



CENTRAL ELECTRONICS LIMITED, 4-INDUSTRIAL AREA, SAHIBABAD-201010 (U.P.)

CEL / P&S / Retail Sale /Branding / 2020-21

Dated: 05.06.2020

CENTRAL ELECTRONICS LIMITED (CEL)

INVITES

EXPRESSION OF INTEREST (EOI)

FOR

SELECTION OF BRANDING & CREATIVE AGENCY

FOR

**CEL'S SOLAR PV MODULES & SYSTEMS
AND DIVYANAYAN**



1. About Central Electronics Limited(CEL):

Central Electronics Limited (CEL) is a Public Sector Enterprise under the Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, (Government of India) which has been working in a number of high Technology & Strategic Areas including Defense Electronics, Integrated Security & Surveillance Systems, Solar Photovoltaic and Railway Signaling Equipments.

2. Scope of EOI:

Central Electronics Limited (CEL) invites Expression of Interest from eligible Business entities for selection of Branding and Creative Agency for CEL's products (Solar PV Modules & Systems and Divyanayan (Reading machine for visually impaired)).

3. Definitions:

In this document the following abbreviations and expressions have the meaning hereby assigned to them as follows:

- a) **CEL:** means CENTRAL ELECTRONICS LIMITED, 4, INDUSTRIAL AREA, SAHIBABAD (UP) and its offices at Delhi, Pune & Chennai.
- b) **BIDDER/PARTY:** means the proprietary firm, firm in partnership, limited company private or public or corporation.
- c) **EOI:** means Expression of interest (EOI) for selection of Branding and Creative Agency for CEL's products (Solar PV Modules & Systems and Divyanayan).
- d) **Products:** CEL's Solar PV Modules & Systems and Divyanayan

4. Selection Process:

- a) The bidders shall have to compulsorily submit their complete bids i.e. technical bid and the price bid separately in a sealed envelope super-scribing the category applying for EOI no., Name of the EOI and Due Date before the last date and time by registered post or by hand to the following address:

**General Manager (P&S)
Central Electronics Ltd
Site 4, Industrial Area,
Sahibabad, UP 201010**



- b) The bidders must follow the tentative schedule for selection process as below:

Date of issue of EOI	06/06/2020
Last date for receiving queries/requests for clarifications	16/06/2020 by 15.00 Hrs
Pre-bid online meeting for clarifications of queries	17/06/2020 at 14.00 Hrs
Last date of submission of bid	22/06/2020 by 15.00 Hrs
Opening of Bids	22/06/2020 by 15.30 Hrs

5. Eligibility Criteria for Bidders : This is shown separately as per Annexure-1

6. Processing Fee:

EOI processing fee of Rs.1000 (One Thousand only) + GST @18% (Total Rs.1180/-) will be charged. The applicant needs to submit the fee along with its proposal in form of DD or online digital payment or NEFT. The details of CEL's account are as below:

Beneficiary Name: Central Electronics Limited , **Payable at:** Sahibabad

Current Account No.87761250000014 **IFSC:** SYNB0008776

Syndicate Bank, Site-4 Industrial Area, Sahibabad (Ghaziabad), UP

7. Cost of Bidding:

The Bidder shall be responsible for all the costs associated with the preparation of its Proposal and its participation in the bidding process. CEL will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of bidding. CEL shall have no liability in this regard if it decides to terminate the process of short- listing for any reason whatsoever.

8. Clarification of Bid Documents:

- a) A prospective bidder, requiring any clarification on the Bid Documents, shall notify CEL by 15.00 Hours on 06.06.2020 and will be replied by CEL in writing / online session on 08.06.2020 at 14.00 Hrs.
- b) The bidders are required to keep a watch on the CEL website w.r.t. any amendment in the EOI document or to clarification to the queries raised by the bidders till a day prior to the opening of the bid. CEL reserves the right for rejection of bids if the bids are submitted without taking into account these amendments / clarifications. Further bidder will be fully responsible for downloading of the EOI document and amendments for their completeness.



CENTRAL ELECTRONICS LIMITED, 4-INDUSTRIAL AREA, SAHIBABAD-201010 (U.P.)

- c) All correspondence / enquiries should be submitted to the following in writing by post/courier/e-mail:
ATTN. OF: General Manager (P&S), Address: 4, Industrial Area, Sahibabad, UP.
- d) The Queries on E-mail id:<anilmahajan@celindia.co.in>shall be preferred.

The right to suspend the short –listing process or part of the process to accept or reject any or all applications at any stage of the process and/ or to modify the process or any part thereof at any time without assigning any reason is reserved by CEL without any obligation or liability whatsoever.

9. Authorization:

Authorization letter issued in favor of the signing authority on behalf of the bidder.

- a. Power of Attorney/Board Resolution/Authorization by partner on letter head of company in favor of the person authorized to sign and submit the EOI document
- b. In case of company memorandum of association and article of association along with a board resolution authorizing the concern person to sign and submit the tender shall be annexed with this tender
- c. In case of partnership copy of partnership deed along with certificate of registration issued by registrar of firms will be required to be submitted along with the tender/EOI signed by one of the partner. In case the EOI/Tender is signed by the authorized signatory i.e. other than the partner of the firm/ director of the company an authorization given by all the partner of the firm need to be submitted additionally.

10. Bidder's Responsibility:

The following is the sole responsibility of the bidder:

- a. The Bidder is expected to examine carefully the contents of all the documents provided. Failure to comply with the requirements of EOI Document will be Bidder's own responsibility
- b. All other matters that might affect the Bidder's performance under the terms of this EOI Document.
- c. CEL shall not be liable for any mistake or error or neglect by the Bidder in respect of the above

11. Other Terms & Conditions:

- a. This EOI does not constitute any form of commitment on part of CEL for any purchase order/work order. Furthermore, this EOI confers neither the right nor an expectation on any company to participate in the proposed Service. CEL reserves the right to not to consider any or all the applications (bids) received or stop the process of EOI at any stage, if it is required to meet its business objectives. The



partner shall bear all costs associated with the preparation and submission of the EOI. The CEL will not be responsible or liable for any costs, regardless of the conduct or outcome of the bidding process.

- b. CEL reserves the right to restrict the list of pre-qualified parties/applicants up to any numbers. CEL has the sole discretion to accept/reject one/all EOI without assigning any reason whatsoever.
- c. CEL also reserves the rights to accept/reject any offer at any stage of the process and/or modify the process or any part thereof or to vary terms at any time without giving any reason.
- d. This advertisement does not constitute and will not be deemed to constitute any commitment on part of CEL for any purchase / work-order nor any expectation on any party to participate in the future proposed tenders.

12. Final decision making authority:

- a) CEL reserves right to accept or reject any application and finalize the pre-qualification process and reject all application at any time, without assigning any reason whatsoever and shall not be held liable for any such action.
- b) CEL is not responsible for non-receipt of EOIs within the specified date and time due to any reason including postal delays or holidays in between.
- c) CEL also reserves full right to cancel the order or terminate the contract any point of time during the period of work order without assigning any reason thereto.

13. Jurisdiction and Applicable Law :

All matter connected with the EOI, shall be governed by the law of India (both substantive and procedural) for the time being in force and shall be subject to exclusive Jurisdiction of the courts at Ghaziabad.

14. Modification in Request for EOI document:

At any time prior to the deadline for submission of EOIs, CEL may modify any part of this document. Such change(s) if any may be in the form of an addendum/corrigendum and will be uploaded in CEL's website <https://www.celindia.co.in>. All such change(s) will automatically become part of this EOI and binding on all applicants. Interested applicants are advised to regularly refer the CEL's URLs referred above.

15. Bid Submission:

- a) This is a commercial tender document and parties are advised to submit their complete bid offers (Technical & Price Bid in two separately sealed envelopes) with separately prices according to the terms of EOI.
- b) Even though BIDDERS may satisfy the above requirement, he would be liable to disqualification if it has made misleading or false representation or deliberately suppressed the information in the



forms, statements and enclosures required in the EOI pre-qualification document.

16. Scope of work (Deliverables):

- a) At least two theme designs as to how the bidder proposes to Brand the CEL's products (Solar PV Module & Systems and Divyanayan)-
Max. Duration allowed- 3 weeks after receiving the work order.
- b) To design the front page & back page of the main brochure of CEL's both the products separately including the message to be conveyed to target audience with graphics to the satisfaction & approval of CEL.
Max. Duration allowed- 4 weeks after receiving the work order.
- c) To design the hoarding (Soft and printed form in A4 size paper)—3 creative with 3 different messages for both the products to attract the target market.
Max. Duration allowed- 6 weeks after receiving the work order.
- d) Advertisement (Soft and printed form in A4 size paper)- 3 different creative with 3 different messages.
Max. Duration allowed- 7 weeks after receiving the work order.
- e) Web Banner of size 300mm x250 mm and 720x90- 3 different creative with 3 different messages for both the products to attract the target market.
Max. Duration allowed- 8 weeks after receiving the work order.
- f) To arrange the best promotional A/V (Audio-visual) short duration documentary film for around 5 minutes on both the products separately.
Max. Duration allowed- 10 weeks after receiving the work order.
- g) To prepare Advertisement Clip on CEL's products for the duration of 10 to 15 seconds and arrange its publicity on two most reputed National TV Hindi Channels (one News Channel & one Entertainment Channel- Please mention the name) during the time frame of 8 am to 11 pm daily for the minimum period of 6 months.
Max. Duration allowed- 12 weeks after receiving the work order.
- h) In addition to the above, the monthly performance of the publicity of CEL's Advertisement on Electronic media like TV etc. shall be reviewed by the party periodically.
- i) The tentative timeline for each of the above activities, indicating its start and end date, may be submitted by the bidders. The project start and completion date shall also be submitted from the date of issue of work order. However, preference shall be given to those bidders who will work on it on fast track basis on highest priority.
- j) Any other work related to BRAND BUILDING of the products which is not mentioned above but required for effective branding, shall be performed by the party without any additional cost to CEL.
- k) The bidder should submit the prices of each and every activity (as per the broad scope of work defined above) separately in INR in the **Price bid only**.



17. Technical Evaluation Process:

- a) For the purpose of selecting the most eligible party, the parameters for composite evaluation of the rating of bidders shall be considered. The respective weight age for the Technical Score (TS) and the Financial Score (FS) are set out in the table below:

Sr.	Description of Parameters for composite evaluation score
1	Weight for Technical Score (Tw)=70 marks (0.70)
2	(B) Weight for Financial Score (Fw)= 30 marks (0.30)
3	(C) Combined Score (A+B) = 100 marks (1.00)

- b) The evaluation of proposals shall be on the principle of Combined Technical Cum Cost Based Selection (CTCCBS) based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

- c) The lowest Financial Bid Price (L1) quoted by the bidder will be given a Financial Score (FsL1) of 100 points which will be treated as 30 Marks. The Financial Scores (FsLn) of the other bidders will be determined using the following formula: $FsLn = 100 \times L1/Ln$

Where:

FsLn = Financial score of other bidders.

Ln= Financial Bid Price quoted by other bidders (in INR),

L1= Lowest Financial Bid Price.

- d) Technical Weightage Criteria:

The Evaluation Committee appointed will carry out the evaluation of Proposals on the basis of the following evaluation criteria and points system. Each evaluated Proposal will be given a technical score as detailed below. The maximum marks to be given under each of the evaluation criteria are:

Sr.	Technical Weightage Criteria	Total Marks
	Total marks for Technical weightage for following 3 activities covering Branding, Brand Communication & Creative work	100



1.	<p>Branding & Brand Communication Strategy Document to be submitted with the bid –(Maximum10 pages)</p> <p><i>This document should address following points:</i></p> <p>Understanding of the products to be branded.</p> <p>Clearly Understanding the target audience</p> <p>Influencing factors for Branding</p> <p>Branding strategy (specific)</p> <p>Communication Strategy (specific)</p> <p>Creative examples for multiple media</p> <p>Documents clearly indicating the details of publicity like timeline, media, duration, type and quality of advertisements ((ads) for the product etc.</p> <p>Other aspects as recommended by the bidder</p> <p>This strategy document has to be submitted with the bid & is different from the presentation mentioned below.</p>	<p>Technical Approach-10</p> <p>Work Methodology-10</p> <p>Work Plan-5</p> <p><u>Total=25 Marks</u></p>
2	<p><u>Presentation</u></p> <p>Document submitted as mentioned in Sr No 1 above is to be presented in ppt (Power Point) form by the bidder clearly depicting the strength of bidder based on the relevant experience to perform as per the requirement of CEL.</p>	<p><u>Total=25 Marks</u></p>
3	<p>Similar Experience in Past:</p> <p>The Bidders should have completed at least 2 projects of Comprehensive Branding & Communication strategy with creative designing. Preference will be given to those bidders having experience of successful completion of at least one project of Branding awarded by any Central or State PSU/Govt. Institution or Govt. department or Authority or Corporation for which 30 marks out of 50 marks will be available for them.</p> <p>Experience to be clearly demonstrated as part of the Bid submission with their supporting documents and same should</p>	<p>15 marks for each Project for Govt./PSU &</p> <p>10 marks for each Project for Pvt. Co.</p> <p><u>Total=50 Marks</u></p>



