

**Headquarters**  
**EMPLOYEES' STATE INSURANCE CORPORATION**  
**PANCHDEEP BHAVAN: C.I.G. MARG**  
**NEW DELHI- 110 002**  
**Telephone/Fax-011-23236764**  
**Website : [www.esic.nic.in](http://www.esic.nic.in)**

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**Expression of Interest for empanelment of Company/Firm for  
advertising in Cinema/Theatre**

Employees' State Insurance Scheme of India, is a multidimensional social security system which provides benefits to the workers (earning upto Rs. 10,000/- per month) and their family members in the exigencies of sickness, maternity, employment injury, disablement, death and unemployment.

**Employees' State Insurance Corporation** intends to empanel professionally managed Companies/Firms, who are in the business of advertisement on cinemas/theatres for releasing its (ESIC) advertisements in all categories of Cinemas/Theaters across India. The offer document can be collected from Public Relations Branch, 2<sup>rd</sup> Floor, Panchdeep Bhavan, C.I.G. Marg, New Delhi – 110002.

**Deadline of submission : 27.05.2009 (11.00 AM)**  
**Date of Opening : 27.05.2009 (02.00 PM)**

For downloading of Offer Document visit [www.esic.nic.in](http://www.esic.nic.in)

**Addl. Commissioner (P.R.)**

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**PUBLIC RELATIONS BRANCH**  
PANCHDEEP BHAVAN: C.I.G. MARG  
NEW DELHI- 110 002  
[www.esic.nic.in](http://www.esic.nic.in)

**Offer Document**

**For**

**Empanelment of Company/Firm for advertising  
in Cinema/Theatre**

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## **1. INTRODUCTION**

**Employees' State Insurance Corporation** is responsible for administering the E.S.I. Scheme which provides benefits to the workers (earning Rs. 10,000/- per month or below) and their family members in the exigencies of sickness, maternity, employment injury, disablement, death and unemployment

- \* Started on 24 February 1952, the ESI scheme is the country's first multi-dimensional social security system for workers in the organized sector.
- \* Covers a total beneficiary population of 4.69 crores today
- \* Has the country's largest medical infrastructure facilities under its umbrella. The E.S.I. Scheme has 146 hospitals, 42 Hospital annexes, and 1397 dispensaries. The scheme boasts of 27727 beds, 9000 doctors of different levels and about 45000 para-medical staff.
- \* Is the most affordable social security system with the lowest contribution rate for multiple health insurance benefits.
- \* Takes care of the client and his/her dependants from day one of entering insurable employment
- \* Is the only health insurance scheme that offers full medical care to workers and their dependants without any ceiling on individual expenditure?
- \* Offers a special package of full medical care to retired/disabled insured persons for self and spouse for a nominal contribution of Rs. 120/- per annum
- \* Offers economic protection through cash payments in the event of sickness, temporary/permanent disablement, maternity, death due to employment injury or occupational disease and unemployment. For proper administration of the scheme in general and the cash payments in particular, the E.S.I. Corporation has 51 regional/sub-regional/divisional offices and 795 branch offices/pay offices throughout the country.

## **2. Duration of Empanelment**

The empanelment will normally be for a period of three years. Empanelment can be extended by one more year depending on the performance and service of the Company/Firms.

**However, ESIC reserves the right to terminate the empanelment of any Company/Firm at any time or to go into fresh empanelment before three years, depending upon circumstances.**

## Qualifying Criteria

The minimum qualifying technical requirements are stipulated below:

- a. The annual turnover of the Company/Firm must be more than Rs. 5.00 crore during the last three years i.e. 2005-06, 2006-07 and 2007-08.
- b. The eligible Company/Firm must give their profile which should mention at least 10 major clients of the Company/Firm. The copies of all such work order showing release of cinema advertisements from major clients may invariably be enclosed.
- c. The Company/Firm have to deposit Rs. 25, 000/- as earnest money.
- d. The Company/Firm should be registered with appropriate authorities and must be complying with the laws applicable to them.
- e. Other details such as company profile, organizational structure, associates/consultants, availability of appropriate equipments and staff etc. should be given.
- f. **The company/firm should clearly mention the mode/technique of releasing the advt. in cinema i.e. via satellite (digital), celluloid, analog or some other media.**
- g. The cinema/theatre must also be spread across entire country and must have good presence in all categories i.e. A, B, C, etc.
- h. ESIC will provide only Digi-Beta tape/beta tape for showing the Advt. in all theatres. Any conversion cost will be borne by the Company/Firm.
- i. Cost of obtaining censor certificate will be borne by the company/firm.
- j. The attested proof of each spot shown in cinema must be given alongwith invoices.
- k. The Company/Firm must provide flexibility to start, change, and stop the Advt. within 24 hours after the delivery of material.
- l. The Company/Firm must be able to deliver the audience of the first week of any movie in maximum number of theatres.
- m. The ESI Corporation reserves the right for cancellation of the contract without assigning any reason.
  - i. The Company/Firm should have a full fledged office in Delhi with sufficient staff.
  - j. The Company/Firm should have valid Registration Numbers under Service Tax/Sales Tax & also Permanent Account Number (PAN) under Income Tax.

The details of documentary proof in this regard are to be submitted along with the offer document in the format enclosed at Form-II.

**Note**

- a) Canvassing in any form will attract disqualification.
- b) In case of the discovery at any stage about false information and submission of fake/tampered documents in support of the above or suppression of facts, the bid shall be rejected and empanelment, if already done with ESIC shall be cancelled. In such a case, ESIC reserves the right to blacklist such agency for a period as per its own discretion.

**4. SCOPE OF WORK**

The ESI Corporation will release its advertisements in the Cinema/Theatres (all categories) all over the country.

