



REQUEST FOR EXPRESSION OF INTEREST

FOR

Empanelment of Creative and Advertising Agencies

Issued by:

Publicity & Public Relations Section
M&RR Wing
Head Office, 113 J C Road
Bengaluru - 560 002.

BID DETAILS IN BRIEF DESCRIPTION

Sl. No.	Description	Details
1.	EOI No.	EOI /01/2018 dated 04/03/2018
2.	Brief Description of the EOI	Request for Empanelment of Creative and Advertising Agencies.
3.	Bank's Address for Communication and Submission of Application	The Deputy General Manager Canara Bank, P&PR Section, M&RR Wing Head Office, 1 st floor, 113 J C Road Bengaluru -560 002 Tel - 080-22238184 Email: hopp@canarabank.com
4.	Date of Issue	04/03/2018
5.	Last Date of Submission of Queries	15/03/2018, Thursday, 12 Noon
6.	Date of Meeting for clarification on Queries	15/03/2018, Thursday, 03:00 Pm
7.	Last Date of Submission of Applications	26/03/2018, Monday, Up to 5.00 PM
8.	Application Fees (Non Refundable)	Rs. 5,000 /-(Rs. Five Thousand Only)

DISCLAIMER

The information contained in this Expression of Interest ("EOI") document or information provided subsequently to Applicant(s) whether verbally or in documentary form by or on behalf of Canara Bank (or Bank), is provided to the Applicant(s) on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided. This EOI document is not an agreement and is not an offer or invitation by Canara Bank to any parties other than the applicant(s) who are qualified to submit the Applications (hereinafter individually and collectively referred to as "Applicant" or "Applicants" respectively). The purpose of this EOI is to provide the Applicants with information to assist the formulation of their proposals. This EOI does not claim to contain all the information each Applicant require. Each Applicant may conduct its own independent investigations and analysis and is free to check the accuracy, reliability and completeness of the information in this EOI. Canara Bank makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI. The information contained in the EOI document is selective and is subject to updating, expansion, revision and amendment. It does not purport to contain all the information that a Applicant require. Canara Bank does not undertake to provide any Applicant with access to any additional information or to update the information in the EOI document or to correct any inaccuracies therein, which may become apparent.

Canara Bank reserves the right of discretion to change, modify, add to or alter any or all of the provisions of this EOI and/or the bidding process, without assigning any reasons whatsoever. Such change will be published on the Bank's Website (www.canarabank.com) and it will become part and parcel of EOI.

Canara Bank in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI. Canara Bank reserves the right to reject any or all the expression of interest / proposals received in response to this EOI document at any stage without assigning any reason whatsoever. The decision of Canara Bank shall be final, conclusive and binding on all the parties.

ABBREVIATIONS USED IN THIS DOCUMENT

Sl. No.	Abbreviation	Description
1.	CVC	Central Vigilance Commission
2.	RFP	Request for Proposal
3.	EOI	Expression of Interest
4.	M&RR WING	Marketing & Retail Resources wing
5.	P&PR SECTION	Publicity and Public Relations Section

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1. ABOUT CANARA BANK:

CANARA BANK, a body Corporate and a premier Public Sector Bank established in the Year 1906 and nationalized under the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970, having its Head office at 112, J C Road Bengaluru-560002 and among others is having M&RR Wing at 1st Floor, 113 J C Road, Bengaluru-560002. The Bank is having pan India presence of more than 6000 branches, 118 Regional Offices and 21 Circle offices situated across the States and presence in abroad. The Bank is working on Core Banking System using Flex cube solutions. The Bank is a forerunner in implementation of IT related products and services and continuously making efforts to provide the state of art technological products to its customers.

2. DEFINITIONS:

- 2.1. 'Bank' means, unless excluded by and repugnant to context or the meaning thereof, shall mean 'Canara Bank', described in more detail in paragraph 1 above and which has invited Applications under this Expression of Interest and shall be deemed to include its successors and permitted assigns.
- 2.2. 'EOI' means this Expression of Interest for Empanelment of Creative and Advertising Agencies for handling print, audio, digital and visual communications and providing solutions to advertising requirements of the Bank.
- 2.3. 'Applicant' means a Creative and Advertising Agency submitting the proposal in response to EOI.

