



# Municipal Corporation Chandigarh

## Expression of Interest

Sealed applications are invited from reputed Advertisement Agencies for Empanelment as Advertisement Agencies for Municipal Corporation, Chandigarh for a period of three years extendable for another term of three years on year to year basis if they are found to have rendered satisfactory services during the period of Empanelment. Interested parties may submit their application on the letter head of the firm with complete address; telephone No. & mail id in the name of **The Commissioner, Municipal Corporation, Chandigarh, at the office of Asstt. Public Relations Officer, MC, New Delux Building, sector 17, Chandigarh.** The sealed application should reach on or before dated 23.01.2018 up to 3.00 pm. Applications received after 23.01.2018 shall not be entertained. The Commissioner, Municipal Corporation, Chandigarh reserves the right to accept/reject any or all applications without assigning any reason whatsoever. The terms and conditions can also be seen in the official website [www.mcchandigarh.gov.in](http://www.mcchandigarh.gov.in) of Municipal Corporation, Chandigarh

**Commissioner,  
Municipal Corporation,  
Chandigarh.**

## Terms & Conditions

1. Empanelled advertisement agencies should not be more than ten.
2. Advertising Agencies having their head office at Chandigarh shall be preferred.
3. Advertising Agencies shall be empanelled for three years extendable for another term on year to year basis if found to have rendered satisfactory services during the empanelled period.
4. Experience of minimum of three years in any Government/semi Government organization/Corporation with documentary proof.

5. Earnest money amounting to Rs. 10,000/- (Rupees ten thousand) in the shape of Bank draft should be deposited with application.
6. GST as applicable on Advertisements from time to time shall be paid by the Municipal Corporation, Chandigarh.
7. Turnover of Rs. 2 crores per year for the last three years for advertising works only.
8. Agencies should be shortlisted through creative competition on one theme based advertisement which shall be “**Swachh Chandigarh, Swasth Chandigarh**” (English, Hindi & Punjabi languages).
9. The marking shall be divided in 4 major categories and maxim marks shall be 10.

**(e) Layouts (25 marks)**

**(f) Illustration (26 marks)**

**(g) Copywriting (25 marks)**

**(h) Information (Benefit Elaboration): (24 marks)**

1. Is the message clear at a glance?
2. Is there benefit in the headline?
3. Does the Illustration support the headline?
4. Is the ad easy to read and follow?
5. Is the message identified?
6. Colour theme.

10. The selected advertisement agencies shall be empanelled with the Municipal Corporation as per approved terms and conditions.

**Application shall contain the following information:**

1. The applicant shall have the ability to co-ordinate with various Newspapers/Electronic Media/Radio and Cinema for printing/displaying of Advertisements of Municipal Corporation, Chandigarh.
2. Experience of minimum of three years in any Government/semi Government organization/corporation with documentary proof.
3. Complete address of Advertising Agency having head office at Chandigarh.
4. Earnest money amounting to Rs. 10,000/- (Rupees ten thousand) in the shape of Bank draft in favour of the Commissioner, Municipal Corporation, Chandigarh.

5. The applicant shall submit a copy of GST No. issued by the concerned department.
6. Turnover of Rs. 2 crores per annum for the last three years for advertising works supported with CA certificate.
7. List of empanelment with various reputed organizations documentary proof.
8. Date of inception of the Advertising Agency.
9. Certificate of INS accreditation with latest renewal from the Indian Newspaper Society if any.
10. Availability of latest infrastructure, resources, facilities, staff deployed and management etc.
11. Copies of clearing of finance (MCC advertisement billing upto three month prior i.e. 31.10.2017) from the reputed widely circulated media houses two English, two Hindi, two Punjabi and two local Radio stations.
12. Any of the Special information.

#### **Other Terms and Conditions**

1. Application duly complete in all respects should be deposited in the Office of Assistant Public Relations Officer, Municipal Corporation, Chandigarh.
2. Application should be in a sealed cover.
3. Application received after due date and time will not be entertained.
4. Application must be duly typed and signed.
5. Payments will be made after completion of Job.
6. In case opening date of application happens to be a Govt Holiday, then next working day will be date of receipt of application.
7. The Agency shall inform about packages, which can bring benefits for MCC on regular basis.
8. The Agency shall keep MCC updated about the changes in publication rates i.e. DAVP or DPR, UT, Chandigarh/Punjab & Haryana.
9. No guarantee business shall be given and the work shall be allocated to the Agency as per the decision and discretion of the Municipal Corporation.
10. The term of the Advt. Agency will be three years extendable for another one term on year to year basis if they are found to have rendered satisfactory services during the earlier period.

11. In case of unsatisfactory services, the Municipal Corporation reserves the right to delete the Agency from the panel at any point of time without assigning any reason.
12. The Commissioner, Municipal Corporation, Chandigarh reserves the right to accept/reject any or all the applications without assigning any reason whatsoever.

**Commissioner,  
Municipal Corporation,  
Chandigarh.**