

No. 21/01/HDG(Tender Rate)/2425/OM

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
SOOCHNA BHAWAN, CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

Date: 07 November 2025

ADVISORY

Subject: Invitation of Bids for Empanelment of Outdoor Advertising Agencies for Display of Hoardings under Category–B Outdoor Media for Campaigns of Central Bureau of Communication (CBC) and Notification of Pre-Bid Meeting

1. Bids (Technical & Financial) are invited for Empanelment of Outdoor Advertising Agencies for providing hoarding display services under Category–B Outdoor Media for publicity campaigns of the Central Bureau of Communication (CBC).
2. The Request for Proposal (RFP) No. 21/01/HDG (Tender Rate)/2425/OM dated 07.11.2025 on the above subject is enclosed herewith and is also available on the CBC website (<https://cbcindia.gov.in>) and CPP Portal for reference.
3. Agencies already empanelled with CBC as per advisories dated 17.08.2022 and 15.09.2022 are required to submit Financial Bids only for the State(s)/UT(s) mentioned against their names in Annexure–I. New agencies seeking empanelment may submit both Technical and Financial Bids as per eligibility criteria specified in the RFP.
4. Interested entities may submit their response in a sealed envelope in the prescribed format, latest by 6:00 PM on 15th December 2025. The tenders may be addressed to:

Ms. Anakha V, Assistant Director, OP
Room No. 289, CBC, Soochna Bhawan,
C.G.O. Complex, Lodhi Colony, New Delhi – 110003

5. The Pre-Bid Meeting on the RFP is scheduled to be held in the Main Conference Room, Second Floor, Soochna Bhawan, Lodhi Road, New Delhi – 110003 on **14th November 2025** (Friday) at 3:00 PM. Queries, if any, may be referred to the officer mentioned above at cbctenderdocx.2025@gmail.com or contacted via telephone at 011–24369359 / 011-24369188 during office hours.
6. Non-participation by already empanelled hoarding agencies in the financial bid process may lead to removal from the CBC panel as per provisions of the Policy Guidelines.

This issues with the approval of the competent authority.


अनखा. वी / ANAKHA. V (Anakha V)
सहायक निदेशक / Assistant Director Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
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नई दिल्ली-110003 / New Delhi-110003

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, Phase 4, C.G.O. Complex, New Delhi – 110003

RFP DOCUMENT

Request for Proposal (RFP) for empanelment of Outdoor Agencies for Hoardings in campaigns of Central Bureau of Communication (CBC)

RFP No: 21/01/HDG (Tender rate)/2425/OM dated 07-11- 2025

1. CBC is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Internet Websites, etc. on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 on “Production and release of advertisements on behalf of the Government of India.”
2. In view of Clause 6 of the Policy Guidelines for Rate Fixation and Advertisement Release in Outdoor Media and Personal Media for Government Advertisements, an RFP for empanelment of outdoor agencies for displaying campaigns of CBC via Hoardings vide no. 21/01/HRD/2122/OM dated 30.09.2021 was floated and agencies were empanelled vide advisory dated 17.08.2022 and 15.09.2022 for six years in accordance with the clause 6.2.6 of said guidelines. In terms of provision 6.2.2 the panel was expanded (technical empanelment) vide RFP No. 21/01/HRD/2223/OM dated 10.01.2023 and additional agencies were empanelled for remainder of empanelment period. In terms of provision of 6.2.2 and 6.2.4, CBC now intends to expand the existing panel of outdoor agencies under Category B outdoor media for providing advertising services via hoardings for Outdoor media campaigns of CBC as mentioned in Part-II of this RFP (technical and financial bids for new agencies) and only financial bids for existing empanelled outdoor agencies for tender hoarding are being invited.
3. **Applications by existing empanelled outdoor agencies for Hoardings:**

Agencies which are already empanelled for specific state(s) can only quote financial bids for state(s) mentioned in Annexure-I against their name. However, agencies empanelled on All-India basis can give financial bid for all state(s)/UTs as mentioned in Annexure- I except specifically not quoted during original RFP. Already empanelled agencies with CBC are not required to submit Technical tender and such agencies should submit **financial bids only**. List of such agencies is at Annexure-I. However, it is mandatory for empanelled hoarding agencies with CBC to participate & submit financial bid. Non- participation will lead to removal from panel.