3. ABOUT EOI:

- 3.1. Bank intends to empanel the Creative and Advertising Agency for handling print, audio, digital and visual communications and providing solutions to advertising requirements of the Bank.
- 3.2. The EOI document is not a recommendation or invitation to enter the contract, agreement or any other arrangement in respect of the services. The provision of the services is subject to compliance to selection process and appropriate documentation being agreed between the bank and selected consultant as identified by the bank after completion of the selection process.

4. OBJECTIVE:

- 4.1. Canara Bank invites application from reputed Creative and Advertising Agencies to submit their "Expression of Interest" who fulfills the eligibility criteria as given below for empanelment of Creative and Advertising Agencies for handling print, audio, digital and visual communications and providing solutions to advertising requirements of the Bank.

4.2 The Applicants satisfying the Eligibility Criteria as per the EOI and having experience in advertising, communication, design, media campaign and PR services in Banking and Financial Sector are preferred.

5. ELIGIBILITY CRITERIA:

Applicants meeting the following Eligibility Criteria may respond to this EOI:

Sl. No.	Eligibility Criteria	Documents to be submitted along with the EOI
1	The applicant should be a Firm/Company (including a Multi-national company) established in India and should have been in existence for the last 5 years as on 31.03.2018. (In case of merger / acquisitions / restructuring/ Name change, the date of establishment of earlier original firm / entity would be taken into account. No two entities joining together (JVs) specific to this project will be considered.	Copy of the certificate of incorporation and certificate of commencement of business or Registration certificate.
2	The Agency should have a pan India presence.	A Self declaration with details of branches and their addresses by the Applicant on Company's letter head
3	They should have a representative/ registered office at Bangalore with the required manpower and infrastructure for handling publicity of the size and stature of our Bank.	A Self declaration by the Applicant on Company's letter head.
4	The Agency should have experience of at least five years of working on advertising in the Banking industry and minimum staff strength of 15 handling Publicity and Advertising related Job. They should have an independent creative and media planning team in Bangalore and facilities to plan and execute campaigns, in the print, electronic, OOH and other media at the national level.	Proof of Bill for over 5 years having accomplished the work pertaining to the Publicity related Job.
5	They should have the resources to handle multi-media, multi-lingual publicity campaigns, with proficiency and proof reading facilities in major Indian languages.	A Self declaration by the Applicant on Company's letter head
6	The agency should have a total net worth of at least Rs. 1.00 crore as on 31st March 2017	To be supported by Balance sheet or Chartered Accountant Certificate
	The Agency should have a minimum billing of Rs. 10.00 crore per annum for the past three consecutive years 2014-15,2015-16 and 2016-17	To be supported by Balance sheet or Chartered Accountant Certificate
7	They should be an empanelled advertising agency currently for at least 3 Banks/Financial Institutions out	Empanelment Letter & Satisfactory letter from the

	of which 2 should be Public Sector Bank or Financial Institutions.	Banks/ Financial Institutions.
8	The Agency should have INS / IBF accreditation.	Copy of Certificate.
9	In respect of agencies who are presently empanelled in the Bank and in the past, their dealings with us must be satisfactory.	
10	They should not have been disqualified / de-empanelled by our Bank / any other bank / financial institution.	A notarized affidavit to this effect must be furnished.
11	The Applicant should not have been blacklisted/banned/disqualified by any regulator/statutory body.	A notarized affidavit to this effect must be furnished.
12	The Applicant's firm should not be owned or controlled by any Director or Employee or Relatives of Canara Bank	A Self declaration by the Applicant on Company's letter head.

Note: The decision of Canara Bank shall be final, conclusive and binding on all the parties. The Agencies shall fully familiarize themselves about the applicable Domestic Taxes (such as GST, Income Tax, duties, fees, levies, etc.) and amount payable by Department of Information Technology under the Contract. The Agencies, shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law.

