

Bidder's Eligibility Criteria

Bidders meeting the following criteria are eligible to submit their Bids along with supporting documents. If the Bid is not accompanied by all the required documents supporting eligibility criteria, the same would be rejected.

S. No.	Eligibility	Supportive document required
1	Bidder must be an Indian firm/ company /organization registered under applicable Act in India.	Copy of the Partnership deed/Bye Law/ Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office.
2	<p>a. Bidder should have experience of minimum 5 years in creations of advertisements for offline (TV, Print, OOH & Radio etc) as required in the RFP as on 31.03.2024.</p> <p>b. Bidder should have experience of minimum 3 years in creations of advertisements for Digital platforms as required in the RFP as on 31.03.2024.</p>	Copy of the order and / or Certificate of completion of the work. The Bidder should also furnish user acceptance report.
3	The Bidder should be a profitable organization (on the basis of PAT) for at least 3 out of the last 4 financial years namely FY 2019-20, FY 2020-21, FY 2021-22 and FY 2022-23	Copy of the audited Balance Sheet and / or Certificate of the Chartered Accountant for preceding three years.
4	The Bidder must have an average turnover of minimum Rs. 20 crore during the 3 financial years FY 2020-21, FY 2021-22 and FY 2022-23.	Copy of the audited Balance Sheet and / or Certificate of the Chartered Accountant for preceding three years.
5	Bidder should have full-fledged office at Mumbai.	A copy of latest Landline MTNL or BSNL phone bill /Electricity bill/ Registration with shop and establishment Dept./ Registered rent or lease agreement in the name of bidder.
6	Bidder should have statutory registration(s) with Tax and other compliance authorities	A copy of PAN/TAN/ VAT/Service Tax /GST Registration No.(whichever applicable) in the name of bidder
7	The bidder should have provided similar service to minimum 2 clients in BFSI sector in each of the last 3 years. Client references are required (Start	Copy of the Agreement with the clients or Undertaking from clients on client's letterhead or Purchase Order from client. Minimum 02 Client certificates in the last 3 years along with Self Certification of total client list for each

	and End Date of the Project to be mentioned).	year separately. The retainership services provided during the course of each financial year will be acceptable only when the retainership period is minimum 3 months in that particular financial year.
8.	The bidder should have provided similar service to minimum 5 clients in Non BFSI sector which includes FMCG, Telecom, Retail & other service industry in each of the last 3 years. Client references are required (Start and End Date of the Project to be mentioned).	Copy of the Agreement with the clients or Undertaking from clients on client's letterhead or Purchase Order from client. Minimum 05 Client certificates in the last 3 years along with Self Certification of total client list for each year separately. The retainership services provided during the course of each financial year will be acceptable only when the retainership period is minimum 3 months in that particular financial year.
9	Past/present litigations, disputes, if any (Adverse litigations could result in disqualification, at the sole discretion of the Bank)	Brief particulars of litigations, disputes, if any are to be given on Company's letter head.
10	The Bidder should agree to the terms and conditions of Service Level Agreement as per Annexure-M , should they become the successful bidder	Bidder should specifically confirm on their letter head in this regard.
11	Bidder should not have been blacklisted for deficiency in service by any Public Sector Bank/other govt entities during the last 10 years.	Bidder should specifically confirm on their letter head in this regard.

Documentary evidence must be furnished against each of the above criteria along with an index. All documents must be signed by the authorized signatory of the Bidder.

Signature

Seal of Company