

Application for Empanelment as Advertising Agency for Bharat Electronics Limited

1. Name of Ad Agency:
2. Year of Incorporation:
3. Number of branches and locations with address, contact person & contact details along with details of in-house facilities location-wise – including number of employees with break-up of how many in creative, media & client servicing:

Sl. No	City / town in which branch (es) is/are located	Contact address, phone & mail ID	In-house facilities (for design, printing, translation, etc)	No. of employees - with break-up of how many in creative, media & client servicing

4. Annual billings for the last 5 years (enclose Annual Report or Auditor's Statement)

Year	2013-14	2014-15	2015-16	2016-17	2017-18
Billings (in Rs.Cr.)					

5. Year of accreditation to INS (enclose INS certificate or letter):
6. Whether INS accreditation is still valid: Yes / No
7. List of clients – especially Defence PSU and electronics clients & customer references:

Sl.No.	Name of Client	Major Work Executed	Year in which Executed

8. Tell us in a maximum of 500 words how you can help BEL improve its visibility in the highly competitive market space with private companies entering the defence arena.