6. APPLICATION MONEY:

6.1. The following amount shall be payable towards Application money.

Application fees for Rs.5,000/- (Non Refundable)	By way of DD favoring "Canara Bank" payable at Bengaluru issued by a Scheduled Commercial Bank.
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6.2. Further, all Applicants shall have to comply the following:

6.2.1. Failure to produce the documents as necessary proof along with the Application fee while submission of EOI proposal shall render the applicant ineligible for empanelment.

6.2.2. The Applicant should submit one DD for Application Fee.

6.2.3. The Applicant should not provide any commercial proposal with the response to this EOI.

7. SCOPE OF WORK:

The scope of work for the empanelled agencies shall be, but not limited to, the following:

- Conceptualization of creative and designing.
- Designing layouts for

- ◆ Brochures/Leaflets
 - ◆ Posters/Bulletins/Newsletters
 - ◆ Stage Backdrops
 - ◆ Annual Reports/Press Booklets etc.
 - ◆ Tender Ads/Notices/Statutory Ads etc.
 - ◆ Other Publicity Assignments.
- Planning Media Campaigns for our bank along with cost-benefit analysis.
 - Developing creative for release of our advertisements in Print, electronic and outdoor media.
 - Development of TV Commercials and Radio Jingles on our various products and services.
 - Release of advertisements in Print, Electronic and outdoor channels.
 - Event Management Support for arranging events like launch of new products / Conferences/ AGM/EGM/ Exhibitions etc.
 - Giving support in PR activities.
 - Any other work related to corporate publicity, media campaign, etc.
 - Execution of Media Releases as required by the Bank.

8. TERMS AND AWARD OF WORK:

- 8.1. The duration of Empanelment of proposed agencies will be for a period of **Two years**. However the Bank reserves the right to cancel or extend the validity period of empanelment.
- 8.2. Bank has the right to award the work to any of the empanelled agencies, depending on the exigencies of the work and for any particular work depending on the nature and magnitude of work.
- 8.3. Bank may, at its sole and absolute discretion, choose to avail all services or part thereof. Such decision will be advised during the course of the engagement.
- 8.4. Bank will define the evaluation methodology in line with CVC and regulatory requirements and industry trends.
- 8.5. The empanelled agency will be paid the expenses incurred by them during their services on the due submission of an itemized bill". The price quoted in the bill is exclusive of GST or any other applicable taxes and payments made will be subject to deduction of TDS and such other taxes as may be applicable from time to time
Further, all prices should be expressed in Indian rupees.
- 8.6 The successful agency/ies is/are required to enter into a contract with the Bank duly mentioning the terms and conditions and scope of work and remuneration criteria on mutually agreed terms.
- 8.7 The empanelled agencies should not use the ideas given to them for banking usage in favor of other institution

9. DE-EMPANELMENT OF APPLICANTS:

- 9.1. During empanelment period, the Bank reserves the right to reject any applications without giving any reasons. The Bank's decision will be final in this regard.
- 9.2. Bank should retain with themselves the authority to blacklist or bar a Applicant for a specified period of the time from participating in its procurement process where the Bank has authentic information that the Applicant has been debarred from participating in the procurement process by a foreign country, international organization or by a local organization on ground of fraud or corruption or for some other reason which, in the opinion of the Bank is not compatible with its procurement policy and ethical standard.
- 9.3. If the service provided by the Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment or for any Application is false or if irregularities shown by the Agencies when applying for the Applications, the Bank reserves the right to remove such Applicants from the empanelled list without giving any notice to the Agencies in advance.

10. PRE-EMPANELMENT QUERIES:

- 10.1. The Applicant should carefully examine and understand the scope and, terms and conditions of EOI and may seek clarifications, if required. The Applicants in all such cases seek clarification in writing in the same serial order of that of the EOI by mentioning the relevant page number and clause number of the EOI.
- 10.2. All communications regarding points requiring clarifications and any doubts shall be given in writing to the Deputy General Manager, M&RR Wing, HO, Bengaluru by the intending Applicants before 12:00 Noon on 15/03/2018.
- 10.3. No oral or individual consultation shall be entertained.
- 10.4. Bank has the discretion to consider any other queries raised by the applicant's representative during the pre-empanelment meeting.
- 10.5. The Bank will consolidate all the written queries and any further queries during the pre-empanelment meeting and the replies for the queries shall be made available in the Bank's website and no individual correspondence shall be made. The clarification of the Bank in response to the queries raised by the Applicant/s, and any other clarification/amendments/corrigendum furnished thereof will become part and parcel of the EOI and it will be binding on the Applicants.
- 10.6. Non receipt of reply to the queries raised by any of the Applicants shall not be accepted as a valid reason for non submission of application. In addition, non reply to any query may not be deemed the version of the Applicant as reflected in the query has been accepted by the Bank

