



INDIAN OIL CORPORATION LIMITED
(Marketing Division Head Office)

INVITATION FOR EXPRESSION OF INTEREST (EOI)

FOR

EMPANELMENT OF CREATIVE ADVERTISING AGENCIES

EOI Ref: Branding/HO/Creative Agency
Date: 21.07.2017

Prepared and Issued By:

BRANDING DEPARTMENT
INDIAN OIL CORPORATION LTD
MARKETING DIVISION HEAD OFFICE
INDIANOIL BHAVAN
G-9, ALI YAVAR JUNG MARG
BANDRA (EAST), MUMBAI - 400 051

Name & Signature of Applicant along with stamp

INDEX

Sl. No.	Description
Part - 1	General Information and Notice Inviting EOI
Part - 2	Pre-qualification for Expression of Interest
Part - 3	Application Formats for Creative Advertising Agencies
Part - 4	Procedure for Application for EOI and Terms & Conditions
Part - 5	Creative Agency –Evaluation Criteria
ANNEXURE-I	Details of Relationship with IndianOil’s Directors etc.
ANNEXURE – II	Declaration of Black Listing / Holiday Listing
ANNEXURE – III	Proforma of Declaration regarding Child Labour

Name & Signature of Applicant along with stamp

Part - 1

General Information

Indian Oil Corporation Limited is the flagship Indian petroleum major and country's largest company with a turnover of Rs. 4,38,710 crore and profit of Rs 19,106 crore for the year 2016-17. IndianOil caters to nearly half of India's petroleum consumption, accounting for 31% of national refining capacity and 71% of downstream sector pipelines throughput capacity. IndianOil has a nation-wide network of over 47,000 customer touch-points backed by a robust marketing infrastructure comprising storage terminals, LPG bottling plants, Aviation Fuelling Stations etc. As India stands poised to transform into a major economic power on the global arena, IndianOil too is investing in enhancing its refining and pipeline throughput capacities while expanding its marketing infrastructure and retail network to meet the rising demand for petroleum fuels. Besides its successful forays into petrochemicals and gas marketing, IndianOil has also entered into exploration & production and renewable, alternative fuels which are major thrust areas for future business expansion. IndianOil's Marketing Division markets a range of products and services including motor/marine/aviation/industrial fuels, branded fuels, automotive/industrial lubricants, LPG etc.

Name & Signature of Applicant along with stamp

NOTICE INVITING EOI

1	EOI No.	NAME OF WORK	EARNEST MONEY DEPOSIT (EMD)
	EOI Ref: Branding/HO/Creative Agency	Empanelment of Creative Advertising agencies	NIL
2	EOI :		
	a) STARTS ON	21.07.2017 at 11:00 Hrs.	
	b) CLOSSES ON	14.08.2017 at 15:00 Hrs.	
3	PRE-BID MEETING	01.08.2017 at 15:00 Hrs.	
4	DUE DATE AND TIME :		
	a) SUBMISSION OF EOI	On or before 14.08.2017 by 15:00 Hrs.	

Name & Signature of Applicant along with stamp

Part 2

Pre-qualification for Expression of Interest

- (A) The agencies seeking to apply for the empanelment for the category of **Creative Advertising agencies** should meet the following pre-qualification criteria:-
- i) **The creative advertising agency must have the main/full-fledged office in Mumbai, complete with studio facilities, films department, strategic planning division in addition to comprehensive creative and client servicing resources.**
 - ii) **The applying agency should preferably not be servicing any other competing fuel, lubricant or gas/petrochemical brand.** But if they handle any of other competing brands, if selected to be empanelled, they would be required to execute confidentiality and Non-Disclosure Agreement (NDA) with respect to the marketing information shared with them for planning advertising campaigns.
 - iii) **The average annual gross billing of the agency over the past three fiscal years (upto 2016-17) should be not less than Rs. 45 Crore, only on creative billing (excluding the media billing).**
 - iv) **The agency, if selected, should commit a dedicated team of client servicing/creative resources for IndianOil.**

Name & Signature of Applicant along with stamp

Part 3

Agencies who meet the pre-qualification criteria as mentioned in Part 2 (A), seeking to apply for the empanelment of creative advertising agencies should submit the application in the following format:-

