

Minutes of pre-bid meeting held on 1st August 2017

Sub: Empanelment of Advertising Agencies and AOR

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

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The following queries were clarified during the pre-bid meeting held at IndianOil, Marketing Division Head Office on 1st August 2017.

The meeting was attended by 22 representatives from 15 advertising agencies.

The point-wise reply is as given below:

1. Some agencies informed that the audited balance sheet for the year 2016-17 is not yet finalized. In lieu of this, can they submit unaudited balance sheet?
 - It was clarified that the agencies need to submit audited balance sheet of latest three years along with the unaudited balance sheet of 2016-17 (if ready).
2. For full-fledged ad agency, how the creative billing bifurcation will be established through documents.
 - In case of full-fledged agencies, CA certificate needs to be submitted showing only the creative billing.
3. Is there any marks deduction for agencies handling competitor brands?
 - There is no deduction of marks, however, the agency should agree to execute confidentiality and Non-Disclosure Agreement with IndianOil, if selected to the panel as per application point no. 5.
4. Clarification regarding authorized person for agencies having multiple directors.
 - Board Resolution authorizing the concerned person to sign documents must be attached.
5. Is a consortium allowed to apply?
 - No. The agency applying for empanelment should meet all the pre-qualification criteria as per the Eoi document.
6. Is the IBF accreditation mandatory for media agencies?
 - No, IBF accreditation is not mandatory.