

## **EXPRESSION OF INTEREST FOR EMPANELMENT** **OF A PUBLIC RELATIONS AGENCY**

### **DISCLAIMER:**

1. This document does not constitute an agreement nor should it be interpreted as an offer from Export-Import Bank of India ('the Bank') to empanel/ engage a PR Agency.
2. This document is meant to provide information only and upon the express understanding that the recipients will use it only for the purpose set out herein.
3. It shall not be assumed that there shall be no deviation or change in this document.
4. While this document has been prepared in good faith, neither the Bank nor any of their officers or employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.
5. This document constitutes no form of commitment on the part of the Bank.
6. The Bank may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this Request for Proposal (RFP).
7. The issue of this RFP does not imply that the Bank is bound to select a bidder or to appoint the selected bidder for the Project and the Bank reserves the right to reject all or any of the bidders or bids without assigning any reasons whatsoever.

**I. EMPANELMENT OF A PUBLIC RELATIONS AGENCY:** Export-Import Bank of India ('the Bank') invites sealed Expression of Interest ('the Application') from interested Public Relations Agencies (PR Agency) having at least 10 years of experience with strong media relations in Print, TV and Online media to improve the brand image of Exim Bank. The scope of work will involve providing Communications and PR services to the Bank comprising but not limited to: Planning key messages for Media for building the desired corporate image of the Bank; showcasing depth of professional resources; interviews of senior personnel; facilitating relationship building with Media; disseminating press releases, organizing press events; building spokespersons as industry experts through Media interviews, presence in industry articles; focusing media attention & generating visibility on desired messages; visibility in industry stories and platforms.

**II. PRE-QUALIFICATION CRITERIA FOR EMPANELMENT OF PR AGENCY:**

**The Agency should have:**

(a) Presence in India, with a full-fledged office in Mumbai, with minimum staff strength of 25.

(b) Minimum Annual turnover of ₹ 10 crore (only from PR activities) in each of the last 3 years (i.e. 2013-14, 2014-15 and 2015-16). Documentary evidence should be attached.

(c) Been in existence for the last 10 years, i.e. the date of incorporation of the Public Relations Agency should not be later than 1st January 2007.

**RELAXATION:** The above conditions may be relaxed for PR Agency/agencies, or their founders/promoters/founding partners, having substantial work experience with National Financial Institutions and/or Multilateral Financial Agencies. However, it is hereby expressed that possession of such work experience will in no way guarantee the empanelment of such agency/agencies with the Bank.

**III. TERMS & CONDITIONS FOR EMPANELMENT:**

a) The agency should not be disqualified/ blacklisted by Reserve Bank of India, Indian Banks' Association and/or by any other Bank. A declaration by the Agency to that effect is to be enclosed with the Application.

- b) The agency should have full-fledged office in Mumbai and representative offices/branches in other major cities, preferably in cities where the Bank has its offices.
- c) The agency should have the resource to handle multi-media, multi-lingual content, with proficiency and proof reading facilities in major Indian languages.
- d) The agency shall be able to offer comprehensive PR services and also ideate to enhance the Brand image on various Media platforms.
- e) The agency shall have sufficient experience in working with financial institutions in Private and Public sector.
- f) The agency shall have a proven track record of meeting a diversity of communication requirements at short notice.
- g) Agency will be empanelled for a period of 3 years subject to the satisfaction of the Bank after the period of one year. The performance of the empanelled Agency will be evaluated at the end of every quarter. If the empanelled Agency's services do not meet the Bank's expectations, the Bank will have the right to terminate the services of the Agency and appoint the next short-listed Agency without any obligation or without assigning any reasons to anyone and the Bank shall not be held liable for any losses or damages caused by such action.
- h) The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the Bank's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. The Bank reserves the right to impose penalty in case of any violation of the above.
- i) The Bank reserves the right to reject all or any application/proposal without assigning any reason thereof. Conditional or Incomplete Applications for empanelment are liable to be rejected.

#### **IV. PAYMENT**

- a) The contract will be on a retainer ship basis on a mutually agreed monthly payment.
- b) No advance payment shall be made to the Agency.
- c) All applicable taxes including Income Tax etc. will be deducted at source as required under Income Tax Act, 1961 and other relevant provisions of Law as applicable.

## **V. JURISDICTION**

In case of any dispute or difference arising between the parties under this Application and arising/ relating to this Application shall be governed by and construed in accordance with the laws of India and the parties hereto irrevocably submit to the exclusive, jurisdiction of the Courts in MUMBAI to try any suit, proceeding in connection herewith in that behalf.

## **VI. SUBMISSION OF APPLICATIONS FOR EMPANELMENT**

The applications must be submitted in sealed cover, super scribed “Eoi for Empanelment of Public Relations Agency,” addressed to General Manager, Corporate Communications Group, Export-Import Bank of India, Floor 21, World Trade Centre Complex, Centre One Building, Cuffe Parade, Mumbai - 400005 on or before **5 PM on Thursday, February 02, 2017.**

## **VII. DOCUMENTS TO BE SUBMITTED ALONG WITH APPLICATION FORM**

- a) Copies of Audited Balance Sheet for 2013-14, 2014-15 and 2015-16  
(**Note:** As per the Audited Balance Sheet, if the Agency is not found eligible then the Agency will be barred from the selection process at any stage.)
- b) Declaration by the agency as stipulated in Clause III (a). Format as per Annexure I.
- d) Proofs as enumerated in Clause II (b)
- e) Three proofs of existing clients from BFSI sector with references who can be contacted for validation (on letterheads of existing clients as per the attached format in Annexure III).