**5. SUBMISSION OF DOCUMENT**

The Company/Firm shall submit offer documents in sealed envelope containing technical (alongwith Form I, Form II & Form III as sample given below) for releasing the ESIC advt. in Cinema/Theatres all over the country alongwith EMD of Rs. 25,000/- in the form of Demand Draft payable at ESIC Fund, A/Cs. No.-1, New Delhi to the Addl. Commissioner (PR), ESI Corporation, CIG Road, New Delhi-110 002 by 11.00 AM on 27.05.2009.

**Only those short-listed company/firm, who qualify the technical criteria will be asked to submit financial proposal.**

**6. EVALUATION OF OFFERS**

**The technical bid will be opened on the same day i.e. 27.05.2009 at 2.00 PM in the Committee Room, 2<sup>nd</sup> Floor, Hqrs. Office by the Evaluation Committee.** The offers not meeting the qualifying requirement will be summarily rejected.

**7. PERIODIC REVIEW**

The performance of the empanelled Company/Firm will be subject to continuous reviews. Company/Firms showing poor performance and service will be warned and serious action, including termination may follow. At any stage, the decision of ESIC will not be open to question and will be treated as final. ESIC also reserves the right to terminate the empanelment of any company/firms without issuing a warning. Performance and services of company/firms would be reviewed on completion of one year. Further continuation of the services, thereafter, shall depend upon the satisfactory performance during the period under review.

**8. ESIC reserves the right to terminate the services of any company/firms at any time without assigning any reason whatsoever.**

**(On letterhead of Company/Firm)**

**FORM – I**

PROPOSAL FOR EMPANELMENT

**FROM:**

**TO:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sir,**

**Subject: Empanelment of Company/Firm for advertising in Cinema/Theatre  
(TECHNICAL BID)**

I/We \_\_\_\_\_ company/firm enclose our Proposal for  
selection of my/our company/firm for Empanelment.

Yours faithfully,

Signature: \_\_\_\_\_

Full Name: \_\_\_\_\_  
(in capital letters)

Designation: \_\_\_\_\_

Address: \_\_\_\_\_  
(Authorized Representative)

Telephone No. \_\_\_\_\_

**QUALIFYING REQUIREMENTS FOR EMPANELMENT OF COMPANY/FIRMS FOR  
ADVERTISING IN CINEMA/THEATRE**

**(To be submitted by Company/Firm in the following order on their letter heads**

1. Minimum annual turnover for the last three consecutive years should be at least Rs. 5 crores (Rupees five Crores only)

	<b><u>Total Billing</u></b>	<b><u>Rs. in crores</u></b>
a)	<b>2005-06</b>	_____
b)	<b>2006-07</b>	_____
c)	<b>2007-08</b>	_____

**(Attach certificate from chartered accountant)**

2. Whether registered with any appropriate authorities Yes/No

If Yes

- Copy of certificate of authority (as on the date of applying)
- Details for registration for the last five years.

1. Name of the Company/Firm

- A. (a) Address of Delhi Office (Please attach telephone bill as confirmation certificate of the address)

Tel. Nos.:  
Fax No. :  
E-mail :

- (b) Name of the contact person at Delhi (with designation)

Tel. Nos.:  
Fax No. :  
E-mail :  
Mobile No.:

- (c) Furnish detailed information on the infrastructure available in Delhi Office:

- (d) No. of persons working in Delhi office.

Details of Staff

Sl. No.	Name & Designation	Telephone			E-mail Address
		Off.	Res.	Mobile	
1					
2					
3					
4					
5					
6					



- B. Full address of the Head Office with name of incharge (Please attach telephone bill as confirmation certificate of the address)
  - C. Furnish detailed information on the infrastructure available in the Branch Offices.
  - D. Year of Establishment  
 Legal status of company/firm (Proprietor/Partnership/Private Ltd./Public Ltd.)  
 Copy of Partnership Deed/Certificate of Incorp./Registration required.
4. Please provide information on the works based on which the company/firm is seeking qualification (Attach Work Orders and / or other documentary proof in support)
- Submit your two best **AD CAMPAIGNS** designed and released in Cinema/Theatres.
  - Details of experience in releasing the advt. in Cinema/Theatres all over the country.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature - \_\_\_\_\_  
 Full Name \_\_\_\_\_  
(In Capital letters)  
 Designation \_\_\_\_\_  
 Address- \_\_\_\_\_  
(Authorized Representative)

Note:

1. If needed, the company/firm can use separate sheets for explaining the above points
2. ESIC reserves the right to verify the facts given by the agency, with any authority, if required.

**PARTICULARS REQUIRED FOR EMPANELMENT OF COMPANY/FIRM (to be submitted by the company/firm in the following order on their letter heads)**

1. Are you an empanelled with ESIC now or were you, at any time, in the past? If so, please mention details.
2. Name of Managing Director, Directors and top management (Separate sheet may be enclosed with Bio-data and other details)
3. List of reputed clients presently servicing (Public sector & Private sector to be mentioned separately).
4. Details of AWARDS/APPRECIATIONS received for advts. launched in cinema from any reputed publications/recognized institutions? (If yes, attach copies of certificates).
5. PAN No./Service Tax No./Sales Tax No. (attach photocopy)
6. Attach a copy of Partnership Deed/Certificate of incorporation/registration.
7. Audited Balance Sheets, P&L Statement and Income Tax Statement filed for the FY 2005-06, 2006-07 & 2007-08
8. A copy of the latest IT return.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature \_\_\_\_\_

Full Name \_\_\_\_\_

(In Capital letters)

Designation \_\_\_\_\_

Address- \_\_\_\_\_

(Authorized Representative)

**Note :**

1. If needed, the company/firm can use separate sheets for explaining the above points.
2. ESIC reserves the right to verify the facts given by the agency, with any authority, if required.