

भारत हेवी इलेक्ट्रिकल्स लिमिटेड  
**Bharat Heavy Electricals Limited**

कॉर्पोरेट संचार  
Corporate Communication



CC/ADVT/03/2015-16  
1.09.2015

Dear Sir,

**Subject: Publication of Half Page Colour advertisement of CMD's AGM Speech in select publications**

BHEL invites sealed quotations for publication of Half Page Colour advertisement of CMD's AGM Speech in select publications (as per list encl.). Your fully compliant offer, in the prescribed manner, should reach us at the address given below on or before **07.9.2015, 13:00 hrs:**

Addl. General Manager,  
Corporate Communication,  
Bharat Heavy Electricals Limited,  
5, Sansad Marg, Jeevan Tara Building,  
New Delhi-110 001

The bids shall be opened at **15:00 hrs**, on the same day i.e. **07.09.2015** at the above mentioned address in the presence of the bidders, who may like to be present.

Thanking you,

Yours faithfully,

(Sayed Salahuddin)  
Executive (CC)

**Encl. as under:**

- Annexure – I **Scope of Work**
- Annexure – II **Special Terms & Conditions**
- Annexure – III **Price Bid Format**
- Annexure – IV **Submission of offer**

सय्यद सलाहुद्दीन / Sayed Salahuddin  
कार्यपालक / Executive  
कॉर्पोरेट संचार / Corporate Communication  
भारत हेवी इलेक्ट्रिकल्स लिमिटेड / Bharat Heavy Electricals Ltd.  
कॉर्पोरेट संचार, जीवन तारा भिडिंग  
Corporate Communication, Jeevan Tara Building,  
5, Sansad Marg, नई दिल्ली-110001  
5, Sansad Marg, New Delhi - 110001

जीवन तारा, 5, संसद मार्ग, नई दिल्ली, 110 001, फोन: 23342769, 23340981, फैक्स: 23342789, 23340981  
"Jeevan Tara" 5, Sansad Marg, New Delhi – 110001 Phones: 23365669, 23361498 Fax: 23342769, 23340981  
वेब साईट / Website: <http://www.bhel.com>

पंजीकृत कार्यालय: बीएचईएल हाउस, सिरी फोर्ट, नई दिल्ली -110049  
Regd. Office: BHEL House, Siri Fort, New Delhi-110049



# भारत हेवी इलेक्ट्रिकल्स लिमिटेड

## Bharat Heavy Electricals Limited

Annexure - I

### Scope of Work

1. Publication of Half Page Colour advertisement of CMD's AGM Speech in select publications on a date to be intimated later:

S. No.	Publication	Editions	Size (sq.cms)	B&W/Colour
1	The Times of India + Economic Times (English) + Navbharat Times	Delhi + Mumbai	823	Colour
2	Hindustan Times (Delhi + Mumbai) + Hindustan Hindi (Delhi) + Mint (All Editions)	Hindustan Times (Delhi + Mumbai) + Hindustan (Delhi) + Mint (All Editions)	830	Colour
3	Deccan Chronicle + Asian Age + Financial Chronicle	All Editions	825	Colour
4	Mid Day	Mumbai	825	Colour
5	Dainik Bhaskar (Chandigarh + All Bihar Editions)	Chandigarh + All Bihar Editions	825	Colour
6	Haribhoomi (Chhatisgarh + Haryana Editions)	Chhatisgarh + Haryana Editions	825	Colour
7	Raj Express	All MP Editions	825	Colour
8	Business Today	National	Double Spread	Colour
9	Outlook Money	National	Double Spread	Colour
10	Caravan	National	Double Spread	Colour
11.	Forbes	National	Double Spread	Colour

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.

