



BHARAT ELECTRONICS LIMITED

Expression of Interest for Empanelment of Advertising Agencies

Bharat Electronics Limited (BEL) is India's foremost Defence electronics company. A Navratna PSU under the Ministry of Defence, it has nine Units spread across the country and has over 350 products in the areas of Radars, Missile Systems, Military Communications, Naval Systems, Electronic Warfare & Avionics, C4I Systems, Electro Optics, Tank Electronics & Gun/Weapon System Upgrades, Solar Systems, Electronic Components and civilian products like Electronic Voting Machine and Point of Sale device.

BEL empanels advertising agencies for release of tender/ recruitment/ notice/ financial advertisements and various design and printing works. BEL is inviting applications from reputed advertising agencies fulfilling the following criteria for empanelment as a full-service agency:

I. Scope of Services

The Scope of Services for ad agencies shall broadly consist of the following:

a) Media releases:

- Providing media estimate for national and international newspapers and magazines.
- Providing artwork for display, tender, recruitment, statutory and notice ads.
- Release of advertisements in the selected media in India and abroad (mainly Vietnam, Oman, Sri Lanka, Myanmar and other SAARC, South Asian, Middle East, African and South American countries)

b) Designing and printing work:

- Designing/printing of souvenir ads, image and product ads, brochures, coffee-table books, table/wall calendars, annual reports, leaflets, house journal, newsletters, greeting cards, invitation cards, stickers and stamps and fixing

banners, backdrops and visuals for hoardings, kiosks and display halls, standees, exhibition display material, etc.

- Designing of new power point templates and ads, banners & infographics for websites and social media.
- Making corporate/product films/videos using own facilities/outsourcing

II. Criteria for selection of agency:

a) Essential criteria:

1. INS accreditation
2. Minimum annual billings of Rs.10 crores
3. Well-equipped office in Bangalore with full-fledged creative, media and client servicing teams and high-end PCs with latest design and typesetting software (like Corel Draw, Adobe InDesign, Photoshop, etc), branch offices with client servicing facilities in Delhi, Mumbai, Chennai and Hyderabad and offices/outsourcing partners to provide Hindi/vernacular language translation, artwork and designing support, release of advertisements and printing and delivery of banners/posters/standees, etc, on fabric or other accepted material which is bio-degradable and environment friendly at various locations pan India like Kolkata, Gandhinagar, Jammu, Chandigarh, Allahabad, Visakhapatnam, Lucknow, Kochi, Agra, etc.
4. Should be able to support BEL Units at Bangalore, Ghaziabad, Pune, Machilipatnam, Panchkula, Chennai, Kotdwara, Hyderabad and Navi Mumbai to design, print and erect visuals (and change every quarter) on BEL hoardings and update Display Hall visuals at these locations.

b) Desirable criteria:

1. Experience in working with Defence / Telecom PSUs / Information & Communication Technology (ICT) industry and the electronic industry.

III. Empanelment Process:

- a) Briefing:** Ad agencies which apply for empanelment and fulfil the above-mentioned criteria will be initially called for a briefing on BEL to help them have a better understanding about the Company.
- b) Rate Contract Format and Presentation:** After the briefing, the agencies will be handed over a Rate Contract Format for Designing and Printing work and Media Releases. They will also be told to make a Presentation to the Selection Committee on an appointed day.

- c) **Presentation:** The Presentation shall include the agency's credentials, industry experience, client profile, latest concepts / trends in advertising, branding plan and mock advertisement campaign for BEL including sample advertisements and media plan.
- d) **Technical Qualification:** Seeing the Presentations, the Selection Committee shall Technically Qualify the ad agencies based on the following:
- Creativity (ability to think out of the box and design something new, original and imaginative).
 - Concept (ability to create basic theme(s) for a mock advertising campaign of BEL).
 - Media Strategy (ability to chalk out a media strategy/plan for enhancing the brand value of BEL through print, digital, social and outdoor media).
 - Knowledge of the latest concepts / trends in advertising (the presentation shall include the agency's views on the latest trends in branding).
- e) **Evaluating Rate Contract Format submitted by technically qualified ad agencies:** At the time of the Presentation, the ad agencies will have to submit sealed envelopes containing their respective quotes for Designing and Printing work and Media Releases in the Rate Contract Format given to them during the initial briefing. The sealed quotes of only those ad agencies selected as technically qualified by the Selection Committee will be opened.
- f) **Selection of agencies for empanelment:**
- The selection will be based on **L1** rate quoted in the Rate Contract Format for routine media releases and printing/designing work.
 - Other agencies will be asked to confine to the **L1** rate so that they can be empanelled.

It is proposed to empanel 3-5 ad agencies for a period of two years, which may be extended further for one more year if their services are acceptable.

IV. Applying for empanelment:

If your ad agency fulfils the above criteria and have the capability to carry out the activities mentioned in the Scope of Services, you are required to submit your details including the following information to reach us **on or before February 8, 2019, only in the prescribed application format, which is available for download:**

1. Year of incorporation & detailed Company profile
2. Annual billing for the last 5 years
3. INS certificate, with details of year of accreditation to INS and whether accreditation is still valid
4. List of offices – main office, branch offices and outsourcing partners in above-mentioned locations

5. In-house facilities location-wise – including number of employees with break-up of how many in creative, media and client servicing
6. List of clients — especially Defence / Telecom PSUs / Information & Communication Technology (ICT) industry and the electronic industry — with customer appreciation letters.
7. A 500 word write-up on how you can help BEL improve its visibility in the highly competitive market space with private companies entering the Defence arena.

The above should be sent in an envelope superscribed '**Empanelment of Advertising Agencies**' so as to reach the following address by **February 8, 2019**:

**Mr Naveen Namboodiri
Manager (Corp.Comm)
Bharat Electronics Limited
Outer Ring Road
Nagavara
Bangalore – 560 045, Karnataka
Ph: 080-25039254**