



भारत हेवी इलेक्ट्रिकल्स लिमिटेड
Bharat Heavy Electricals Limited

Annexure – I

Scope of Work

1. Publication of Un-Audited Financial Results (UFR) advertisement for the quarter ended 31st December, 2015 in the following publications on a date to be intimated later:

S. No.	Publication	Editions	Colour/B&W	Size (sq.cms)
1	Mint	All Editions	Colour	400
2	Financial Chronicle	All Editions	Colour	400
3	Mid Day	Mumbai	Colour	400
4	Dainik Bhaskar	Delhi	Colour	400
5	Haribhoomi	All Editions - Chhattisgarh and All Editions - Haryana	Colour	400
6	Rail Bandhu	National	Colour	Full Page
7	Outlook (English)	National	Colour	Full Page

Since the matter to be published has not been finalized, bidders are required to quote for the area given above. Depending upon the final matter, the final size may increase/decrease. In such a case, payment to the selected agency shall be released for the actual size. The amount shall be calculated on the basis of per sq cms. Rate quoted against respective publication.

2. Composing of advertisement by the selected agency based on the matter to be given by BHEL. The agency would be selected on the basis of evaluation criteria given in clause no. 2.1 of the special terms and conditions (encl.).
3. The assignment will be governed by the Special Terms & Conditions indicated in Annexure – II and the terms and conditions of the contract between BHEL and the advertising agencies.

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Bharat Heavy Electricals Ltd.
कार्पोरेट सेंटर / Corporate Communication
जीवन तारा भिडिंग / Jeevan Tara Building
5, संसद मार्ग / 5, Parliament Street
नई दिल्ली - 110001 / New Delhi - 110001



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Bharat Heavy Electricals Limited

Annexure-III

Price Proforma

Publication of Un-Audited Financial Results (UFR) advertisement for the quarter ended 31st December, 2015 in the following publications on a date to be intimated later:

S. No.	Publication	Editions	Colour/ B&W	Size (sq. cms)	Rate per sq. cm (in Rs)	Amount (All inclusive) Excluding Service Tax (Rs.)
1	Mint	All Editions	Colour	400		
2	Financial Chronicle	All Editions	Colour	400		
3	Mid Day	Mumbai	Colour	400		
4	Dainik Bhaskar	Delhi	Colour	400		
5	Haribhoomi	All Editions - Chhattisgarh and All Editions - Haryana	Colour	400		
6	Rail Bandhu	National	Colour	Full Page		
7	Outlook (English)	National	Colour	Full Page		
8	TOTAL AMOUNT (in Rs.)					

Service Tax as applicable

Evaluation Criteria: The bidder is required to quote essentially for the entire scope of work. Release Order (R.O.) shall be issued to the agency having L1 (lowest) rates against S. No. 8 (Amount, all inclusive, excluding service tax) of the price proforma.

Note: Since the matter to be published has not been finalized, bidders are required to quote for the area given above. Depending upon the final matter, the final size may increase/decrease. In such a case, payment to the selected agency shall be released for the actual size. The amount shall be calculated on the basis of per sq cms. Rate quoted against respective publication.

S. S. Sharma

Signature & Seal of the agency _____

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