Agencies that are already empanelled with CBC but now wish to participate in additional State(s)/UT(s) not covered under their original empanelment must submit a fresh Technical Bid along with the Financial Bid. *Such agencies should submit fresh technical proposal for All India/ Concerned*

states as the case may be in terms of the provision of this RFP and their bid (both technical & financial) will be evaluated a fresh.

4. **Applications by New outdoor agencies not on CBC panel:**

Technical Bids and financial bids (in separate envelopes) in sealed covers are invited from the outdoor advertising agencies, for and on behalf of DG, CBC. Based on the bids, state(s)-wise technically qualified outdoor agencies will be included in the panel of outdoor advertisers. Please superscribe the above mentioned Title, RFP number and date of opening of the Technical Bids on the sealed cover to avoid the bid being declared invalid. The bid should be submitted in sealed envelopes along with the soft copy of technical bids only in PEN DRIVE. **All the envelopes should be enclosed in another sealed envelope superscribed with the RFP number and due date with Name of the Bidder and the contact details**

5. **The financial bids of the existing agencies as per Annexure-I and the new technically qualified outdoor advertisers will be opened on a later date. The date of opening of financial bid will be notified on CBC website.**

6. The address and contact numbers for sending Bids or seeking clarifications regarding this RFP are given below:

a.	Bids/queries to be addressed to	Ms. Anakha V., Assistant Director, OP
b.	Postal address for sending the Bids	Room No. 289, CBC, Soochna Bhawan, C.G.O. Complex, Lodhi Colony, New Delhi – 110003
c.	Name/designation of the contact personnel	Ms. Anakha V., Assistant Director, OP
d.	Telephone number of the contact personnel	011-24369359, 011-24369188
e.	e-mail ids of contact personnel	cbctenderdocx.2025@gmail.com

7. This RFP is divided into five parts as follows:

Part I: Contains General Information and instructions for the Bidders about the RFP such as the time, place of submission and opening of tenders, validity period, etc.

Part II: Containing essential details of scope of work, eligibility criteria and technical qualifications etc.

Part III: Contains Standard Conditions of RFP which will form part of the rate contract.

Part IV: Contains special conditions applicable to this RFP and which will also form part of the rate contract.

Part V: Contains Evaluation Criteria and Format for Submission of Bids.

8. This RFP is being issued with no financial commitment and CBC reserves the right to change or vary any part thereof at any stage. CBC also reserves the right to withdraw the RFP at any stage.

Part I – General Information

1. Last date and time for submitting the Bids: 15/12/2025 – up to 18:00 Hrs

The sealed Bids should be deposited/reached by the due date and time. The responsibility to ensure this lies with the Bidder.

2. Manner of depositing the Bids: Sealed Bid should be submitted at the address mentioned in para (6) at first page of this RFP, by hand or by registered post so as to reach by the due date and time. **Late tenders will not be considered. No responsibility will be taken for postal delay or non delivery/non receipt of Bid documents. Bids sent by FAX or e-mail will not be considered.** Only those bids which are submitted to the mentioned address within due date and time will be opened.

**3. Place of opening the Bids & Presentation: (To be notified on CBC website)
Conference Room, 2nd Floor, CBC, Sochna Bhawan, Lodi Road, New Delhi -110003**

The Bidders may depute their representatives, duly authorized in writing, to attend the opening of technical Bids on the due date and time. The eligible agencies will be decided based on the qualification documents. **This event will not be postponed due to non-presence of representative of any Bidder.**

4. Forwarding of Bids: Bids should be forwarded by the Bidders under their original memo/letter pad inter alia furnishing details like **PAN Number, GST Number, Bank Branch address with e-payment Account etc.** with complete postal & e-mail address of their office and the mobile number on which the Agency can be contacted.

5. Clarification regarding contents of the RFP: A prospective bidder who requires clarification regarding the contents of the bidding documents may forward the queries vide e-mail to cbctenderdocx.2025@gmail.com and cbc.outdoor-moib@gov.in referring the RFP title, number and date, latest by **11.11.2025**. Copy of the queries and CBC's clarification will be posted on CBC's websites – www.davp.nic.in & <https://cbcindia.gov.in> for information of all prospective bidders.

