



**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF COMMUNICATION & CREATIVE
DESIGN AGENCY**

Enquiry No: HITES/CC/01/2014-15/1

**HLL Infra Tech Services Limited
(Subsidiary of HLL Lifecare Limited, A Govt. of India Enterprise)
B-14 A, Sector 62, Noida-201307
Ph: 0120 4071500
Fax: 0120 4071 544**

November, 2014



**(Subsidiary of HLL Lifecare Limited, a Govt. of India Enterprise)
Corporate Office: B-14 A, Sector 62, Noida 201 301, Uttar Pradesh**

Expression of Interest

HITES invites Expression of Interest (EOI) to empanel agencies for performing its various Promotional and Communication activities, Creative Designing Works and Multimedia Productions. Last date of submission of EOI is 27.11.2014 at 11.00am. For further details visit www.lifecarehll.com.

Deputy Manager (ID)

EMPANELMENT OF COMMUNICATION & CREATIVE DESIGN AGENCY

1.0 HLL Infra Tech Services (HITES), a fully owned subsidiary of HLL Lifecare Ltd (HLL), a Government of India Enterprise invites Expression of Interest (EOI) to empanel agencies for performing its various Promotional and Communication activities, Creative Designing Works and Multimedia Productions arising for the HITES.

2.0 The detailed list of works involved is listed in **Annexure A**.

3.0 All interested parties are requested to submit their EOI for the empanelment process. The last date for submission of EOI shall be **27th Nov, 2014 at 11.00.AM**. The EOI will be opened on 27th Nov, 2014 at 12.00PM. Subsequent amendment / changes if any will be published only in our website.

4.0 The guidelines for empanelling are given below:

- a) The eligibility criterion for empanelment is provided in **Annexure B**. Agencies satisfying the eligibility criterion shall be considered for empanelment.
- b) List of documents to be submitted is mentioned in **Annexure C**.
- c) The notice, forms and annexures mentioned in the notice are available in our website www.lifecarehll.com. Any subsequent changes/amendments will be published only in our website & CPP portal
- d) Bid Submission method: Interested parties are requested to fill up the **Form I** enclosed and submit the bid with all the necessary documents as mentioned in **Annexure C**. The sealed EOI shall be submitted to the following address on or before **27th Nov, 2014 at 11.00AM**:

DEPUTY MANAGER (ID)
HLL Infra Tech Services Limited
(Subsidiary of HLL Lifecare Limited)
B-14 A, Sector 62, Noida-201307
Ph: 0120 4071500
Fax: 0120 4071 544

- e) All the pages of the bid document shall be signed and sealed by the bidder. The completed and sealed bid documents should be submitted to Deputy Manager (ID), in the above address. The outer cover should bear the Enquiry No, closing date and General description of Work as mentioned in

the notice, and the words "DO NOT OPEN BEFORE" 12.00 Hrs (IST) on 27th Nov, 2014 (Indicate the Closing Date).

- 5.0 EOI will be opened in the presence of bidders' representative(s) who choose to attend on the specified date and time, at the office of HITES at the address given in clause 4.0 above.
- 6.0 In the event of the date specified for bid receipt and opening being declared as a closed holiday for HITES, the due date for submission of EOI and opening of EOI will be the following working day at the specified times as given above.
- 7.0 HITES may, at its discretion, extend this deadline for submission of EOI by amending the Bid Documents or any other reasons, in which case all rights and obligations of the HITES and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- 8.0 HITES will not be held responsible for the postal delay, if any, in the delivery of the bidding document or the non-receipt of the same. EOI sent by Telex/Fax/Telegraph will not be accepted.
- 9.0 HITES reserves the right to club or split the items of works, change the qualifying criteria at their discretion and to reject or cancel the Invitation for EOI without assigning any reason thereof.
- 10.0 Evaluation: The evaluation will be carried out by a selection committee of HITES based on the eligibility criterion as provided in **Annexure B**. HITES shall reserve the right to reject the bid(s) on any grounds. Such decision by HITES shall bear no liability consequently and the decision of the committee shall be final.
- 11.0 As part of the selection process, to assess the capabilities of the agency, HITES selection committee members will call the agency for a meeting / presentation at HITES corporate office at Noida.
- 12.0 HITES's rights: HITES reserves the right to accept or reject any bid in whole or in part, or to reject the EOI without assigning any reasons. HITES may decide not to continue with the empanelment and cancel the notice inviting EOI either full or in part at its discretion.