	also be demonstrated in detail in the presentation.	
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Note: Bidder has to score at least of 70 marks (out of 100 marks) in the above technical proposal to qualify for opening of financial/price bid. Financial/price bids of only those bidders shall be opened who will be declared qualified in technical proposal by obtaining at least 70 marks.

e) Combined Score (CS):

The Proposals will finally be ranked in accordance with their Technical Score (TS) and Financial Score (FS):

$$\text{Combined Score (CS)} = (\text{TS} \times \text{Tw}) + (\text{FS} \times \text{Fw})$$

Where:

TS= Technical Score,

Tw and Fw are the weights assigned to Technical Proposal and Financial Proposal that will be proportioned as 70:30

The Applicant achieving the highest combined technical and financial score will be considered to be the successful bidder. In case of the situation of tie, the work will be awarded to the bidder having highest experience in number of projects executed successfully and not with the years of experience.

18. Payment Schedule:

a) 25% payment: On approval of following by the competent authority of CEL:

- i) Two theme designs for Branding the CEL's products (Solar PV Module & Systems and Divyanayan).
- ii) Front page & back page of the main brochure of CEL's both the products separately including the message to be conveyed to target audience with graphics to the satisfaction & approval of CEL.
- iii) Design of the hoarding (Soft and printed form in A4 size paper)—3 creative with 3 different messages for both the products to attract the target market.
- iv) Ads (Advertisement in Soft and printed form in A4 size paper- 3 different creative with 3 different



messages.

- v) Web Banner of size 300mm x 250 mm and 720 x 90- 3 different creative with 3 different messages for both the products to attract the target market
- b) **10% Payment:** Promotional A/V (Audio-Visual) short duration documentary film for around 5 minutes on both the products separately
- c) **20% Payment:** After 30 days of successful preparation & Publicity of the Advertisement Clip on CEL's products for the duration of 10 to 15 seconds and arrange its publicity on two most reputed National TV Hindi Channels during the time frame of 8 am to 11 pm daily for the minimum period of 6 months.
- d) **25% Payment:** the payment shall be made in 5 months of equal installments i.e. @5% per month on successful publicity of Ads on TV as explained in above clause 18(g).
- e) **Balance 20%** payment shall be made on successful closure of work as per the terms of work order.

19. Security Deposit:

The successful bidder shall deposit an amount equal to 10% of the work order value as security deposit within 15 days of receipt of work order in the shape of bank guarantee or NEFT/RTGS or bank draft in favour of CEL, payable at Sahibabad which shall be returned back or refunded after successful completion of the work.

20. Arbitration Clause:

All the disputes, difference controversies/difference of opinions, breach and violation arising from or related to this agreement between the parties, then the same shall be resolved by mutual discussion /reconciliations in good faith. If Disputes, difference controversies/difference of opinions, breach and violation arising from or related to this agreement cannot be resolved within 30 days of commencement of reconciliations/discussions then the matter shall be referred to the sole arbitrator, nominated by CMD CEL for this purpose and his decision shall be final and binding on both the parties and there will be no objection to any such appointment on the grounds that the Arbitrator is an Employee of CEL and no appeal on any order passed by the Arbitrator shall be filed in any court of Law on this ground. The cost of arbitration shall be shared equally between the parties. The arbitration proceedings shall be held at CEL Sahibabad.

