register online as explained above in this document. After registration, bidders shall submit their Technical bid online on Government e-procurement portal (URL: <https://etenders.gov.in/eprocure/app>).

**Note:- It is necessary to click on “Freeze bid” link/ icon to complete the process of bid submission otherwise the bid will not get submitted online and the same shall not be available for viewing/ opening during bid opening process**

**DGM(MARKETING)**

## Section - II

### TENDER FOR SELECTION FOR MEDIA AGENCY

#### **1. Company overview**

HLL is a leading healthcare company which is into the manufacturing and marketing of various contraceptives and healthcare products such as condoms, oral contraceptive pills, blood collection bags, surgical sutures, pregnancy test kits and other diagnostic test kits. Apart from this, HLL is also a leading service provider of healthcare diagnostics and imaging, retail pharmacy and turnkey projects in healthcare.

The Consumer Business Division (CBD) of HLL is primarily responsible for marketing of all the OTC brands of HLL which comprise the flagship brand - MOODS condoms, MOODS deodorants, Saheli oral contraceptive pills, Ustad condoms, Happy Days sanitary pads and Makesure pregnancy test kits along with government owned brands such as Deluxe Nirodh and Mala D.

#### **2. Scope of Work**

The Consumer Business Division (CBD) of HLL would like to select and appoint a media agency for electronic media such as:

- i. TV
- ii. Print
- iii. Radio

#### **3. Eligibility Criteria**

The following are the criteria that should be fulfilled in order to participate in this process.

- 3.1** Should be registered in India, copy of PAN card and GST certificate to be provided.

**3.2** Should be one among the top ten media agencies in India as per **Research Company Evaluating the Media Agency (RECMA) ranking**.

**3.3** Should have a minimum average turnover of Rs 500 Crores in the last three years (2018-19, 2019-20, 2020-21). P and L statement for the previous financial year certified by a Chartered Accountant should be submitted.

**3.4** Turnover for last three years (2018-19, 2019-20, 2020-21) and details of income tax filed should be submitted as per Annexure-A.

**3.5** Should have an office in Chennai.

#### **4. Duration of contract**

The agency shall be empanelled initially for a period of (02) Two years from the date of issue of Letter of Empanelment and further extendable upto 1 year upon mutual consent.

#### **5. Technical Evaluation**

Technical Bid should contain signed and scanned soft copy documents as mentioned in the eligibility criteria as specified in Section-II - 3.

#### **6. Preparation of Bids**

##### **Technical Bid**

##### **6.1 Language of the Bid**

All documents relating to the bid shall be in the English language.

##### **6.2 Mandatory documents to be submitted along with the Technical Bid**

6.2.1 The online bid submitted by the bidder shall comprise documentary proof of the following:

- i. GST Certificates (self attested copy)
- ii. Permanent Account Number (Self attested Copy)
- iii. Proof of registration of company/organisation in India such as Certificate of incorporation etc (Self attested Copy)
- iv. Documentary proof for establishing the average annual turnover of the interested parties in the last three financial years (2018-19, 2019-20, 2020-21 (original / provisional) of not less than Rs.500 Crores duly certified by a chartered accountant as per Annexure-A.

- v. Services that can be offered as per Annexure-B
- vi. Self Declaration as per Annexure-C and Annexure-D

6.2.2 The bidders shall not make any addition, deletion or correction in any of the bid documents. If tampering of documents is noticed during tender evaluation, the bid will be rejected and the bidder will be blacklisted.

## 7. Submission of Bids

Copies of all certificates and documents shall be uploaded while submitting the tender online.

7.1 The tender is invited in **2 Envelope system**

7.2 Following 2 envelopes shall be submitted online at CPP-portal by the bidder.

a) **Envelope - I (Technical bid):**

Technical Bid should contain dully filled, signed and scanned soft copy documents as mentioned in General instructions to bidders and preparation of bid - technical Bid Section 6.2.1.

b) **Envelope – II (Financial Bid): The Financial e-Bid through CPP Portal:**

The bidders shall quote the percentage of the agency commission on media billing plus GST. All rates shall be quoted in the format provided and no other format is acceptable. If the financial bid has been given as a standard format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the file is found to be modified by the bidder, the bid will be rejected.

Note:-

1. HLL Lifecare Limited reserves the right to verify the credentials submitted by the service provider at any stage (before or after award of the work). If at any stage, any information / documents submitted by the applicant is found to be incorrect / false or have some discrepancy which disqualifies the firm, then HLL shall take the following action:
  - i. The service provider shall be liable for debarment from tendering in HLL Lifecare Limited, apart from any other appropriate contractual /legal action.
2. The Tender Inviting Authority shall not be responsible for any failure, malfunction or breakdown of the electronic system while downloading or uploading the documents by the Bidder during the e-procurement process.

## 8. Deadline for Submission of the Bids

Bid shall be received only online on or before the date and time as notified in NIT. The Tender Inviting Authority, in exceptional circumstances and at its own discretion, may extend the last date for submission of bids, in which case all rights and obligations previously subject to the original date will then be subject to the new date of submission. The Bidder will not be able to submit his bid after expiry of the date and time of submission of bid (server time).