## **VIII. SELECTION PROCEDURE- FOR EMPANELMENT**

The agencies which fulfill the criteria at clauses II and III above would be evaluated according to the following criteria as per marks apportioned:

### **A. Infrastructure & PR capabilities: Weightage - 50 Marks (Point wise answers to be provided)**

A.1. Presence in India: 10 Marks. (1 Mark for each city, with maximum 10 Marks; Preference will be given to Agencies having offices at cities where the Bank has offices.)

A.2. Offices / tie-ups with PR Agencies in Overseas Markets: 10 Marks (1 Mark for each country, with maximum 10 Marks; details to be furnished.)

A.3. Details of Client servicing team of minimum 2 persons for PR services dedicated especially to the Bank's assignments: 10 Marks (Relevant qualifications of the executives to be attached as per Annexure II)

A.4. Prior work experience of PR activities for clients: 10 Marks (proof of work done for existing clients to be furnished)

A.5. List of Government/PSU clients from the financial sector handled during the last two years. 10 Marks (2 Marks for each client, with maximum 10 marks).

**NOTE: Based on the above criteria (A), a maximum of 5 shortlisted Agencies will be called for presentation and financial bids in the Bank in February 2017, where they would be evaluated as per the following points. It is in the interest of the Agencies that they be prepared with their Presentations at the time of submission of applications. They may be invited for presentations at a short notice. The duration for the presentations will be approximately 30 minutes:**

**B. PR Solutions Presentation: Weightage- 50 Marks**

B.1. Presentation on the Bank's existing positioning and proposed PR Strategy to enhance the Bank's image in the Traditional Media – Print and Television (25 Marks)

B.2. One case Study of Existing Client in the BFSI sector where the Agency did path-breaking job in Public Relations (25 marks)

**IX. CONTRACT FINALISATION:**

The Agency empanelled will have to execute a contract with the Bank in the format approved by the Bank. The same will be provided after finalization of empanelment. If the selected Agency differs/does not agree on any conditions/terms of the contract, the Bank has the right to appoint next Agency on the panel without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

**X. TERMINATION OF THE EMPANELMENT PROCESS:**

The Bank reserves the right to withdraw the Empanelment process or delete/amend/change/modify any clause(s) mentioned herein at any time before signing of a definite Contract, without assigning any reason and shall not be held liable for any losses or damages caused by such withdrawal. The withdrawal of the Empanelment process would be by serving a suitable letter by the Bank to all the Agencies who submit their Applications.



**Please Note:** Short Listing of the agency/agencies will be done strictly on the criteria given above. The Bank reserves the right to shortlist, select or reject any or all the agencies. The Bank's decision will be final in selection of the agency/agencies. The agency selected by the Bank will be informed accordingly.

APPLICATION FOR EMPANELMENT

1. NAME OF THE AGENCY:

2. OFFICE ADDRESS IN MUMBAI:

3. PHONE:

4. FAX:

5. E-MAIL:

6. AGENCY STRUCTURE:

(Whether Partnership Firm or Sole Proprietorship Firm or Private Limited/Limited Company etc.)

7. Name of Directors / Partners/ Proprietors etc.:

8. BRANCHES:

9. DATE OF INCORPORATION:

10. TURNOVER OF THE AGENCY DURING PAST 3 YEARS IN CRORES (with bifurcation of earnings from only PR services):

(To be supported by audited balance sheet for last two years)

YEAR

2013 – 2014:

2014 – 2015:

2015 – 2016:



11. SERVICE TAX REGISTRATION NO.: (Please attach the copy)

12. PAN NO. OF THE FIRM: (Please attach the copy)

13. DETAILS REGARDING ANY CIVIL SUIT/LITIGATION IN THE CONTRACTS EXECUTED BY THE AGENCY DURING THE LAST 5 YEARS. GIVE DETAILS IF ANY:

**NOTE:** In continuation to the above information, please provide point wise replies as per Clause VIII (A).



Declaration

I /We do hereby certify that our Agency has not been disqualified/ blacklisted by Reserve Bank of India, Indian Banks' Association and/or by any other Bank. The information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Signature

Name and Designation of Authorized Signatory

Name of the Agency

Seal

Date:

Place:

(In case the Agency is unable to make this declaration, please provide information regarding the reason for disqualification by RBI / IBA/ any other institution and the reason(s), thereof.)

**CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF WHO WILL  
BE DEDICATED TO EXIM BANK AFTER EMPANELEMENT**

1. Name of the Agency [*Insert name of firm proposing the staff*]:
2. Name of Staff [*Insert full name*]:
3. Date of Birth:
4. Nationality:
5. Education [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]:
6. Membership of Professional Associations:
7. Other Training [*Indicate significant training since degrees under 5 - Education were obtained*]:
8. Languages [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]:
9. Employment Record [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment see format here below: dates of employment, name of employing organization, positions held.*]:  
  
From [Year]: To [Year]:  
Employer:  
Positions held:
10. Detailed Tasks Assigned in PR activities
11. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned:  
  
*a) List all tasks to be performed under this assignment*  
*b) Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10.]*

- Name of assignment or project:
- Year:
- Location:
- Client:
- Main project features:
- Positions held:
- Activities performed:

Signature & Date

(On letterhead of the Agency duly stamped and signed)

Date:

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s..... is our empanelled PR agency for more than ..... Years.

The performance of the agency is satisfactory during their tenure with us.

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION: