



**ASSAM INDUSTRIAL DEVELOPMENT
CORPORATION LIMITED**

(A Government of Assam Undertaking)

R.G.Baruah Road, Guwahati-781 024

Ph. : 0361-2201215, 2202216, Fax : 0361-2200060

CIN: U75112AS1965SGC001246

AIDC/ PR/Empanel/2018/07/2323

Date:10.06.2019

NOTICE INVITING PROPOSAL FOR EMPANELMENT

Sealed proposals are invited from reputed Advertising agencies having in-house design expertise and their registered head office in Guwahati for empanelment with Assam Industrial Development Corporation Limited, as Advertising Agencies to cater to assignments for designing and printing of publicity materials and putting up stalls in exhibitions etc. The following documents are required to be enclosed:-

- 1) Profile of the agency and work experience specifying no of years.
- 2) Evidence of competent creative set-up and details of staff strength.
- 3) List of clients and performance certificate from any three clients.
- 4) Documents as proof of executing similar assignments for PSU & Govt. Sector.
- 5) Evidence of average annual turnover of Rs 50 lakh in last three years.
- 6) Audited balance sheet for last 3 years.
- 7) Pan No. & GST No.
- 8) Trade Licence.
- 9) Tender fee of Rs 1000/- by D.D in favour of Managing Director AIDC Ltd payable at Guwahati.

Selection Criteria

1. The selection of agencies shall be done strictly on the basis of eligibility criteria (strict compliance in submitting the above documents), past experience, field verification.
2. Minimum two and maximum four advertising agencies shall be selected for the panel.
3. The period of empanelment will be for three years and may be extended for a year based on the performance.

Proposals should be addressed to Managing Director, Assam Industrial Development Corporation Ltd., R.G. Baruah Road, Guwahati-24 in sealed envelope marked "Application for Empanelment of Advertising Agencies" and will be received till 1.00 PM on 26.6.19. Date of Tender opening : 26.6.19 at 3.00 PM.

AIDC Ltd. reserves the right to reject any or all proposals without assigning any reasons whatsoever.

Managing Director