

INVITING EOI FOR EMPANELMENT OF MEDIA BUYING AGENCY

The Spices Board is inviting EOI from reputed Media Buying agencies for releasing videos spots through mutliplexes in selected cities across India namely Delhi, Kochi, Mumbai, Bangalore, Kolkatta , Chennai, Ahmedabad , Hyderabad and Guwahati.

Terms and Conditions

- i) The firm/company should have atleast five years experience in handling similar assignments with Govt/ PSUs.
- ii) Should have an annual turnover of Rs 10 crore for past 3 years.
- iii) Should have pan India presence.
- iv) The conversion of the Video spots to the requiste format of various multiplexes will be the responsibilitiy of the agencies.
- v) The Censorship certificate for the Video spots should be procured by the agency.
- vi) The payment shall be arranged in two installments – 40% as advance for launching the Video spots in mutlipxes and rest 60% on submission of final bills along with bills obtained from the mutiplexes in name of the agencies.

Interested Media Buying agencies shall submit the EOI along with the comprehensive quote in two parts :

A Technical Bid

This should include the following details:

- The profile of the Agency along with supporting documents of existence in the field of media buying for past five years.
- The proof of annual turnover of Rs 10 crore for last 3 years.
- Proof of past five years experience in handling similar assignments with Govt /PSUs.

B Financial Bid

This should include the following

- a. The commission percentage claimed by Agencies from the billing amount exclusive of taxes.
- b. The financial quote of consolidated rate card for releasing video spots of 1 min each for a week during the month of January, through leading multiplexes in cities - Delhi, Kochi, Mumbai, Bangalore , Kolkatta , Chennai, Ahmedabad, Hyderabad and Guwahati should be submitted in the prescribed format. The detailed break up incuding seating capacity, no of shows per day should be included in rate card.

List of Multiplexes ↔	A			B		
	Cities ↓	No of Shows in all Cinemas	Total Seating capacity (for all shows in all cinemas)	Comercial Rate/ 60 sec/ week	No of Shows in all Cinemas	Total Seating capacity (for all shows in all cinemas)
Delhi						
Kochi						
Mumbai						
Bangalore						
Kolkatta						
Chennai						
Ahmedabad						
Hyderabad						
Guwahati						

The technical and financial bid should be submitted in two separate covers :

A)Technical Bid superscribed as " **Expression of Interest for Empanelment of Media Buying Agency**

B) Financial Bid superscribed as " **Expression of Interest for Empanelment of Media Buying Agency**

The technical and financial quotes shall be forwarded to Shri Naresh V S DD(i/c Publicity), Spices Board, NH By Pass, Palarivattom PO, Kochi 682025 so as to reach the addressee on or before 20th Jan 2016, 5.00 pm.

Note: The bids shall be opened on 21st Jan 2016 at 10.00 am at the Spices Board, Kochi. The interested agencies who have submitted the EOI are invited to attend the bid opening.