13.0 Empanelled agencies will be approached by HITES for its various Promotional and Communication activities, Creative Designing Works and Multimedia Productions requirements.

14.0 Settlement of Disputes: Any disputes or differences or questions or claims arising under or relating this EOI will be referred to CEO, HITES. The decision of CEO will be full and final.

15.0 Correspondence after placing Order:

Address for communication, receipt and place of opening of EOI:

DEPUTY MANAGER (ID)
HLL Infra Tech Services Limited
(Subsidiary of HLL Lifecare Limited)
B-14 A, Sector 62, Noida-201307
Ph: 0120 4071500
Fax: 0120 4071 544
E-mail: adarsh@lifecarehll.com

Deputy Manager (ID)

HLL INFRA TECH SERVICES LIMITED		
FORMAT FOR SUBMISSION OF EOI FOR EMPANELLING COMMUNICATION & CREATIVE DESIGN AGENCY		
SIno	Particulars	Details
1	Enquiry No	
2	Name and Address of the agency	
3	Contact Person Name with Address Phone Number Fax Number Email ID	
4	Agency Details (Registration Certificate / Certificate of Incorporation/ Corporation License whichever applicable/ Partnership deed)	
5	Tax Registration and other details to the extent applicable along with documentary evidence: Service Tax Regn No / IT PAN Registration No	

Signature of the Contact Person with company seal

SCOPE OF WORK

The detailed list of works is as below:

1) Creative Designing

- a. Positioning Statement for Branding
- b. Brochures, Leaflets etc.
- c. Magazines
- d. Newsletters
- e. Stationaries (letter heads, B-cards etc.)
- f. Office Branding, Design of Stall for Exhibitions etc.

2) Multimedia Works

- a. Video Coverage
- b. Development of multimedia materials like films , post production activities etc

Note:- HITES will approach the selected agencies for the above scope of work as per requirement only.

ELIGIBILITY CRITERIA

SI No	Criterion	Document(s) to be submitted
1	Design skill set: The agency shall submit a design portfolio and the works submitted will be evaluated on their creative skills on typography, illustrations, colours and layouts.	Design Portfolio
2	Team & Infrastructure: The agency should be fully equipped with design platform and creative team where designer(s) should have degree in Fine Arts / relevant degree or similar work experience.	Equipment Portfolio, Profile of Designers including qualification / work experience certificate
3	Experience: The agency should have the experience of executing at least one Project for Central/State Government/Public Sector Undertaking/Autonomous Bodies under Central or State Governments / NGOs	Portfolio of the projects done/Experience certificate
4	Location: Applying agencies should be based at Delhi / NCR region	Documentary proof of location
5	Certificate of Incorporation	Documentary proof Certificate of Incorporation / Registration Certificate
6	Turnover over - The firm shall atleast have a minimum turnover of Rs. 50.00 lacs in any of the last two Financial Year i.e. 2012-13 & 2013-14	Profit & Loss Statement / CA certificate
7	List of Major Clients and Details of works executed / in progress	Work orders / agreement/ Performance Certificates etc.

LIST OF DOCUMENTS TO BE SUBMITTED

1. Design Portfolio
2. Equipment List
3. Profile of Designer including qualification / Work Experience Certificate
4. Portfolio of Projects completed and in progress / Experience Certificate
5. Documentary proof of location
6. Documentary proof of Registration Certificate / Certificate of Incorporation/
Corporation License whichever applicable
7. Service Tax Regn No / IT PAN Registration No
8. Profit & Loss Statement / CA Certificate