6. Modification and Withdrawal of Bids: A bidder may modify or withdraw his/her bid after submission provided that the written notice of modification or withdrawal is received by CBC prior to deadline prescribed for submission of bids. A withdrawal notice may be sent by e-mail but it should be followed by a ink signed confirmation copy to be sent by post and such signed confirmation should reach CBC not later than the deadline for submission of bids. **No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the period of bid validity specified.**

7. Clarification regarding contents of the Bids: During evaluation and comparison of bids, CBC may, at its discretion, ask the bidder for clarification of his/her bid. The request for clarification will be given in writing and no change in substance of the bid will be sought, offered or permitted. **No post-bid clarification on the initiative of the bidder will be entertained.**

8. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection. **Conditional tenders will be rejected.**
9. **Validity of Bids:** The Bids should remain valid for a period of one year from the last date of submission of the Bids.
10. **Processing fees:** All agencies (both existing and new) are required to submit a processing fees of Rs.10000 by way of demand draft payable to PAO CBC, New Delhi. Processing fee is non-refundable and applicable to all bidders, including MSMEs/startups
11. **Earnest Money Deposit/Performance Bank Guarantee:** The agencies seeking to get empanelment are required to submit EMD of Rs. 2 lakh along with technical(only new agencies) and financial bid as per Annexure-III.*Startups & MSMEs will be exempted from submitting EMD.* For Startups/MSMEs, If EMD is not applicable, relevant supporting documents need to be enclosed.
12. **Bid system:**

For existing outdoor hoardings agencies as per 'Annexure-I': It will be a single bid. The existing agencies will have to quote for financial bid for the states mentioned against their names in Annexure-I only.

New agencies wishing to get empanelled: It will be a two bid system. The agencies will be required to submit both technical bid well as financial bid for state(s) specific category or All India Category as per criteria laid down in Part V of this RFP.

13. **Preparation of Proposal:** The Respondent shall comply with the following related information during preparation of the proposal-
- The Proposal shall conform to provisions of RFP. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
 - The Proposal shall be typed or written in indelible ink (if required) and shall be signed by the Respondent or duly authorized person(s) to bind the Respondent to the contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
 - Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposal shall be taken as valid.

Part II – Essential Details of Services Required

1. **Aim & Objective:** The Policy Guidelines for Rate Fixation and Advertisement Release in Outdoor Media and Personal Media for Government Advertisements define Category B Outdoor media as the media which are not covered under advertising rights and the agency does not have any prior agreement with, or exclusive rights from, any public or private body. One such media is Hoardings. CBC intends to empanel outdoor agencies under Category B outdoor media and discover rates for the same for providing advertising services via hoardings for Outdoor Media campaigns of CBC.

2. **Scope of Work:**

- a. Hoardings would be required to be displayed in any State(s) of India in the Capitals/Cities /District Headquarters/ Major Towns/Tehsils & Blocks outside Headquarter limits as per the requirements and instructions of CBC.
- b. The existing prominent hoarding sites as well as new sites which would eventually be acquired or constructed will be considered for registration.
- c. The hoardings will be hired keeping in view the communication and outreach needs of CBC.
- d. The hoardings will be required to be displayed at prominent locations with good visibility such as market places, main roads and junctions, bus stands, outside DM/BDO/panchayat office etc. to give proper visibility to CBC campaigns.
- e. The size of the hoardings will generally be 20' X 10' but must be generally within the range of 200 sqft to 800 sqft per hoarding .However, notwithstanding above, CBC can specify the size and locations of the hoardings for its campaigns as per the requirements and budget of the campaign. The hoardings must be displayed more than 6 ft above the ground level.
- f. The hoarding should be erected on iron girders with iron structure for flex in such a manner that it is strong enough to withstand all hazards to the maximum extent possible. The instructions issued from time to time in this regard will be binding on the agency. In case of any injury to any person(s) due to fall of the hoarding/structure, CBC will not responsible in any manner for the same.
- g. Successful tenderer agencies shall erect the frame of hoarding(s) at the place(s) as and where required by the CBC for campaign. The frame of hoarding shall be made of iron and shall be erected on iron girders in such a manner that it becomes strong enough to withstand all hazards to the maximum extent possible. The instructions, which shall be given by CBC From time to time in this regard, are binding on the successful tenderer.
- h. In case of any dispute arising out of improper maintenance of the hoarding, change of site without the knowledge of CBC in advance and other reasons on account of which the message of the hoarding is not properly exposed to the public, the decision of CBC is final and binding.
- i. Empanelled Agency will be responsible for reporting to CBC as soon as any defect or damage arises to the display. No rental shall be paid for the period during which the hoarding or structure or any part thereof is in damaged condition or not properly displayed for any reason(s) what so ever. In case of any unreported, non display of hoarding is found during any inspection/enquiry, liquidated damages up to 10% of contract value as decided by the Director General, CBC shall be recovered from the firm

besides the contract for the hoarding shall be terminated immediately at the firm's cost. This action shall be without prejudice to any other penal action, which this directorate may deem fit to be taken against the firm.