EOI Application for Creative Advertising Agencies

1	Name of Agency	:	
2	Regd. Office Address	:	
3	Details of the agency office in Mumbai		
	a	Address	:
	b	Total number of employees on the payroll of agency's Mumbai office	:
	c	Employees strength in the following functions	
		i) Creative	:
		ii) Production (Print/Film)	:
		iii) Studio	:
		iv) Planning	:
		v) Client Servicing	:
		vi) General Administration/Finance	:
4	Details of any other competing fuel, lubricant or gas/petrochemical brand handled	:	
5	If you are handling competing brands, are you prepared to execute confidentiality and Non-Disclosure Agreement (NDA) with IndianOil if selected to the panel?	:	Yes/No
6	Authorized agency official to be contacted		
	a	Tel. Nos	:
	b	Mobile No.	:
	c	Email id.	:

Name & Signature of Applicant along with stamp

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION

EOI Ref: Branding/HO/Creative Agency

7	Other cities in India where agency offices/branches located:	:	
8	Annual Gross Billing (for creative work only) for the following financial years		
	a	2014-15	:
	b	2015-16	:
	c	2016-17	:
	(Please attach copies of the audited balance sheet/P&L account/ financial statements. In case of combined gross billing of creative and media work, a certificate from a Chartered Accountant to be produced on the creative component of the gross billing)		
9	If selected, the agency would provide dedicated team of client servicing/creative resources for the IndianOil account		Yes/No
10	Brief profile of the agency including major clients being handled (in not more than 300 words)		To be attached

Authorized Signatory

Signature

Name & Designation

Date:

Place:

Seal of the agency

Name & Signature of Applicant along with stamp

Part 4

Procedure for application for EOI and terms & conditions

- a. Prospective applicants may download the detailed 'Invitation for Expression of Interest' free of cost from IndianOil website www.iocl.com/talktous/SupplierNotices.aspx from **21.07.2017** to **14.08.2017** (both days inclusive) and submit their EOI application (as in Part 3 of the EOI document) on their Letter Head along with the required information in original two(2) copies in a sealed envelope superscribing '**EOI For Empanelment Of Creative Advertising Agency**'. The envelopes are to be dropped in a designated drop box which is kept at the Branding department on the 7th Floor at the following address:-

General Manager (Branding)
Indian Oil Corporation Ltd. (Marketing Division, Head Office)
IndianOil Bhavan
G-9, Ali Yavar Jung Marg
Bandra (East)
Mumbai – 400 051
Tel: 022-26447500, 022-26447041, 022-26447175
Emails : rchidambaram@indianoil.in or vivekgoyal@indianoil.in

**The last date for the receipt of application for EOI is 14.08.2017 by 15:00 hrs.
Application received after due date and time will not be accepted.**

- b. Applicants shall ensure that the application is complete in all respect with supporting documents as required failing which the application may not be considered.
- c. The list of documents to be submitted along with the application are as follows:-
- i. Complete EOI document duly filled in, signed and stamped on each page.
 - ii. Letter of authorization for signing of EOI documents.
 - iii. Self attested copies of supporting documents and confirmations required to meet pre-qualification criteria, mentioned above in Part-3.
 - iv. Duly filled in, signed and stamped Details of Relationship with IndianOil Directors on agency letter head (Annexure-I)/Declaration of Holiday Listing on agency letter head (Annexure-II) /Declaration of Engagement of Child Labour on agency letter head (Annexure-III).

