



**Madhya Pradesh State Tourism Development Corporation (MPSTDC), Bhopal**

**Expression of Interest (EOI)  
for Empanelment of  
State Level Advertising Agency**

MPSTDC Ltd. invites **Expression of Interest (EOI) for Empanelment of State Level Agency** for Publicity and Promotion through Advertising/ Events/ Printing/Branding/ Exhibitions/ Signages/ Events Photography and other activities so as to be able to provide 360° solution to Madhya Pradesh Tourism.

EOI should be submitted by interested parties in sealed cover (superscribed with “EOI for Advertising Agency for MPSTDC”) and addressed to the General Manager (Marketing), M.P. State Tourism Development Corporation Ltd., Paryatan Bhawan, Bhadbhada Road, Bhopal – 462003, on or before **16<sup>th</sup> March, 2015** up to **03:00 p.m along with earnest money**. The guidelines for selection of EOI may be downloaded from [www.mpstdc.com](http://www.mpstdc.com)

General Manager (Marketing)  
MPSTDC  
Paryatan Bhawan, Bhadbhada Road, Bhopal 462003,  
Tel: +91 755 2771094, Fax: +91 755 2779476,  
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**M.P. State Tourism Development Corporation Ltd.**  
**Expression of Interest (EOI) for**  
**Empanelment of State Level Advertising Agency**  
**GUIDELINES FOR SUBMISSION OF EOI**

No. 2308/MPSTDC/Mkt/2015

Bhopal, Dated: 05 /03/2015

**A. INTRODUCTION**

M.P. State Tourism Development Corporation Ltd. invites **Expression of Interest (EOI) for Empanelment of State Level Advertising Agency** for Publicity and Promotion through Advertising/ Events/ Printing/ Branding/ Exhibitions/ Signages/ Photography and other Miscellaneous Works and be able to provide 360° solutions to Madhya Pradesh Tourism through well thought about strategy, innovative creatives, astute media planning and cost effective media buying across all media. The agency should be an individual/partnership firm/company.

EOI should be submitted by interested parties to the General Manager (Marketing) MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal – 462003, on or before **16<sup>th</sup> March , 2015** up to **03:00 p.m.**

MPSTDC reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

**B. QUALIFYING CRITERIA FOR AGENCIES**

The Agencies meeting the following minimum qualifying criteria are eligible to apply.

1. The Agency's average turnover for last 3 years shall be minimum Rs. 2 Crore. (Audited Balance Sheet should be submitted).
2. The agency should have handled Govt of Madhya Pradesh, PSU, MNC bodies in the past with experience in Tourism industry.
3. Fully accredited with INS for last two years as on 02 March 2015.
4. The Agency should have experience of at least five (5) years in Advertising field. Further, the Agency shall have suitable staff strength with experience in advertising. In case of Company/Partnership Firm the experience of Directors/Promoters/Partners would be considered.
5. The Agency shall have an independent creative and media planning team with a fully equipped office in Bhopal and facilities to plan & execute campaigns in all type of media viz. TV, Radio, Print etc.
6. The Agency should have the resources to handle multi-lingual publicity campaigns, with proficiency and proof reading facilities.
7. The Agency shall not have been blacklisted by any Central/ State Government/ Public Sector Undertakings.
8. The Agency shall not be involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

**All necessary documents in support of qualification claim should be attached with the application.**

### **C. SCOPE OF WORK**

The scope of work for the empanelled agencies may include one or more of but not limited to, the following:

- (1) Conceptualization and designing of advertisements for print and electronic media. These designs shall become the property of MPSTDC.
- (2) Planning a cost effective Media Campaign for Madhya Pradesh Tourism and/or releasing advertisements.
- (3) Conceptualizing, designing and production of collaterals in print/electronic form. These designs shall become the property of MPSTDC
- (5) Making of Films/TV spots/ Visuals/ Radio jingles etc. These shall become the property of MPSTDC.
- (6) Conceptualizing, designing and organizing Exhibitions, Road shows, Events, Seminars, Press Conferences etc.
- (7) Generating articles/features on Madhya Pradesh Tourism activities and destinations and organizing their publication.
- (8) Photography
- (9) Any other work related to publicity and promotion organized from time to time.

### **D. DETAILS OF EOI**

The EOI should be submitted by interested parties in a sealed cover superscribed with “EOI for Advertising Agency for MPSTDC” and consist of the following:

1. Details of the company
2. Statement with supporting documents as applicable against items mentioned in B and C above.
3. Credentials regarding major work done so far
4. Sample creative of various kinds.
5. Earnest money in the form of DD favouring ‘MP State Tourism Development Corporation Limited’ payable at Bhopal for Rs 1 (one) lakh.

## **E. PROCEDURE FOR SELECTION**

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals will be liable for summary rejection.
2. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria and other requirements. Those proposals which do not meet the qualifying criteria are liable to be rejected forthwith.
3. Agencies clearing the eligibility criteria and other conditions may be asked to make a detailed presentation covering their capabilities and understanding of the requirements.

## **F. CONDITIONS:**

1. MPSTDC plans to empanel not more than 4-5 agencies
2. The duration of engagement of the agency/agencies shall be for a period of three years, extendable for a further period of up to two years on the same terms and conditions subject to satisfactory performance. MPSTDC however reserves its right to get any work done from an agency outside the panel in special cases.
3. Application form, complete in all respects, shall be submitted in a sealed envelope superscribed "EOI for Advertising Agency for MPSTDC" addressed to the General Manager (Marketing), MP State Tourism Development Corporation Ltd., Paryatan Bhavan, Bhadbhada Road, Bhopal-462003, Tel: 0755-2771094, Fax : 0755-2779476.

**APPLICATION FORMAT TO BE FILLED BY AGENCY SUBMITTING EOI**

1.	Name of the Agency / Firm	
2.	Address	
3.	Name of the Proprietor / Partners / Directors	
4.	Date of Establishment	
5.	No. of years in advertising business	
6.	No. of branches/offices (if any) & their addresses	
7.	Infrastructure: (_____)	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
9.	Details of key personnel if assigned who will work on the Madhya Pradesh Tourism project with age, qualification, experience (in years), notable skills and achievements	
10	Financial Position: 2011 – 12, 2012 – 13, 2013 – 2014 (I) Turnover (Rs. in Crore)	
	(II) Profit (Rs. in Crore) (Copies of Audited Balance Sheet and Profit & Loss Accounts to be enclosed)	

11. List of Major Corporate Clients serviced:

Sl.N	Name of the Client	Billing for 2011-12	Billing for 2012-13	Billing for 2013-14

12. List of enclosures :

Place/Date

Name:  
Designation:  
Company Seal

(Authorized Signatory)