- j. The necessary permission, if any, from concerned local municipal/ statutory body for display of hoarding will be taken by agency and CBC will not be responsible for any violation and the agency will have to indemnify CBC in this regard.
- k. The Director General, CBC may accept or reject any tender without assigning any reason thereof.
- l. The rental quoted should include cost of removal of hoarding after display period or in between due to any other reason.
- m. The hoarding shall be erected within a reasonable time limit as prescribed by CBC.
- n. In case of delay over and above the prescribed time limit, liquidated damages may be imposed according to the merit of the case.

3. **Nature and period of Engagement:** The empanelment of agencies will be valid for balance period of six years reckoned from first panel notification dated 17.8.2022 i.e till 16.08.2028. Please note that engagement/contract can be cancelled unilaterally by the CBC being customer, in case services are not received as per quality and standard specified in the RFP and contract within the contracted period. CBC reserves the right to exercise the option clause and repeat the order clause as per provisions in Part IV of this RFP.

Part III – Standard Conditions of RFP

The Bidder is required to give confirmation of their acceptance of the Standard Conditions of the Request for Proposal mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder (i.e. Contractor/Supplier in the contract) as selected by CBC. Failure to do so may result in rejection of the Bid submitted by the Bidder.

1. **Law:** The Contract shall be considered and made in accordance with the laws of the Republic of India. The contract shall be governed by and interpreted in accordance with the laws of the Republic of India.
2. **Effective Date of Contract:** The contract shall come into effect on the date of signatures of both the parties on the contract (Effective Date) and shall remain valid until the completion of the obligations of the parties under the contract. The deliveries and supplies and performance of the services shall commence from the effective date of the contract.
3. **Arbitration:** Any dispute or difference arising out of or relating to this Agreement shall be settled by arbitration in accordance with the Arbitration and Conciliation Act, 1996, and any amendments thereto. The seat and venue of arbitration shall be New Delhi (further as detailed in Annexure II) and the arbitration proceedings shall be conducted in English. The award of the arbitrator shall be final and binding on both parties.

4. **Penalty for use of Undue influence:** The agency undertakes that it has not given, offered or promised to give, directly or indirectly, any gift, consideration, reward, commission, fees, brokerage or inducement to any person in service of CBC or otherwise in procuring the Contracts or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of the present Contract or any other Contract with the Government of India for showing or forbearing to show favour or disfavor to any person in relation to the present Contract or any other Contract with the Government of India. Any breach of the aforesaid undertaking by the agency or any one employed by it or acting on its behalf (whether with or without the knowledge of the agency) or the commission of any offers by the agency or anyone employed by it or acting on its behalf, as defined in chapter IX of the Indian Penal Code, 1860 or the Prevention of Corruption Act, 1986 or any other Act enacted for the prevention of corruption shall entitle CBC to cancel the contract and all or any other contracts with the agency and recover from the agency the amount of any loss arising from such cancellation. A decision of CBC or its nominee to the effect that a breach of the undertaking had been committed shall be final and binding on the agency. Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the agency towards any officer/employee of CBC or to any other person in a position to influence any officer/employee of CBC for showing any favour in relation to this or any other contract shall render the agency to such liability/penalty as CBC may deem proper, including but not limited to termination of the contract, imposition of penal damages, forfeiture of the Bank Guarantee and refund the amounts paid by CBC.

5. **Agents/Agency Commission:** The agency confirms and declares to CBC that the agency is the original provider of the services referred to in this Contract and has not engaged any individual or firm, whether Indian or foreign whatsoever, to intercede, facilitate or in any way to recommend to the Government of India or any of its functionaries whether officially or unofficially, to the award of the contract to the contractor, nor has any amount been paid, promised or intended to be paid to any such individual or firm in respect of any such intercession, facilitation or recommendation. The agency agrees that if it is established at any time to the satisfaction of CBC that the present declaration is in any way incorrect or if at a later stage it is discovered by CBC that the contractor has engaged any such individual/firm, and paid or intended to pay any amount, gift, reward, fees, commission or consideration to such person, party, firm or institution, whether before or after the signing of this contract the agency will be liable to refund that amount to the CBC. The agency will also be debarred from entering into any supply Contract with the Government of India for a minimum period of five years. CBC will also have a right to consider cancellation of the Contract either wholly or in part, without any entitlement or compensation to the agency who shall in such an event be liable to refund all payments made by CBC in terms of the contract along with interest at the rate of 2% per annum above 18% penal rate. The CBC will also have the right to recover any such amount from any contracts concluded earlier by agency with the Government of India or with CBC.