Name & Signature of Applicant along with stamp

- d. The application should be submitted strictly as per the format given in Part 3 of this EOI document.
- e. **PRE-BID MEETING:** In order to clarify doubts, if any, IndianOil will hold a pre-bid meeting with the agencies. The pre-bid meeting is scheduled at IndianOil office in Mumbai at the address mentioned at clause (a) at 1500 hrs. on 01.08.2017. Agencies are requested to send their intent to attend the meeting along with queries by mail at least 24 hrs. before the pre-bid meeting to the mail address rchidambaram@indianoil.in and vivekgoyal@indianoil.in
- f. IOCL takes no responsibility for delay, loss or non-receipt of documents sent by post/courier at any time either way. No financial obligation shall accrue to INDIANOIL in such an event.
- g. After scrutiny of the applications, the agencies shall be short-listed on the basis of eligibility in terms of the pre-qualification criteria as detailed above. All the eligible agencies thus short-listed would be required to make a pitch presentation to a committee of senior officials of IndianOil as per a marketing case brief to be given later. Top four creative advertising agencies as ranked by the committee would be taken on the panel.
- h. Empanelment of creative advertising agencies shall be valid for a period of two years with provision for extension for one more year from the date of empanelment.
- i. The creative advertising agencies to be empanelled would be required to serve the advertising needs of the Branding group of INDIANOIL based in Mumbai.
- j. INDIANOIL reserves the right to cancel the empanelment process without assigning any reasons.
- k. The issue of this document does not, in any way commit, or otherwise obliges INDIANOIL to proceed with all or any of the proposals received.
- l. The applicants are expected to submit all necessary documents in support of fulfillment of requirements in the first instance itself. However, in case any further document is found necessary for proper assessment, the applicants shall furnish the same within seven (7) days from the date of intimation by INDIANOIL, failing which the applicant will be considered as non-responsive and their application may not be processed any further. INDIANOIL reserves the right to verify the credentials of the applicants submitted in support of their fulfilment of requirements.

Name & Signature of Applicant along with stamp

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION

EOI Ref: Branding/HO/Creative Agency

- m. Any amendment issued prior to due date would be put on the aforementioned website of IndianOil viz. www.iocl.com/talktous/SupplierNotices.aspx. Prospective applicants are advised to keep visiting the web-site from time to time (till the deadline for submission of EOI applications). It would be presumed that applicants have examined all amendments on the website and have submitted their application accordingly.
- n. The EOI request is not the subject of any process contract or any contractual obligation between INDIANOIL and the applicant or potential applicants.
- o. INDIANOIL may at its absolute discretion, elect to abandon any part or whole of the process without giving prior intimation to the applicant or potential applicants. INDIANOIL reserves the right to revise/modify the specification as provided in the EOI document at any stage during the process of short-listing the parties against the EOI notice without assigning any reason whatsoever.
- p. INDIANOIL reserves the right to consider or reject any application at any point of time without assigning any reason, whatsoever.
- q. Any dispute arising or relating to this process shall be deemed to have arisen in Mumbai and shall be subject to adjudication of the courts in Mumbai city.
- r. It is mandatory for every applicant to fill all the documents as set out in the EOI document irrespective of their earlier association/empanelment with INDIANOIL.

Name & Signature of Applicant along with stamp

Creative Agencies – Branding: Evaluation Criteria & Format

Category	Factors	Notes on keywords	Max Points
Agency Credentials	Brand portfolio handled	Existing client base, brands handled and successful campaigns carried out.	15
	Recognitions	Awards, accolades and honours from professional bodies.	
Strength in Strategy	Understanding IndianOil’s brand architecture / positioning.	Understanding of the corporate and the product brands along with its relative dynamics, thorough understanding of the category / industry in which the brand operates / clarity in recommended positioning of the brand	20
	Positioning of individual brands.	Creative communication strategy factoring in competition analysis to enable a distinct strategic edge for the campaign.	
	Market sensitivity	Consumer insight of TG and the understanding of market behaviour in the respective market segments.	
Creative Strength	Creative approach.	Understanding brand personality, values and promise and use of the same.	30
		Ability of the creative content and creative format and innovation to stand out from the clutter for the proposed communication strategy.	
		Is the idea campaignable across different media and different regional languages?	
		Overall impact and stickiness of the idea facilitating recall.	
		Amenability of the creative idea to be translated into effective Below the Line (BTL) schemes/platform.	
		Aids in high recall and also motivates the consumer to complete the desired action.	
Agency In-house capabilities	Strength in communication planning	The proprietary planning tools available, the size, and credentials of Planning group.	15

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION

EOI Ref: Branding/HO/Creative Agency

		Ability to assess the impact of a campaign through adequate dipstick surveys to make course corrections, if required.	
	Production Capabilities./other infrastructure	Studio facilities/audio visual production facilities	
Strength in Execution	Strength in activation ideas and execution of promotions.	Event management, exhibition and ground activation capabilities.	10
		Track record of ideas executed and client references.	
Credentials of team assigned to IndianOil	The level of hierarchy represented at the pitch.	Signifies the importance they will give to IndianOil	10
	Size and quality of the team to be committed to IndianOil for client servicing/creative.		
	Professional profiles of the team leaders to be our partners.	References / professional track record	
Total			100

Name & Signature of Applicant along with stamp

On Agency Letter Head

DETAILS OF RELATIONSHIP WITH INDIANOIL'S DIRECTORS ETC.

