

## INVITING EOI FOR EMPANELMENT OF MEDIA BUYING AGENCY

The Spices Board is inviting EOI from reputed Media Buying agencies for empanellment as Media agency of Spices Board for online and media promotions of promotinal films/advertisements on Spices and Spices Board.

### Terms and Conditions

- i) The firm/company should have atleast five years experience in handling similar assignments with Govt/ PSUs.
- ii) Should have an annual turnover of Rs 5 crore for past 3 years.
- iii) Should have pan India presence.
- iv) The conversion of the Advertisements/spots to the requiste format as per requiste shall be responsibiltiy of the agency
- v) The Censorship certificate for the media release and online-streaming of advertisements/spots as per requisite should be procured by the agency.
- vi) The payment shall be arranged in two installments – 40% as advance for each campaign against the proforma invoice and rest 60% on submission of final bills along with bills obtained in name of the agencies after sucessful completion of the campagin.
- vii) The empanellment shall be for one year.

Interested Media Buying agencies shall submit the EOI along with documents mentioned below:

### A Technical Bid

This should include the following details:

- The profile of the Agency along with details of its Pan India persence.
- The proof of annual turnover of Rs 5 crore for last 3 years.
- Proof of past five years experience in handling similar assignments with Govt /PSUs. The proofs like work order/ invoice of payment of work/appreciation letter form Govt/PSU firms for projects like branding through social media, online promotional sites, theaters and Televisions.

The technical bid documents shall be forwarded to Smt Aazra Nahas, Spices Board, NH By Pass, Palarivattom PO, Kochi 682025 so as to reach the addressee on or before **addressee on or before 28<sup>th</sup> April, 5.00 pm.**

Note: The bids shall be opened on 29<sup>th</sup> April 2016 at 10.30 am at the Spices Board, Kochi. The interested agencies who have submitted the EOI are invited to attend the bid opening.