6. **Access to Books of Accounts:** In case it is found to the satisfaction of CBC that the agency has engaged an Agent or paid commission or influenced any person to obtain the contract as described in clauses relating to Agents/Agency Commission and penalty for use of undue influence, the agency, on a specific request of CBC shall provide necessary information/inspection of the relevant financial documents/information.

7. **Non-disclosure of Contract documents:** Except with the written consent of CBC, the agency shall not disclose the contract or any provision of the contract or information related to services thereof to any third party.

8. **Penalty and Liquidated Damages:** In the event of the Agency failure to submit the Bonds, Guarantees and Documents, provide the satisfactory services as specified in this contract, CBC may, at its discretion, withhold any payment until the completion of the contract. CBC may also deduct from the agency as agreed, liquidated damages to the sum of 1% of the contract price of the delayed services mentioned above for each day subject to the maximum value of the Liquidated Damages being not higher than 10% of the value of delayed services.

9. **Termination of Contract:** CBC shall have the right to terminate this Contract in part or in full in any of the following cases:

- a. If an agency fails to honour CBC release orders without valid grounds twice in a span of six (6) months, the agency is liable to be temporarily suspended for a period of two (2) months from CBC panel. If an agency is temporarily suspended twice during the term of empanelment or during the term when their rate is valid, the agency is liable to be permanently de-empanelled by CBC and may be barred from participating in next tender process/rate contracts.
- b. The agency is declared bankrupt or becomes insolvent.
- c. The provision of services is delayed due to causes of Force Majeure by more than 01 months.
- d. CBC has noticed that agency has utilized the services of any agent in getting this contract and paid any commission to such individual/company etc.
- e. As per decision of the Arbitration Tribunal.
- f. As per Para (8) of Part IV of RFP.

10. **Notices:** Any notice required or permitted by the contract shall be written in the English language and may be delivered personally or may be sent by registered pre-paid mail/airmail, addressed to the last known address of the party to whom it is sent.

11. **Transfer and Sub-letting:** The agency has no right to give, bargain, sell, assign or sublet or otherwise dispose of the contract or any part thereof, as well as to give or to let a third party take benefit or advance of the present Contract or any part thereof.

12. **Patents and other Intellectual Property Rights:** The prices state(s) in the present Contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights. The Contractor shall indemnify CBC against all claims from a third party at any time on account of the infringement of any or all the rights mentioned in the previous paragraphs whether such claims arise in respect of manufacture or use. The contractor shall be responsible for the completion of the services in satisfactory manner during the currency of the contract.

13. **Amendments:** No provision of present contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing made after the date of this Contract and signed on behalf of both the parties and which expressly state(s) to amend the present Contract.

14. **Statutory Duties & Taxes:**

- a. Any change in any duty/tax upward/downward as a result of any statutory variation taking place within contract terms shall be allowed to the extent of actual quantum of such duty/tax paid by the agency. Similarly, in case of downward revision in any duty/tax, the actual quantum of reduction of such duty/tax shall be reimbursed to CBC by the agency. All such adjustments shall include all reliefs, exemptions, Rebates, concession etc. if any obtained by the contractor.
- b. All prices quoted by the Bidder are exclusive of GST.
- c. On the Bids quoting GST, the rate and the nature of GST applicable at the time of supply should be shown separately. GST will be paid to the agency at the rate at which it is liable to be assessed or has actually been assessed provided the transaction of services is legally liable to GST and the same is payable as per the terms of the contract.

15. **Pre-Integrity Pact Clause:** An “Integrity Pact” (as per Annexure VIII) would be signed between CBC & successful agency / bidder. This is a binding agreement between CBC and Agency for specific contracts in which CBC promises that it will not accept bribes during the procurement and services process and bidder promise that they will not offer bribes. Under this Pact, the Bidders for specific services or contracts agree with CBC to carry out the procurement and services in a specified manner. Elements of the Pact are as follows:

