

**EXPRESSION OF INTEREST FOR EMPANELMENT
OF AUDIO-VISUAL PRODUCTION AGENCIES**

I. EMPANELMENT OF AUDIO-VISUAL (AV) PRODUCTION AGENCIES: Export-Import Bank of India ('the Bank') invites sealed Expression of Interest ('the Application') from interested AV Production Agencies, having at least 5 years of experience in production of corporate films & documentaries, ad films, short films for social media, managing live webcast / FB Live / YouTube Live, video coverage of events, animations & graphics, post-production and editing footage, etc. to support the AV requirements of the Bank.

II. PRE-QUALIFICATION CRITERIA FOR EMPANELMENT OF AV PRODUCTION AGENCIES:

The Agencies should have:

- (a) presence in India, with a full-fledged office in Mumbai, with minimum staff strength of 5;
- (b) minimum Annual turnover of ₹ 20 lakh in the last 2 years (i.e. FY 2015-16 and FY 2016-17) (documentary evidence to be attached);
- (c) been in existence for the last 4 years, i.e. the date of incorporation of the Agency should not be later than 31st March 2013;
- (d) developed Corporate & Documentary Films and managed live event coverage (proofs to be enclosed); and
- (e) experience working with Banks and PSUs (proofs to be enclosed).

III. TERMS & CONDITIONS FOR EMPANELMENT:

- a) The agencies should not be disqualified/ blacklisted by Reserve Bank of India, Indian Banks' Association and/or by any other Bank. The promoters and / or directors of the agency should have a clean track record. A declaration by the Agency to that effect is to be enclosed with the Application.
- b) The agencies should have full-fledged office in Mumbai and branches / tie-ups in other major cities.
- c) The agencies shall have sufficient experience in working with banking & financial services institutions (BFSI).
- d) The agencies shall have a proven track record of meeting a diversity of communication requirements at short notice.
- e) The agencies should have latest equipment and have either own studios or tie-ups with studios for post-production.
- f) The Bank reserves the right to reject all or any application/proposal without assigning any reason thereof.

- g) Conditional or Incomplete Applications for empanelment are liable to be rejected.
- h) The agencies are expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to the Bank's interest. Agencies will maintain confidentiality on matters disclosed till proper instruction is issued. The Bank reserves the right to impose penalty in case of any violation of the above.
- i) Minimum of two Agencies will be empanelled for a period of three years subject to the satisfaction of the Bank after the period of one year. If the empanelled Agency's services do not meet the Bank's expectations, the Bank will have the right to terminate the services of the Agency and appoint the next short-listed Agency without any obligation or without assigning any reasons to anyone and the Bank shall not be held liable for any losses or damages caused by such action.

IV. PAYMENT

- a) The payment will be on project basis, assigned to the agency that provides the lowest quotation.
- b) No advance payment shall be made to the agency.
- c) All applicable taxes including Income Tax etc. will be deducted at source as required under Income Tax Act, 1961 and other relevant provisions of Law as applicable.

V. JURISDICTION

In case of any dispute or difference arising between the parties under this Application and arising/ relating to this Application shall be governed by and construed in accordance with the laws of India and the parties hereto irrevocably submit to the exclusive, jurisdiction of the Courts in MUMBAI to try any suit, proceeding in connection herewith in that behalf.

VI. SUBMISSION OF APPLICATIONS FOR EMPANELMENT

The applications must be submitted in sealed cover, superscribed "EoI for Empanelment of AV Production Agency" addressed to General Manager, Corporate Communications Group, Export-Import Bank of India, Floor 21, World Trade Centre Complex, Centre One Building, Cuffe Parade, Mumbai - 400005 on or before **5 PM on Friday, May 5, 2017**.

VII. DOCUMENTS TO BE SUBMITTED ALONG WITH APPLICATION FORM

- a) Balance Sheets for 2015-16 and 2016-17 or a proof of turnover, attested by a competent authority.

- (**Note:** As per the documents, if the Agency is not found eligible then the Agency will be barred from the selection process at any stage.)
- b) Declaration by the agency as stipulated in Clause III (a). Format as per Annexure I.
 - c) Two proofs of existing clients from BFSI / Government sector with references who can be contacted for validation.
 - d) Detailed profiles of proprietor / producer, who will be assigned to the Bank, as per the specified format in Annexure II.
 - e) Copy of PAN Card and Service Tax registration certificate of the Agency.

