

DOCUMENTS REQUIRED IN SUPPORT OF EVALUATION CRITERIA FOR STAGE-I

Category A (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	Photo copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.)
2	Print Campaigns (A series of linked ads. minimum 2 with a single idea or theme)	Any documentary proof for each advt of Campaign: <ul style="list-style-type: none"> • Tear sheets of publications in which the advts appeared with by-line • Copies of release order & execution certificates from the issuing organisation • Any other documentary proof
3	Financial Advertisements	Any documentary proof for the advertisement: <ul style="list-style-type: none"> • Tear sheets of publications in which advertisements such as Financial Results, Advertising. for IPO/FPO, FD, and Chairman Speech etc with by-line of the agency; • Release order & execution certificates from the organisation • Any other documentary proof
4	VIP Event based Advt (Inauguration/commissioning/ dedication of projects)	Any documentary proof for the advertisement: <ul style="list-style-type: none"> - Tear sheets of publications in which advertisements such as inauguration, foundation laying ceremony etc having by-line of the agency appeared; - Release order & execution certificates from the organisation - Any other documentary proof
5	Production of TV spot / film/ jingles	Copies/ link TV Spot/film/Jingles: <ul style="list-style-type: none"> • having by-line of the agency; or • copies of release order with completion Certificates from client; or • or any other documentary proof
6	Digital Advertising/ Web site/Social media management	<ul style="list-style-type: none"> • Copies/link for the digital advertising with by-line, or • designing & hosting website with credit line or • Purchase orders with completion certificates from the organisations,
7	Manpower in NCR as on date of advertisement	Copy of any of following documentary proof to establish <ul style="list-style-type: none"> • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
8	Offices at regional headquarters of NTPC i.e. NCR, Lucknow, Mumbai, Raipur, Dehradun, Patna, Bhubaneswar, Hyderabad as on date of advertisement,	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. <ul style="list-style-type: none"> • Landline/ mobile bill in the name of the agency as official proof; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

Category B (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	Copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.
2	Designing of House Journal	Copies of publications: <ul style="list-style-type: none"> - having by-line of the agency; or - copies of purchase orders with completion certificates from client; or - any other documentary proof

3	Designing of Coffee table book/ Brochure (minimum 8 pages)	Copies of publications: - having by-line of the agency; or - copies of purchase orders & completion certificates from the client; or - any other documentary proof
4	Designing of Annual Reports	Copy of annual report having by-line of the agency, or - Copies of purchase orders with execution certificates from the organisation
5	Designing and Installation of Exhibitions / Tableau / Fairs	- Photo of exhibition/ tableau with Purchase orders and its execution certificate from client ; - any other documentary proof:
6	Manpower in NCR as on date of advertisement	Copy of any of following documentary proof to establish • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
7	Offices at regional headquarters of NTPC i.e. NCR, Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar, Hyderabad as on date of advertisement.	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. • Landline/ mobile bill in the name of the agency as official proof; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

Category C (Stage-I):

S N	Parameter	Documents Required (Copies to be submitted by the agency)
1	Average Annual Turnover for last three financial years ending March 2016	• Photo copy of audited Balance Sheet (BS) with Profit & Loss A/c for FY 2013-14, 2014-15 & 2015-16 duly authenticated by CA who has audited the account with stamped clearly having his membership number. (While computing the annual turnover other income shall not be considered.)
2	Designing of House Journal	Copies of publications: • having by-line of the agency; • copies of purchase orders/Completion Certificates from the organisation; • or any other documentary proof
3	Designing of Brochure/ other publications (minimum 8 pages)	• Copies of publications: • having by-line of the agency; • copies of purchase orders/Completion Certificates from the organisation; • or any other documentary proof
4	Designing and installation of Exhibitions / Tableau / Fairs)	- Photo of exhibition/ tableau with Purchase orders and its execution certificate from client; • any other documentary proof:
5	Manpower in offices at sl.nos. 6 as on date of advertising.	Copy of any of following documentary proof to establish • Copy of challan of PF contribution deposit of employees. or • Copy of pay roll for each office duly certified by its CEO or • An affidavit on non-judicial stamp paper cover of appropriate value duly notarised by a notary public mentioning details of manpower engaged by the agency on regular basis
6	Offices at regional headquarters of NTPC i.e. NCR Lucknow, Dehradun, Mumbai, Raipur, Patna, Bhubaneswar, Hyderabad as on date of advertisement,	Copy of any documentary proof to establish bonafides of the office (one from starting three months & other from last three months for each FY) i.e. • Landline/ mobile bill in the name of the agency as official proof; or • any proof for registration under Shop & Establishment Act, local authority with its renewal etc • Lease agreements or any other proof