11. AMENDMENT TO EOI:

- 11.1. At any time prior to deadline for submission of Applications, the Bank, for any reason, whether, at its own initiative or in response to a clarification requested by prospective Applicant, may modify the bidding document, by way of an amendment.
- 11.2. Notification of amendments will be put up on the Bank's website (www.canarabank.com) and will be binding on all Applicants and no separate communication will be issued in this regard.
- 11.3. In order to allow prospective Applicants reasonable time in which to take the amendment into account in preparing their Applications, the Bank, at its discretion, may extend the deadline for a reasonable period as decided by the Bank for the submission of Applications.

12. PREPARATION OF APPLICATIONS:

- 12.1. All Applications and supporting documents shall be submitted in English and on A4 size paper, spirally bound securely and in serial order.
- 12.2. All pages of EOI should be stamped and signed by Authorized Signatory of the Applicant. All pages of the Application document should be serially numbered and shall be signed by the authorized person/s only. The person/s signing the Application shall sign all pages of the Application and rubber stamp should be affixed on each page. The Applicant should submit a copy of Board Resolution or power of attorney document showing that the signatory has been duly authorized to sign the Application document.
- 12.3. The Conformity to Eligibility Criteria should be complete in all respects and contain all information sought for, as per ANNEXURE-1.

13. ERASURES OR ALTERATIONS:

The Offers containing erasures or alterations or overwriting will not be considered. There should be no hand-written material, corrections or alterations in the offer. Technical details must be completely filled in. Correct technical information being offered must be filled in. Filling up of the information using terms such as "OK", "accepted", "noted", "as given in brochure/manual" is not acceptable. The Bank may treat such Offers as not adhering to the tender guidelines and as unacceptable.

14. SUBMISSION OF APPLICATION:

14.1 Application forms, complete in all respects, may be sent in a sealed envelope superscribed "Empanelment of Creative/Advertising Agency" addressed to
The Deputy General Manager,
Canara Bank,
Publicity & Public Relation Section,
Marketing & Retail Resource Wing
Jeevan Prakash Building,
Head Office Annex.
113/1, J C Road, Bengaluru-560002.

14.2 The applications should confirm to the terms and conditions mentioned in the EOI.

14.3 The applications have to be submitted by the eligible agencies on/ before 26/03/2018 up to 5 P.M. after which no applications will be entertained.

14.4 Applications once submitted will be treated as final and no further correspondence will be entertained in this regard.

14.5 Further, Bank reserves the right to accept, reject either in full or in part all or any application or even cancel the EOI at any time during the EOI process and even re-issue a fresh EOI process without assigning any reason".

14.6 The Bank reserves the right to terminate the services of any agency at any point of time without assigning any reason whatsoever.

14.7 Canara Bank reserves the right to amend, modify, add or delete, accept or reject in part or full any conditions mentioned as above without assigning any reason thereof. The decision of the Bank will be final.

14.8 The amendments so carried out will be posted on Bank's website in the form of an addendum / corrigendum and the same will be assumed as reasonable notification to the agencies. Any such amendments made shall form an integral part of the EOI".

15. EVALUATION OF EOI:

15.1. The Bank will evaluate the application/s submitted by the applicant/s under this EOI by the appropriate committee of the bank. The Bank may engage an external agency for evaluation of the application. It is Bank's discretion to decide at the point of time.

15.2. At the time of evaluation of EOI, the Bank may, at its discretion, waive any minor non-conformity or any minor irregularity in the Application which does not constitute a material deviation. Bank's decision with regard to 'minor non-conformity' is final and the waiver shall be binding on all the Applicants and the Bank reserves the right for such waivers.