- a. A pact (contract) between the CBC (Principal) and successful Bidder for this specific activity (the successful Bidder);
- b. An undertaking by the Principal (i.e. CBC) that its officials will not demand or accept any bribes, gifts etc., with appropriate disciplinary or criminal sanctions in case of violation;
- c. A state(s)ment by successful Bidder that it has not paid, and will not pay, any bribes;
- d. An undertaking by successful Bidder to disclose all payments made in connection with the contract in question to anybody (including agents and other middlemen as well as family members, etc. of officials); the disclosure would be made either at the time of signing of contract or upon demand of the Principal, especially when a suspicion of a violation by that successful bidder/contractor emerges;
- e. The explicit acceptance by successful Bidder that the no-bribery commitment and the disclosure obligation as well as the attendant sanctions remain in force for the winning Bidder until the contract has been fully executed.
- f. Undertaking on behalf of a successful Bidding agency will be made “in the name for and on behalf of the company’s Chief Executive Officer”.
- g. The following set of sanctions shall be enforced for any violation by a Bidder of its commitments or undertaking:
 - i) Denial or loss of contracts;
 - ii) Forfeiture of the bid security and performance bond;
 - iii) Liability for damages to the principal (i.e. CBC) and the competing Bidders; and
 - iv) Debarment of the violator by the Principal (i.e. CBC) for an appropriate period of time.
- h. Bidders are also advised to have a company code of conduct clearly rejecting the use of bribes and other unethical behaviors and compliance program for the implementation of the code of conduct throughout the company.

Special Conditions of RFP

The Bidder is required to give confirmation of their acceptance of Special conditions of the RFP mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder. (i.e. the Agency in the contract) as selected by CBC. Failure to do may result in rejection of Bid submitted by the Bidder.

1. **Option clause:** The contract will have an Option Clause, wherein CBC can exercise an option to hire service of the agency for additional number of deliverables as listed in the original contract in accordance with the same rate, terms & conditions of the present contract. This will be applicable within the currency of contract. The Bidder is to confirm the acceptance of the same for inclusion in the contract. It will be entirely the discretion of CBC to exercise this option or not.

2. **Repeat Order Clause:** The contract will have a Repeat Order Clause, wherein CBC can order up to same number of deliverables numbered under the present contract within currency of the contract at the same rate, terms & conditions of the contract. The Bidder is to confirm acceptance of this clause. It will be entirely the discretion of CBC to place the Repeat Order or not.

3. **Payment Terms:** It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that e-payments could be made through instead of payment through cheques. The payment will be made upon satisfactory performance of work and no advance payment would be made at any cost.

4. **Paying Authority:** The payment would be made by CBC on submission of following documents:

(i) Ink signed copy of the Agency's bills

(ii) Satisfactory Performance report submitted by supervising officer (wherever applicable as per the contract) / inspection report as per standard operating procedure issued by CBC from time to time

(iii) Details for electronic payment viz Account holder's name, Bank name, Branch name and address, Account type, Account Number, IFSC code, MICR code (if these details are not incorporated in supply order/contract).

(iv) Any other document / certificate that may be provided for in the Job Order / Contract, including submission of geo-tagged photographs on CBC portal/App

(viii) Copy of PBG.

5. **Fall Clause:** The following Fall clause will form part of the contract placed on successful Bidder:

(a) The price charged for the services supplied under the contract by the Agency shall in no event exceed the lowest price at which the Agency provides the services of identical description to any persons/organization including CBC or any department of the Central Government or any department of state(s) government or any statutory undertaking of the central or state(s) government as the case may

be during the period till performance of all services placed during the currency of the contract is completed.

- (b) If at any time, during the said period the Agency reduces the service price or offer to provide services to any person/organization including CBC or any department of the Central Government or any Department of the State(s) Government or any Statutory undertaking of the Central or State(s) Government as the case may be at a price lower than the price chargeable under the contract. Such reduction of services offer of the price shall stand correspondingly reduced.
- (c) The Agency shall furnish the following certificate to CBC along with each bill for payment for services made against the contract – “We certify that there has been no reduction in service price of the services provided to the Government under the contract herein and such services have not been offered/sold by me/us to any person/organization including CBC or any department of Central Government or any department of a state(s) Government or and Statutory Undertaking of the Central or state(s) Government as the case may be up to the date of bill/the date of completion of services against all job orders/contract placed during the currency of the Contract at price lower than the price charged to the government under the contract.”