सय्यद सलाहुद्दीन / Sayed Salahuddin  
कार्यपालक / Executive

कॉर्पोरेट संचार / Corporate Communication

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कॉर्पोरेट संचार, जीवन तारा भिडिंग

Corporate Communication, Jeevan Tara Building,

प. सं. १००१, नई दिल्ली - ११०००१

5, Sarvodaya Park, New Delhi - 110001



# भारत हेवी इलेक्ट्रिकल्स लिमिटेड

## Bharat Heavy Electricals Limited

Annexure – II

### Special Terms & Conditions

Your offer should be compliant to following special terms and conditions:

- 1.1 Your offer should be complete in all respects as given in Annexure – IV.
- 1.2 Price quoted should be firm. No increase in rates will be allowed once the bids are opened and the same will remain valid for the entire period of this contract.
- 1.3 Price to be given in words as well as in figures without any correction/ overwriting for each item. Care should be taken to ensure that the amount in words and figures match with each other. In case of any mismatch between the prices quoted in figures and words, higher of the two will be considered for evaluation and lower of the two will be considered for placement of the order and no objection would be entertained by BHEL in this regard. Similarly, if there is an error in calculation, the calculation shall be corrected by BHEL. In such a case (i.e. in case of calculation error in the amount quoted by the bidder and the corrected amount calculated by BHEL), higher of the two will be considered for evaluation and lower will be considered for placement of the order and no objection would be entertained by BHEL in this regard.
- 1.4 All prices should be inclusive of all taxes and duties, etc., as applicable except service tax in case applicable. Service Tax portion should be indicated separately in the place provided in the Price Proforma enclosed as Annexure - III.
- 1.5 Price to be filled as per the Price Proforma enclosed as Annexure – III. Change in Proforma is not allowed.
- 1.6 Offers not fulfilling any of the above conditions are liable for rejection.

### 2.0 AWARD OF WORK

- 2.1 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. 12 (Amount, all inclusive, excluding service tax) of the price proforma.**
- 2.2 In case, two or more agencies emerge as lowest bidders quoting identical amount against S.No.12, BHEL will invite snap bids from these agencies to determine L1 agency.
- 2.3 BHEL reserves the right to cancel / scrap the tender without assigning any reason thereof.

### 3.0 PENALTY

- 3.1 In the event of non-publishing of the advertisement on a date as specified, besides non-payment of the charges of that particular paper/edition (card rate of the respective edition), penalty @ 5% of the total R.O. value shall be imposed on the selected agency.

### 4.0 TAXES

- 4.1 It is mandatory to comply with all taxes applicable for the required services. Your price should be inclusive of all taxes, duties and levies except Service Tax. However, the amount towards Service Tax should be indicated separately in the specified place in Price Proforma enclosed as Annexure – III.

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कार्यपालक / Executive  
कॉर्पोरेट संचार / Corporate Communication  
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कॉर्पोरेट संचार, जीवन तारा बिल्डिंग  
Corporate Communication, Jeevan Tara Building,  
5, संसद मार्ग, नई दिल्ली-110001  
5, Sansad Marg, New Delhi - 110001



# भारत हेवी इलेक्ट्रिकल्स लिमिटेड

## Bharat Heavy Electricals Limited

### 5.0 EARNEST MONEY DEPOSIT

- 5.1 Bank Guarantee provided by the empanelled agencies will be treated as Earnest Money Deposit. EMD shall be forfeited in the following cases:
- 5.1.1 After opening of tender, the tenderer revokes his tender within the validity period or increases his earlier quoted price.
- 5.1.2 The successful bidder does not commence the work within the specified period.

### 6.0 SECURITY DEPOSIT

- 6.1 The successful bidder shall be required to furnish Security Deposit (SD). The rate of SD shall be as follows:

- (a) **Order Value upto Rs. 10 lakh** : At a rate of 10% of the order value.
- (b) **Order Value above Rs.10 lakh and upto Rs.50 lakh** : Rs.1 Lakh + 7.5 % of the amount exceeding Rs. 10 Lakh
- (c) **Order Value above Rs 50 Lakh** : Rs.4 Lakh + 5% of the amount exceeding Rs.50 Lakh

SD has to be submitted before the start of the work by the successful bidder, by way of Cash/Pay Order or Demand Draft, drawn in favour of BHEL, payable at New Delhi.

