

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

कॉर्पोरेट संचार  
Corporate Communication



CC/ADVT/06/2016-17  
12.05.2016

Dear Sir,

**Subject: Publication of Audited Financial Results (AFR) advertisement for the quarter & year ended 31<sup>st</sup> March, 2016 in select publications**

BHEL invites sealed quotations for publishing Audited Financial Results (AFR) advertisement for the quarter & year ended 31<sup>st</sup> March, 2016 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 **16.05.2016 at 14:00 hrs:**

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

The bids shall be opened at **15:30 hrs**, on the same day i.e. **16.05.2016** at the above mentioned address in the presence of the bidders, who may like to be present.

Thanking you,

Yours faithfully,

*S. Sharma*  
12.5.16  
Sanjay Sharma  
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**

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Bharat Heavy Electricals Limited  
कॉर्पोरेट संचार / Corporate Communication  
जीवन तारा बिल्डिंग / Jeevan Tara Building  
5, संसद मार्ग / 5, Parliament Street  
नई दिल्ली - 110001 / 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



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Scope of Work

Annexure – I

1. Publication of Audited Financial Results (AFR) advertisement for the quarter & year ended 31<sup>st</sup> March, 2016 in the following publications on a date to be intimated later:

S. No.	Newspaper	Editions	Colour/B&W	Size (sq.cms)
1	Millennium Post	All Editions	Colour	400
2	Hindu Business Line	All Editions	B/W	400
3	Pioneer	Delhi (Eng+Hindi)	Colour	400
4	Free Press Journal	All Editions	Colour	400
5	Amar Ujala	Delhi, Chandigarh	Colour	400
6	Navabharat	All Editions Maharashtra	Colour	400
7	Aaj	Kanpur, Varanasi, Patna	Colour	400
8	DNA	Mumbai	B/W	400
9	Viraat Vaibhav	Delhi	B/W	400

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.

*N. Sharma*  
12.5.16

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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 figures without any correction/ overwriting for each item. 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. **Price to be filled as per the Price Proforma enclosed as Annexure – III. Change in Proforma is not allowed.**
  - 1.5 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.10 (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.10, 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 (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.

*Xishan*  
12.5.16

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4.1.1 EARNEST MONEY DEPOSIT

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

5.0 SECURITY DEPOSIT

- 5.1 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.

6.0 GENERAL

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

*Nishu*  
12.5.16

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Annexure-III

Price Proforma

Publication of Audited Financial Results (AFR) advertisement for the quarter & year ended 31<sup>st</sup> March, 2016 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	Millennium Post	All Editions	Colour	400		
2	Hindu Business Line	All Editions	B/W	400		
3	Pioneer	Delhi (Eng+Hindi)	Colour	400		
4	Free Press Journal	All Editions	Colour	400		
5	Amar Ujala	Delhi, Chandigarh	Colour	400		
6	Nava Bharat	All Editions Maharashtra	Colour	400		
7	Aaj	Kanpur, Varanasi, Patna	Colour	400		
8	DNA	Mumbai	B/W	400		
9	Virat Vaibhav	Delhi	B/W	400		
10	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. 10 (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.

*Handwritten Signature*  
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नई दिल्ली - 110001

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



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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 publishing AFR advertisement”**
  - Name and address of Agency**
  - Due date for opening the tender: 16.05.2016, 15:30 Hrs.**
- The offer should be addressed to:

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

*A. Sharma*  
12.5.16  
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