6. Risk & Expense clause:

- i) Should the services thereof not be delivered within the time or times specified in the contract documents, or if defective services is made in respect of the services thereof, CBC shall after granting the Agency seven days to cure the breach, be at liberty, without prejudice to the right to recover liquidated damages as a remedy for breach of contract, to declare the contract as cancelled either wholly or to the extent of such default.
- ii) Should the services thereof not perform in accordance with the specifications/parameters provided by CBC during the check proof tests to be done by CBC, CBC shall be at liberty, without prejudice to any other remedies for breach of contract, to cancel the contract wholly or to the extent of such default.
- iii) In case of a contractual breach that was not remedied within 07 days, CBC shall, having given the right of first refusal to the contractor be at liberty to provide services from any other source as he thinks fit, of the same or similar description to services
- iv) Any excess of the services price, cost of services or value of any services procured from any other contract as the case may be, over the contract price appropriate to such default or balance shall be recoverable from the Agency by CBC.

7. Force Majeure Clause:

- a) Neither party shall bear responsibility for the complete or partial non performance of any of its obligations (except for failure to pay any sum which has become due on account of receipt of services under the provisions of the present contract), if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earth Quake and other acts of God as well as War, Military operation, blockade, Acts or Actions of State(s) Authorities or any other circumstances beyond the parties control that have arisen after the conclusion of the present contract.
- b) In such circumstances the time stipulated for the performance of an obligation under the present contract is extended correspondingly for the period of time of action of these circumstances and their consequences.

- c) The party for which it becomes impossible to meet obligations under this contract due to Force Majeure conditions, is to notify in written form the other party of the beginning and cessation of the above circumstances immediately, but in any case not later than 10 (Ten) days from the moment of their beginning.
- d) Certificate of a Chamber of Commerce (Commerce and Industry) or other competent authority or organization of the respective country shall be a sufficient proof of commencement and cessation of the above circumstances.
- e) If the impossibility of complete or partial performance of an obligation lasts for more than one month either party hereto reserves the right to terminate the contract totally or partially upon giving prior written notice of 15 days to the other party of the intention to terminate without any liability other than reimbursement on the terms provided in the agreement for the goods received.

8. Misc. terms & conditions of the contract:

- The agency shall provide the required services as and when demanded by the CBC. The personnel engaged for the services in the CBC shall be the employees of the Agency and will take their remuneration/wages from the Agency. They will have no claim of whatsoever nature including monetary claim or any other claim or benefits from the CBC. The Agency shall make its own arrangement for commuting the personnel requisitioned, to the CBC offices wherever located in the areas of New Delhi/Delhi and back.
- *The Agency shall be solely responsible for ensuring compliance with all applicable laws, regulations, and obligations in connection with providing the services under this contract. Any liability arising under Municipal, State, or Central Government laws and regulations, including third-party claims, legal proceedings, penalties, fees, and damages, shall be the sole responsibility of the Agency. The Agency undertakes to fully indemnify, defend, and hold harmless CBC, its officers, employees, and agents against any liability, loss, damage, costs (including reasonable attorneys' fees), or proceedings arising out of or in connection with the provision of services as per this contract. CBC shall promptly notify the Agency of any such claims or liabilities. This indemnity obligation shall survive the expiration or termination of the contract for claims arising from the performance of services during the contract period.*
- During the subsistence of the contract, the CBC shall not undertake any monetary liability other than the amount payable to the Agency for the services as per the contract. Other liabilities, if any, shall be solely rest on the Agency. Even if the CBC has to bear such liabilities on unforeseen circumstances/occasions, the CBC will recover such amount from the Agency by adjusting the amount payable to them.
- The Agency shall comply with all acts, laws and other statutory rules, regulations, bye-laws, etc., as applicable or which might become applicable to the N.C.T. of Delhi with regard to performance of the work included herein or touching upon this contract.
- If the Agency fails to provide satisfactory performance, the CBC shall be at liberty to terminate the contract and withhold the Security Deposit or the balance payment of the contractor, etc. CBC reserves the right to terminate the contract in public interest, with 30 days' notice, without assigning further reasons

9. Indemnity:

- **Mutual Indemnification** - Each party shall defend and indemnify the other, its officers and employees from and against any damages to real or tangible personal property and / or bodily injury to persons, including death, resulting from its or its employees' negligence or wilful misconduct.
- **Intellectual Property Indemnities** - Bidder shall defend and indemnify CBC from and against any suit, proceeding, or assertion of a third party against CBC based upon a claim that any of the system or part of the system supplied by the Bidder including third party components, infringes any valid patent, copy right, trade secret, or other intellectual property right under any country's national or international laws. If a claim pursuant to above occurs, Bidder shall take all necessary remedial actions at its own cost. Bidders shall safe guard CBC operations and protect CBC against any penalty and / or liability arising out of such claim.