## 9. Modification, Resubmission and Withdrawal of Bids

- 9.1 Resubmission or modification of bid by the bidders for any number of times before the date and time of submission is allowed. Resubmission of bid shall require uploading of all documents including price bid afresh.
- 9.2 If the bidder fails to submit his modified bids within the pre-defined time of receipt, the system shall consider only the last bid submitted.
- 9.3 The Bidder can withdraw his/her bid before the date and time of receipt of the bid. The system shall not allow any withdrawal after the date and time of submission

## 10. Bid opening and evaluation

Bids shall be opened on the specified date & time, by the tender inviting authority or his authorized representative in the presence of bidders or their designated representatives who choose to attend

### 10.1 Bid Opening Process

- 10.1.1 Opening of bids shall be carried out in the same order as it is occurring in invitation of bids or as in order of receipt of bids in the portal. The bidders & guest users can view the summary of opening of bids from any system. Bidders are not required to be present during the bid opening at the opening location if they so desire

**Envelope - I:** Opening date shall be as mentioned in NIT. The intimation regarding acceptance / rejection of their bids will be intimated to the contractors/firms through e-tendering portal.

If any clarification is needed from bidder about the deficiency in his uploaded documents in Envelope- I, he will be asked to provide it through CPP portal. The bidder shall upload the requisite clarification/documents within time specified by HLL Lifecare Limited, failing which tender will be liable for rejection.

**Envelope – II:** The financial bids of only the technically qualified bidders as per Eligibility Criteria shall be opened. (Depending on evaluation of Envelope I, the date shall be intimated through CPP Portal)

10.1.2 In the event of the specified date of bid opening being declared a holiday for HLL, the bids will be opened at the same time on the next working day.

## **10.2 Confidentiality**

10.2.1 Information relating to the examination, clarification, evaluation, and comparison of Bids and recommendations for the award of a contract shall not be disclosed to Bidders or any other persons not officially concerned with such process until the award has been announced in favor of the successful bidder.

10.2.2 Any effort by a Bidder to influence the Purchaser during the processing of bids, evaluation, bid comparison or award decisions shall be treated as Corrupt & Fraudulent Practices and may result in the rejection of the Bidders bid.

10.2.3 All the deliverables mentioned in the scope of the tender and its working papers will be the exclusive properties of HLL. The service provider shall not share the documents with any third party for price or free-of-cost.

## **11. Clarification of Bids**

**11.1** To assist in the examination and evaluation of bids, the Tender Inviting Authority may ask the bidder for required clarification on the information submitted with the bid. The request for clarification and the response shall be in writing or by e-mail, but no change in the contents of the Bid shall be sought, offered, or permitted.

**11.2** No Bidders shall contact the Tender Inviting Authority on any matter relating to the submitted bid from the time of the bid opening to the time the contract is awarded. If the interested parties wish to bring additional information to the notice of the Tender Inviting Authority, he shall do so in writing.

**Section - III**

Annexure – A

**AVERAGE ANNUAL TURNOVER STATEMENT**

Name & Address of interested party :

Whether owner or agency or hirer :

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<b>Financial Data</b>	<b>18-19</b>	<b>19-20</b>	<b>20-21</b>	<b>Average annual turnover for last 3 years</b>
<hr/>				

Annual Turnover

Gross Profit/Loss

Whether attached the  
relevant Pages of Income  
Tax filed, Balance sheet and  
Profit and Loss A/c duly  
certified By Chartered  
Accountant

**Signature and stamp of  
Chartered Accountant**

**Signature of Bidder  
with stamp**

(To be submitted in the letter pad of the firm/bidder indicating full name and address, telephone & fax numbers etc.)



**SERVICES OFFERED AS PER SCOPE OF WORK**

<b>S.No</b>	<b>Media agency services for</b>	<b>Whether services can be offered (Yes/No)</b>
1	TV	
2	Print	
3	Radio	

(To be submitted in the letter pad of the firm/bidder indicating full name and address, telephone & fax numbers etc.)

**ACCEPTANCE FORM**

**From**

**To**

HLL LIFECARE LTD  
# 26/4, HLL Bhavan  
Velachery Tambaram Main Road,  
Pallikaranai(PO),  
Chennai - 600 100  
Ph: 044-29813733/34, 29530775

Dear Sir/Madam,

We, hereby offer our services as a media agency for electronic media such as TV, print and radio.

We have understood the terms and conditions mentioned in the invitation by you and have thoroughly examined the requirement needed and are fully aware of the nature of the scope of work required and my/our offer is to comply strictly in accordance with the requirement and the terms and conditions mentioned above.

Yours faithfully,

**SIGNATURE OF AUTHORIZED  
REPRESENTATIVE WITH COMPANY SEAL**

(To be submitted in the letter pad of the firm/bidder indicating full name and address, telephone & fax numbers etc.)

**CERTIFICATE**

We hereby certify that the information given with this invitation is correct. If, at any stage, it is found to be incorrect, we understand that the empanelment will be liable to be terminated and action could be taken against me/us by the Company for damages.

**SIGNATURE OF AUTHORIZED  
REPRESENTATIVE WITH COMPANY SEAL**

(To be submitted in the letter pad of the firm/bidder indicating full name and address, telephone & fax numbers etc.)