

## **Empanelment of Advertising Agencies**

1. National Bank for Agriculture and Rural Development (NABARD) desires to empanel advertising agencies with excellent track record. NABARD may spend annually about Rs.5 to 10 crore on advertising its financial products, services, schemes and programmes as also appointment/tender notice Ads. The job involves conceptualizing, creating and releasing and advertisements in media at national and regional level. As regards media the Bank might choose print, electronic as also outdoor media, NABARD may also seek elaborate plan for integrated communication system including PR Agency services for addressing larger media related issues.
2. For this purpose, NABRD invites advertising agencies to send their "Expression of Interest" in a sealed cover clearly superscribing "Expression of Interest" to General Manager (PR), NABARD, 8<sup>th</sup> floor, B Wing, C-24, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 at or or before 4.00 pm on 17 December 2008.
3. Agencies fulfilling the following criteria only should apply :
  - (i) The agency and its associate should have full INS accreditation for press advertisement and Prasar Bharti / All India Radio accreditation for electronic media advertisement in force for last three years.
  - (ii) The agency and its associates should have minimum average annual turnover for the last three years of Rs.25 crore as per audited balance sheet.
  - (iii) The agency should have been in business for a minimum 5 years.
  - (iv) Agency should have full-fledged office in Mumbai with minimum staff of 25 persons and relevant infrastructure and manpower / creative personnel preferably with branch office in other metros and major cities.
  - (v) Agency should have exposure in advertising in rural areas and for rural masses.
4. The Expression of Interest should be accompanied by a brief profile of the agency, names of clients with turnover, samples of major jobs undertaken during the last five years especially in the financial sector and income tax / service tax clearance certificate / copies of Income Tax returns for the past three years.
5. On receipt of Expression of Interest NABARD will invite eligible agencies for presentation.

6. NABARD reserves the right to reject any or all the responses without assigning any reason. Canvassing in any form will be considered a disqualification.
7. The decision of the Committee after going through the presentations of the advt. Agencies will be final.

K.R. NAIR  
General Manager  
PUBLIC RELATIONS