

FREQUENTLY ASKED QUESTIONS (FAQs) – EMPANELMENT OF AD AGENCIES

What is the turnover criterion for qualification?

Agencies interested in applying for the empanelment must have an **average turnover** of Rs. 15 crore per Metro; and Rs. 3 crore per state capital, as mentioned in the EOI, over the last three years – FY 2014-15; FY 2015-16; and FY 2016-17

Can the agency submit the unaudited accounts for FY2016-17?

In the event that the balance sheet for FY 2016-17 has not been compiled/audited, the agency may submit the audited accounts for FY 2013-14; 14-15; and 15-16.

How many collaterals/ creatives have to be submitted for evaluation?

Only after the agency clears Stage I, it will be asked to submit creatives/collaterals for evaluation. No creatives are to be submitted in Stage I, i.e. with the application form in the tender box.

How many creatives does the agency need to submit in each category?

Since the committee will evaluate **only one** creative in each category, it is advised that the agencies submit only their best work for Stage II.

Can agencies form a consortium to participate in the empanelment process?

There is no provision in the EOI that enables applicants to bid in consortium.