16. PROCEDURE FOR EMPANELMENT:

16.1 All the proposals received will be scrutinized to assess the eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected.

16.2 From the EOIs received, the agencies fulfilling the eligibility criteria will be asked to submit CDs and Pen Drive containing a presentation of some of their recent creatives, preferably for the Banking sector done by them both for print, digital, outdoor and electronic media.

16.3 The agencies will then be shortlisted based on the creatives.

16.4 The shortlisted agencies will be invited to make a presentation on a specific campaign/product as decided by the Bank.

16.5 The agencies will be evaluated based on the following:

- Recent creative work done for other Banks for print media.
- The agency's understanding of the needs of the financial sector, especially of Canara Bank.
- Recent posters/brochures on products designed by them for other banks.
- TV Commercials/Radio Jingles made by them for other corporate.
- Availability of infrastructure facilities.
- Media buying capabilities.

The final selection of agencies for empanelment will be done based on the above.

17. CLARIFICATIONS OF OFFERS:

17.1. During the process of scrutiny, evaluation and comparison of offers, the Bank may, at its discretion, seek clarifications from all the Applicants/any of the Applicants on the offer made by them. The request for such clarifications and the Applicants response will necessarily be in writing and it should be submitted within the time stipulated by the Bank.

17.2. The Bank can repeat this normalization process at every stage of Application submission till Bank is satisfied. The shortlisted Applicants agree that, they have no reservation or objection to the normalization process and all the technically shortlisted Applicants will, by responding to this EOI, agree to participate in the normalization process and extend their co-operation to the Bank during this process.

17.3. The shortlisted Applicants, by submitting the response to this EOI, agree to the process and conditions of the normalization process.

18. MODIFICATION/CANCELLATION OF EOI:

18.1. The EOI is not an offer by Canara Bank but an invitation to get the response from the interested Applicants for short listing the Applicants for Bank's requirements. No contractual obligations whatsoever shall arise from the Expression of Interest process.

18.2. The Bank reserves the right to cancel EOI process at any time, without thereby incurring any liabilities to the affected Applicant[s]. Reasons for cancellation, as determined by the Bank in sole discretion include but are not limited to, the following:

- a] Services contemplated are no longer required
- b] Change in the scope of work or due to unforeseen circumstances and /or factors and /or new developments
- c] The project is not in the best interest of the Bank
- d] Any other reason

18.3. The Bank also reserves the right to modify/cancel/re-tender without assigning any reasons whatsoever. The bank shall not incur any liability to the affected Applicant(s) on account of such rejection. Bank shall not be obliged to inform the affected Applicant(s) of the grounds for the Bank's rejection.

19. **RESPONSIBILITY FOR COMPLETENESS:**

19.1. The Applicant shall be responsible for any discrepancies, errors and omissions in the Application, or other information submitted by him irrespective of whether these have been approved, reviewed or otherwise accepted by the Bank or not. The Applicant shall take all corrective measures arising out of discrepancies, error and omissions in the Application and other information as mention above within the time schedule.

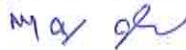
19.2. Willful misrepresentation of any fact within the Application will lead to the disqualification of the Applicant without prejudice to other actions that Bank may take. All the submission, including any accompanying documents, will become property of Canara Bank.

19.3. The Bank reserves the right to verify the validity of Application information and to reject any Application where the contents appear to be incorrect, inaccurate or inappropriate at any time during the process of EOI or even after the award of contract.

20. **INTIMATION TO THE SHORTLISTED APPLICANTS:**

The Bank reserves the right to intimate the shortlisted agencies on the basis of evaluation.


DEPUTY GENERAL MANAGER





ANNEXURE-1

Covering Letter Format

(Covering Letter has to be submitted in company's letter head)

Offer Reference No:

Date: dd-mm-yyyy

To
The Deputy General Manager,
Canara Bank,
P&PR Section, M&RR Wing,
1st Floor, Head Office, 113 J C Road,
Bengaluru - 560002

Dear Sir,

Sub: Empanelment of CREATIVE AND ADVERTISING AGENCIES

Ref: EOI/01/2018 dated 04/03/2018

Having examined the EOI document including all Annexure the receipt of which is hereby duly acknowledged, we, the undersigned, offer to get short listed as **CREATIVE AND ADVERTISING AGENCIES** with the said EOI.