DOCUMENTS REQUIRED FOR EVALUATION CRITERIA (STAGE-II)
(Only for information)

Category A (Stage-II):

S.No.	Evaluation Criteria:	Documents required to be produced
01	Agency profile namely its clientele (6 marks), profile of manpower (6 marks), awards won (4 marks), overall impression (4 marks)	-Order of empanelment with certification of continuity -certificate of serving the various organisations, -bio-data of key professionals, -copies of award certificate
02	Best print campaign done by the agency for any client/organisation in last three years from the date of bid opening, Creativity in designs of campaign (4 marks), its layout (4 marks), its impact (4 marks), media mix used by the agency (3 marks)	The agency should submit -tear sheets of publications in which these advertisements having by-line of the agency or -copies of release orders with certificates from the organisation who has released the advt./ or any other documentary proof
03	Best TV Spot / film during last three years from the date of bid opening for any client/organisation; Creativity in story board (4 marks), audio – visual impact (4 marks), delivery of messages (2 marks).	The agency should submit proof of producing TV spot/ Film -copies of purchase orders with execution certificates from the organisation or any other documentary proof etc
04	Best Digital campaign/website done by the agency during last three year from the date of bid opening for any client/organisation Creativity in story board (3 marks), audio – visual impact (1mark), delivery of messages (1 mark).	The agency should submit -copies of purchase orders with execution certificates from the organisation who has placed orders for the digital advertising / designing & hosting website, / -or any other documentary proof etc

Category B (Stage-II):

S. No.	Evaluation Criteria:	Documents required to be produced
01	Agency profile namely its clientele in NCR (6 marks), profile of manpower in NCR (6 marks), awards won (4 marks), overall impression (4 marks) etc	-Order of empanelment with certification of continuity -certificate of serving the various organisations, -bio-data of key professionals, -copies of award certificate
02	Best House Journal designed by the Agency during last three years from the date of bid opening for any client/ organisation in NCR; Creativity in Cover Design (4 marks), layout (4 marks), copy matter (2 marks),	The agency should submit any one -copies of house journal with by-line of the agency -copies of purchase orders with execution certificates from client -or any other documentary proof
03	Best publication designed like brochure / coffee table book etc by the agency during last three year from the date of bid opening for any client/ organisation in NCR; Creativity in Cover Design (3 marks), layout (2 marks), copy matter (2 marks), use of photographs (3 marks)	The agency should submit any -copies of best brochure/coffee table book having by-line of the agency / -copies of purchase orders with execution certificates from the client -or any other documentary proof
04	Best Exhibition designed and installed by the agency in last two years, from the date of bid opening for any client/ organisation located in NCR; Creativity in design of layout (4 marks), its appeal (4 marks), variety of elements used in exhibition (2 marks)	The agency should submit - Photo of exhibition/ tableau with Purchase orders and its execution certificate from client ; -any other documentary proof:

Category C (Stage-II)

S. No.	Evaluation Criteria:	Documents required to be produced
01	Agency profile namely its clientele in different states other than NCR(6 marks), profile of manpower in different states other than NCR (6 marks), awards won (4 marks), overall impression (4 marks)	-Order of empanelment with certification of continuity -certificate of serving the various organisations, -bio-data of key professionals, -copies of award certificate
02	Best House Journal designed by the Agency during last three years from the date of bid opening for any client/ organisation in different states other than NCR; Creativity in Cover Design (4 marks), layout (4 marks), copy matter (2 marks),.	The agency should submit -copies of house journal having by-line of the agency / -copies of purchase orders / -certificates from the organisation for whom the journal has been brought out -or any other documentary proof
03	Best publication designed like brochure etc by the agency during last three years from the date of bid opening for any client/ organisation in different states other than NCR Creativity in Cover Design (3 marks), layout (2 marks), copy matter (2 marks), use of photographs (3 marks)	The agency should submit -copies of best brochure etc having by-line of the agency / -copies of purchase orders with execution certificates from the organisation for whom the publications has been brought out/ -or any other documentary proof
04	Best Exhibition designed and installed by the agency in last three years, from the date of bid opening for any client/organisation in different states other than NCR; Creativity in design of layout (4 marks), its appeal (4 marks), variety of elements used in exhibition (2 marks)	The agency should submit - Photo of exhibition/ tableau with Purchase orders and its execution certificate from client ; -any other documentary proof