In case the SD is equal to or less than Rs.Two Lakh, the Bank Guarantee provided by the empanelled advertising agency will be treated as Security Deposit. In case, SD being over Rs.Two Lakh, additional amount shall be sought from the successful bidder over and above the Rs.Two Lakh. SD can be submitted by way of Bank Guarantee, Securities available from Post Office/Fixed Deposit receipts issued by scheduled banks/public financial institutions as per format provide/approved by BHEL. Bidders shall note that SD amount carried no interest and it shall be forfeited in case of non-publication of the advertisement on the due date.

### 7.0 GENERAL

- 7.1 All information in the Tender Document is meant for your consumption only and not for sharing, unless and otherwise, authorized by BHEL in writing.

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कॉर्पोरेट संचार, जीवन तारा भिन्नाम  
Corporate Communication Jeevan Tara Bhinnam,  
5, Sansad Marg, New Delhi - 110001



भारत हेवी इलेक्ट्रिकल्स लिमिटेड  
Bharat Heavy Electricals Limited

Annexure-III

Price Proforma

Publication of Half Page Colour advertisement of CMD's AGM Speech in the following publications on a date to be intimated later:

S. No.	Publication	Editions	Size (sq cms)	Rate per Sq cm (Rs.)	Amount (All inclusive) excluding Service Tax (Rs.)
1	The Times of India + Economic Times (English) + Navbharat Times	Delhi + Mumbai	823		
2	Hindustan Times (Delhi + Mumbai) + Hindustan Hindi (Delhi) + Mint (All Editions)	Hindustan Times (Delhi + Mumbai) + Hindustan (Delhi) + Mint (All Editions)	830		
3	Deccan Chronicle + Asian Age + Financial Chronicle	All Editions	825		
4	Mid Day	Mumbai	825		
5	Dainik Bhaskar (Chandigarh + All Bihar Editions)	Chandigarh + All Bihar Editions	825		
6	Haribhoomi (Chhattisgarh + Haryana Editions)	Chhattisgarh + Haryana Editions	825		
7	Raj Express	All MP Editions	825		
8	Business Today	National	Double Spread		
9	Outlook Money	National	Double Spread		
10	Caravan	National	Double Spread		
11.	Forbes	National	Double Spread		
12.	<b>Total (Total of S.No.1 to 11)</b>				
	Write S.No.12 in words here				
13.	Service Tax (if any)				
14.	<b>Grand Total (S.No.12+13)</b>				

**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. 12 (Amount, all inclusive, excluding service tax) of the above 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, payments 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 above against respective publication

Signature & Seal of the agency \_\_\_\_\_

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भारत हेवी इलेक्ट्रिकल्स लिमिटेड, जी.एच.एस. बिल्डिंग

Corporate Communication Building

Plot No. 1, Sector 17, Gurgaon

Haryana



भारत हेवी इलेक्ट्रिकल्स लिमिटेड  
**Bharat Heavy Electricals Limited**

Annexure – IV

**SUBMISSION OF OFFER**

The offer should contain the following:

- Signed copy of scope of work i.e. Annexure – I, as a token of acceptance.
- Signed copy of **Special Terms & Conditions Annexure – II**, as a token of acceptance.
- Price Bid: Strictly as per Price Proforma enclosed at Annexure - III.**

Your offer has to be submitted in sealed cover as follows:

- Sealed cover containing a), b), and c) stated above, should be superscribed with:

- “Offer for AGM Speech advertisement”**
- Name and address of Agency**
- Due date for opening the tender: 07.09.2015, 15:00 Hrs.**

- The offer should be addressed to:

Addl. General Manager,  
Corporate Communication,  
Bharat Heavy Electricals Limited,  
5, Sansad Marg, Jeevan Tara Building,  
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