If our offer is accepted, we undertake to participate in the

We agree to abide by and fulfill all the terms and conditions of the EOI and in default thereof, to forfeit and pay to you or your successors, or authorized nominees such sums of money as are stipulated in the conditions contained in EOI.

We enclose a list of Public Sector/ Private Sector Banks in India (giving their full addresses) to whom we consulted as Consultant.

We accept all the Instructions and Terms and Conditions of the subject EOI.

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us, our Application is liable to be rejected.

Date :

Place :

Signature with seal:

Name :

Designation :

ANNEXURE-2

Eligibility Criteria Declaration

(Eligibility Criteria Declaration has to be submitted in company's letter head)

Sub: Empanelment of CREATIVE AND ADVERTISING AGENCIES

Ref: EOI/01/2018 dated 04/03/2018

We have carefully gone through the contents of the above referred EOI and furnish the following information relating to Eligibility Criteria.

Sl. No.	Eligibility Criteria	Documents to be submitted along with the EOI	Complied Or Not
1	The applicant should be a Firm/Company (including a Multi-national company) established in India and should have been in existence for the last 5 years as on 31.03.2018. (In case of merger / acquisitions / restructuring/ Name change, the date of establishment of earlier original firm / entity would be taken into account. No two entities joining together (JVs) specific to this project will be considered.	Copy of the certificate of incorporation and certificate of commencement of business or Registration certificate.	
2	The Agency should have a pan India presence.	A Self declaration with details of branches and their addresses by the Applicant on Company's letter head	
3	They should have a representative/ registered office at Bangalore with the required manpower and infrastructure for handling publicity of the size and stature of our Bank.	A Self declaration by the Applicant on Company's letter head.	
4	The Agency should have experience of at least five years of working on advertising in the Banking industry and minimum staff strength of 15 handling Publicity and Advertising related Job. They should have an independent creative and media planning team in Bangalore and facilities to plan and execute campaigns, in the print, electronic, OOH and other media at the national level.	Proof of Bill for over 5 years having accomplished the work pertaining to the Publicity related Job.	
5	They should have the resources to handle multi-media, multi-lingual publicity campaigns, with proficiency and proof reading facilities in major Indian languages.	A Self declaration by the Applicant on Company's letter head	

6	The agency should have a total net worth of at least Rs. 1.00 crore as on 31st March 2017	To be supported by Balance sheet or Chartered Accountant Certificate	
	The Agency should have a minimum billing of Rs. 10.00 crore per annum for the past three consecutive years 2014-15,2015-16 and 2016-17	To be supported by Balance sheet or Chartered Accountant Certificate	
7	They should be an empanelled advertising agency currently for at least 3 Banks/Financial Institutions out of which 2 should be Public Sector Bank or Financial Institutions.	Empanelment Letter & Satisfactory letter from the Banks/ Financial Institutions.	
8	The Agency should have INS / IBF accreditation.	Copy of Certificate.	
9	In respect of agencies who are presently empanelled in the Bank and in the past, their dealings with us must be satisfactory.		
10	They should not have been disqualified / de-empanelled by our Bank / any other bank / financial institution.	A notarized affidavit to this effect must be furnished.	
11	The Applicant should not have been blacklisted/barred/disqualified by any regulator/statutory body.	A notarized affidavit to this effect must be furnished.	
12	The Applicant's firm should not be owned or controlled by any Director or Employee or Relatives of Canara Bank	A Self declaration by the Applicant on Company's letter head.	

Note: The decision of Canara Bank shall be final, conclusive and binding on all the parties.

Date :

Signature with seal:

Place :

Name :

Designation :

ANNEXURE-3
Application Form

APPLICATION FORM TO BE SUBMITTED BY CREATIVE AND ADVERTISING AGENCIES FOR RENDERING SERVICE TO CANARA BANK - EXPRESSION OF INTEREST.