VIII. SELECTION PROCEDURE- FOR EMPANELMENT

The agencies which fulfill the criteria at (II & III) above would be evaluated according to following criteria as per marks apportioned:

A. Infrastructure & Capabilities: Weightage - 60 Marks

(Point wise answers to be provided)

- A.1. Detailed profile of Proprietor / Producer of the agency: 15 Marks (Relevant qualifications to be attached as per Annexure II).
- A.2. Prior work experience on developing corporate & documentary films: 15 Marks (proof of work done for existing clients to be furnished).
- A.3. List of Government / PSU / BFSI clients handled. 15 Marks (5 Marks for each client, with maximum 15 marks).
- A.4. Prior experience working with Exim Bank: 10 Marks.
- A.5. Presence in India and overseas: 5 marks (1 Mark for each office)

NOTE: Based on the above criteria (A), a maximum of 5 shortlisted Agencies will be called for presentation in the Bank in mid of May 2017, where they would be evaluated as per the following points. It is in the interest of the Agencies that they be prepared with their Presentations at the time of submission of applications. They may be invited for presentations at a short notice. The duration for the presentations will be approximately 30 minutes:

B. Presentation of Credentials: Weightage - 40 Marks

- B.1. Presentation on the Bank's existing positioning and proposed strategy to enhance the Bank's image through corporate films: 20 Marks
- B.2. Case study where the Agency provided exemplary services to its client, and any accolades received by the Agency: 20 Marks

Please Note: Shortlisting of the agency/agencies will be done strictly on the criteria given above. The Bank reserves the right to shortlist, select or reject any or all the agencies. The Bank's decision will be final in selection of the agency/agencies. The agency selected by the Bank will be informed accordingly.

APPLICATION FOR EMPANELMENT

1. NAME OF THE AGENCY:
2. OFFICE ADDRESS IN MUMBAI:
3. PHONE :
4. FAX :
5. E-MAIL :
6. AGENCY STRUCTURE :
(Whether Partnership Firm or Sole Proprietorship Firm or Private Limited/Limited Company etc.)
7. NAME OF DIRECTORS / PARTNERS/ PROPRIETORS ETC.:
(Along with PAN Card)
8. BRANCH(ES) / TIE-UPS(If any):
9. DATE OF INCORPORATION:
- 10.TURNOVER OF THE AGENCY DURING PAST 2 YEARS (IN ₹ lakhs)
(To be supported by audited balance sheet or documents attested by a competent authority, for last two years)
YEAR
2014 – 2015:
2015 – 2016:
- 11.SERVICE TAX REGISTRATION NO.: (Please attach the copy)
- 12.PAN NO. OF THE FIRM: (Please attach the copy)
- 13.DETAILS REGARDING ANY CIVIL SUIT/LITIGATION IN THE CONTRACTS EXECUTED BY THE AGENCY DURING THE LAST 5 YEARS. GIVE DETAILS IF ANY:

ANNEXURE I

Declaration

I /We do hereby certify that:

- (i) Our Agency has not been disqualified / blacklisted by Reserve Bank of India, Indian Banks' Association, any other Bank and/or Company;
- (ii) No litigation is being pursued against the Agency or its promoters and / or directors;
- (iii) The Agency and its promoters / directors have not defaulted with any of its lenders and no dues or demands are pending against them;

The information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Signature

Name and Designation of Authorized Signatory

Name of the Agency

Seal

Date:

Place:

(In case the Agency is unable to make this declaration, please provide information regarding the reason for disqualification by RBI / IBA/ any other institution and the reason(s), thereof.)

ANNEXURE II

**FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF
WHO WILL BE DEDICATED TO EXIM BANK AFTER EMPANELEMENT**

1. Name of Producer / Proprietor:
2. Date of Birth:
3. Nationality:
4. Education [*Indicate college/university and other specialized education, giving names of institutions, degrees obtained, and dates of obtainment*]:
5. Work undertaken that best illustrates capability to handle tasks assigned:
 - Name of assignment or project:
 - Year:
 - Location:
 - Client:
 - Main project features:
 - Accolades, if any:

Signature