Applicants should furnish following details in the appropriate part based on their organizational structure.

Organizational Structure	Part of the form applicable
Sole Trader	PART – A
Partnership	PART – B
Company Private/Public	PART – C

PART-A

(APPLICABLE WHERE APPLICANT IS SOLE PROPRIETOR)

1. Name of Applicant :
2. Address : Residence Office

Name & Signature of Applicant along with stamp

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION

EOI Ref: Branding/HO/Creative Agency

3. State whether applicant is related to any Director/(s) : Yes/No * of the Indian Oil Corporation Limited.

4. If 'Yes' to 3, State the name of INDIANOIL's Director & Applicant's relationship with him/her.

* Strike - out whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

PART - B

(APPLICABLE WHERE THE APPLICANT IS A PARTNERSHIP FIRM)

1. Name of the Partnership :
firm responding to the EOI

2. Address :

3. Name of Partners

4. State whether any of the :
partners is a Director to the
Indian Oil Corporation Limited. : Yes / No *

5. If 'Yes' to 4, State the name(s) of :
INDIANOIL's Director.

Name & Signature of Applicant along with stamp

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION
EOI Ref: Branding/HO/Creative Agency

6. State whether any of the partners : Yes / No *
is related to any of the Director(s)
of the Indian Oil Corporation
Limited.
7. If 'Yes' to 6 State the name(s) :
of INDIANOIL's Director & the
concerned partner's
relationship with him/her.

* Strikeout whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

INDIAN OIL CORPORATION LIMITED, MARKETING DIVISION
EOI Ref: Branding/HO/Creative Agency

6. If 'Yes' to (5), State the name(s) :
of INDIANOIL's Director.

7. State whether any of the Director of
the: Applicant's Agency is related to any
of the Director's of the Indian Oil
Corporation Limited.

8. If 'Yes' to (7), State the name(s) of
INDIANOIL's Director & the concerned
Director's (of the Applicant's Agency)
relationship with him/her.

* Strikeout whichever is not applicable.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

On Agency Letter Head

DECLARATION OF BLACK LISTING / HOLIDAY LISTING

In the case of a Proprietary Concern :

I hereby declare that neither I in my personal name or in the name of my Proprietary concern M/s. _____ which is submitting the accompanying application for EOI nor any other concern in which I am proprietor nor in any partnership firm in which I am involved as a Managing Partner nor any company in which I am a promoter or a Director or having controlling stake with minimum 26% share holding have been placed on black list or holiday list declared by Indian Oil Corporation Ltd. or its Administrative Ministry, (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here given particulars of blacklisting or holiday listing, and in absence thereof state “NIL”)

In the case of a Partnership Firm :

We hereby declare that neither we, M/s. _____ submitting the accompanying application for EOI nor any partner involved in the management of the said firm either in his individual capacity or as proprietor or managing partner of any firm or concern or as a promoter or Director or having controlling stake with minimum 26% share holding of any company have or has been placed on blacklist or holiday list declared by Indian Oil Corporation Ltd. or its Administrative Ministry (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here given particulars of blacklisting or holiday listing and in the absence thereof state “ NIL”)

Name & Signature of Applicant along with stamp

In the case of Company :

We hereby declare that we have not been placed on any holiday list or black list declared by Indian Oil Corporation Ltd or its Administrative Ministry (presently the Ministry of Petroleum & Natural Gas), except as indicated below :

(Here give particulars of black listing or holiday listing and in the absence thereof state "NIL")

It is understood that if this declaration is found to be false in any particular, Indian Oil Corporation Ltd. or its Administrative Ministry, shall have the right to reject my / our bid, and if the bid has resulted in a contract, the contract is liable to be terminated

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp

On Agency Letter Head

PROFORMA OF DELCLARATION REGARDING CHILD LABOUR

Children below prescribed age, as per various statutes of the land, are not employed. We will comply with various laws as may be applicable from time to time regarding prevention of Child Labour. We are aware that, our empanelment will be cancelled at any stage if we violate Child Labour Prevention Act.

PLACE:

DATE:

SIGNATURE OF THE APPLICANT

Name & Signature of Applicant along with stamp