1. Name of the Agency :
2. Address of Regd/Head Office :
3. Name of the Proprietor/
Partners/ Directors :
4. Authorized person to be contacted :

- Tel. No.s :
- Mobile No. :
- Fax No. :
- Email ID :
5. Date of Establishment :
6. No. of years in advertising business:
7. No. of branches/offices (if any)
& their addresses :
8. Whether accredited to
(copy to be enclosed) :

- a] INS :
- b] IBF :
9. Infrastructure : (At each centre)

 1. Creative Artists (Number) :
 2. Client Servicing (Number) :
 3. Other Staff (Number) :
 4. Total (Number) :

10. Financial Position :

Billing for 2014-2015	Billing for 2015-2016	Billing for 2016-2017

- (i) Turnover (Rs. in crores)
- (ii) Profit (Rs. in crores)

(Copies of Audited balance sheets and Profit & Loss Accounts to be enclosed).
(Declaration : - Self Declaration on the letter head that there are no outstanding
Income Tax /Sales Tax dues/Service Tax/ GST / any other taxes).

11. List of Major Corporate Clients Serviced :
(Give details of Corporate Clients and Banks as clients having annual billing with your Agency of Rs. 5.00 crore and above).

A] CORPORATE CLIENTS:

Sl. No	Name	Billing for 2014-2015	Billing for 2015-2016	Billing for 2016-2017
1				
2				
3				

B] SCHEDULED BANKS:

Sl. No	Name	Billing for 2014-2015	Billing for 2015-2016	Billing for 2016-2017
1				
2				
3				

12. Major campaigns handled during past two years :
(enclose certificate from the client).

Sl. No.	Name of the client	Nature of the campaign	Amount in lakhs

13. Give details of experience in making TVCs/Corporate Films/AVs for Banks in preceding 2 years:

Sl. No	Name of the Bank	Product	Billing for 2015-2016	Billing for 2016-2017
1				

14. Give details of other services offered to clients during preceding two years

Sl. No.	Name of the client	Nature of services offered

15. Give details of National / International awards in the field of advertising received during preceding two years :

Sl. No.	Name of the Award	Details of the Award

16. Bankers and their addresses :

1. Principal Bankers

2. Other Bankers

17. Details of application Money :

DD NO. & Date :
Bank/Branch :

18. List of enclosures :

Date

(Authorised Signatory)

Place

Seal

ANNEXURE-4

Authorization Letter Format
(Authorization Letter Format has to submitted in Company's Letter Head)

Date: _____

The Deputy General Manager,
Canara Bank,
P&PR Section, M&RR Wing,
1st Floor, Head Office, 113 J C Road,
Jeevan Prakash Building
Bengaluru - 560002

Dear Sir,

Sub: Empanelment of Creative and Advertising Agencies

Ref: EOI/01/2018 dated 04/03/2018

This has reference to your above EOI for Empanelment of Creative and Advertising Agencies.

Mr. / Miss/Mrs. _____ is hereby authorized to attend the
Application opening of the above EOI _____ DT: _____ on _____
on behalf of our organization.

The specimen signature is attested below:

Specimen Signature of Representative

Signature of Authorizing Authority

Name & Designation of Authorizing Authority

Place:

Annexure-5
Compliance Statement

(Compliance Statement has to submitted in Company's Letter Head)

Date: _____

The Deputy General Manager,
Canara Bank,
P&PR Section, M&RR Wing,
1ST Floor, Head Office, 113 J C Road,
Jeevan Prakash
Bengaluru - 560002

Dear Sir,

Sub: Empanelment of Creative and Advertising Agencies

Ref: EOI/01/2018 dated 04/03/2018

We understand that any deviations mentioned elsewhere in the Application will not be considered and evaluated by the Bank. We also agree that the Bank reserves its right to reject the Application, if the Application is not submitted in proper format as per subject

Sl. No.	Description	Complied Yes/No
1	Scope of Empanelment	
2	Empanelment procedure	
3	Instructions to the Applicants	

We hereby declare that the information submitted above is true to the best of our knowledge. We understand that in case any discrepancy is found in the information submitted by us our tender is liable to be rejected.

Date

Signature with seal

Name :

Designation :