21. Governing Law and Jurisdiction



Disputes arising from these terms of the order will be governed by and construed in accordance with the laws of India and shall be subject to the Jurisdiction of Courts at Ghaziabad only. In such a case the Company shall have right to withhold all money till the final decision of the dispute by the Competent Court.

22. Force Majeure:

An event of force majeure is an event or circumstance which is beyond the control and without the fault or negligence of the party affected and which by the exercise of reasonable diligence the party affected was unable to prevent provided that event or circumstance is limited to the following:

- i. Riot, war, invasion, act of foreign enemies, hostilities (whether war be declared or not) acts of terrorism, civil war, rebellion, revolution, insurrection of military or usurped power, requisition or compulsory acquisition by any governmental or competent authority;
- ii. Ionizing radiation or contamination, radio activity from any nuclear fuel or from any nuclear waste from the combustion of nuclear fuel, radioactive toxic explosive or other hazardous properties of any explosive assembly or nuclear component;
- iii. Earthquakes, flood, fire or other physical natural disaster, but excluding weather conditions regardless of severity

23. Liquidated Damage (LD):

LD @ 1% of the work order value per week or part thereof shall be deducted on the portion of delay / default subject to maximum 10% of the work order value.

**Annexure-1****Eligibility Criteria for Bidders**

The firm should have been in the business of Brand building of product &/ or services with Communication & Creative services such as preparation of Advertising creative and other promotional material, collateral or related activities **for the minimum period of 3years.**

S.No.	Eligibility Criteria	Document to be Submitted
General Eligibility Criteria		
1.	Company/firm/proprietorship registration. The firm must have been registered for 3 Years or more.	Company Registration Certificate Company Profile Memorandum and Article of Association (company/firm) / other relevant document. In case of Proprietors indicating details of Directors/ Partners/ Proprietors. 4.other registration certificate, if any required
Financial Eligibility Criteria		
2.	Copy of PAN card and GST registration	Duly Signed and stamped Copy.
3.	Company Balance Sheet and Profit and Loss statement	Audited P/L account and balance sheets for any two financial years in the last three Financial years.
Experience Eligibility Criteria		
4	Experience for minimum 3 years with successful completion of minimum 2 projects of Branding of any products &/or services with Communication & Creative services such as preparation of Advertising creative and other promotional material, collateral or related activities preferably the experience with any Central or State PSU/Govt. Institution or Govt. department or Authority or Corporation.	Self-certified declaration showing experience of 3 years with successful completion of minimum 2 projects along with a copy of Experience Certificates issued by any Central or State PSU/Govt. Institution or Govt. department or Authority or Corporation or Private company
Note: All the documents submitted should be duly signed and stamped by the authorized person		



Annexure-2

Bidder- Data Format

1. Name of Firm / Company:
2. Address
3. Name of contact Person
4. Contact /Mobile Number
5. Email address
6. PAN of Firm / Company
7. GST of Firm / Company
8. Banks Details
 - a. Account Number
 - b. Nature of account
 - c. IFSC Number
 - d. Bank Name & Branch
 - e. Account Holder Name

Correspondence with respect to this tender may be addressed to Mr/Ms..... at Email id.....and mobile no..... I/We accept that CEL may send SMS and/or email regarding this tender/any other tender, award of contract, purchase order(s) and/or any other information on any/all mobile nos. mentioned in this vendor data sheet. I/We certify that the information given herein is correct to the best of my knowledge and belief.

Signature of Proprietor/Director/CEO/Chairman

Seal of the company/concern



Annexure-3

TO WHOM SO EVER IT MAY CONCERN
(On Company's Letter Head)

1. M/s_____undertake that we will comply with all the terms and condition of the Work Order/ Purchases Order issued by CEL.
2. We undertake to provide the full support for the offered services as per EOI terms.
3. We undertake to deliver the services on time as specified in EOI.

Signature of the Authorized signatory

Name & Designation

Date:

Place:



Annexure-4

TO WHOM SO EVER IT MAY CONCERN
(On Company's Letter Head)

Contact detail of the authorized signatory and an authorized contact person on behalf of the applicant is to be provided as under:-

Particulars	Authorized signatory for signing the EOI	Authority authorizing
Name		
Designation		
Email Id		
Landline tel no.		
Mobile No.		
Address		