10. The Bidder shall bear all the costs associated with the preparation and submission of its bid, and CBC will in no case be responsible or liable for these costs, regardless of conduct or outcome of bidding process.

11. The Bidder has to examine all instructions, forms, terms, conditions and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.

12. Amendment of Bidding Documents (Corrigendum)

- a. At any time prior to the deadline for submission of bids, CBC may, for any reason, whether at its own initiative or in response to the clarification request by a prospective bidder, modify the bidding documents.
- b. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids CBC, at its discretion, may extend the deadline for the submission of bids.

Part V – Evaluation Criteria & Price Bid Issues

1. **Evaluation Criteria:** (A) **Scheme for existing Agencies:** The existing agencies(as per Annexure I) who are already empanelled in the category that they have applied for will only be evaluated on the basis of the financial bids by a Committee duly constituted by the Competent Authority in CBC.

(B) **Scheme of Evaluation for New Agencies:** For New Outdoor Agencies, the selection of agency will be done through a two bid system i.e. 'Technical' and Financial bid'. All evaluation (Technical) would be done by a Committee duly constituted by the Competent Authority in CBC. During evaluation of Proposals, CBC, may, at its discretion, ask the Respondents for clarification of their Proposals. The process for Evaluation / Selection is as given below:

- **Preliminary Scrutiny:** Preliminary scrutiny of the technical bids for eligibility will be done to determine whether the Proposal is complete, whether the documents have been properly signed and whether the bid is generally in order and given by due date. Bids not conforming to such preliminary requirements will be prima facie rejected.

- **Technical Evaluation:** Technical Bids would be opened only for those Respondents of new agencies, who are qualified and short-listed based on Preliminary Scrutiny of the documents submitted. If a Technical Bid is determined as not substantially responsive, the committee may reject it. CBC will empanel agencies through an All-India bid or State(s)-wise bids depending on the eligibility conditions. Agencies eligible to participate in the All-India bid can bid for rates across all State(s)/UTs whereas agencies not-eligible to participate in the All-India bid can only bid for rates across only those State(s)/UTs where it is eligible.

a) The general eligibility conditions for empanelment under Category B media of hoardings is as follow:

	Eligibility Conditions	Documents to be submitted
1.	Experience	
	<p>The applicant must be a registered Legal Entity viz. Proprietorship, Partnership, LLP, Company, Consortium/Joint Venture.</p> <p>The entity should have least 3 years experience in Outdoor media (Hoardings).</p>	<p>1. Certificate of incorporation/registration of company.</p> <p>2. Five (5) work orders along with invoices(pertaining to applied media i.e. Hoarding of rented site and other than sole right) executed in past 3 financial years viz. FY 2022-2023, 2023-2024, 2024-2025 with at least one from FY 2024-2025 along with GST statement in GSTR-1/GSTR-9.</p> <p>3. PAN /TAN</p> <p>4. GST Certificate</p> <p>5. MSME certificate or Udyam certificate if claimed EMD exemption by MSME /Startups</p>
	Start-up agencies should have at least 1 year experience in Outdoor media (Hoardings).	DPIIT certificate of registration as start-up
2.	Turnover	
	Agency should have a minimum turnover of Rs. 1 crore per annum in the last two Financial Years FY 2023-24, & FY 2024-25 if it is participating in the All-India bid	1) Notarized copy of annual returns as per companies Act/Income tax act/CA Certificate of annual turnover for past three financial years FY- 2022-23, 2023-24, 2024-25.
	Agency should have a minimum turnover of Rs. 25 lakhs per annum in the last two Financial FY 2023-24 & FY 2024-25 Years if it is participating in the State(s)-wise bid	2) Notarized copy of GST returns. 3) A certificate issued by statutory auditor of the agency.[Annexure IX]
	This condition is waived-off in case of start-up agencies only registered with DPIIT	DPIIT certificate of registration as start-up
3.	Printing Capacity	
	Agency should have the capability to print the	A. Ownership or rent agreement of the

	flex/vinyl material on its own or should have arrangement with other vendors for getting the hoarding work done.	premises, bills of purchase of machines/ESI receipts for employees B. Agreement with other printing vendors for the purpose of printing, copy of bills paid to other vendors, etc.
4.	Availability of Inventory	
	An agency should have authorized access to at least fifty (50) hoarding sites each , across at least five (5) State(s)/ UTs, to be eligible for all India bids.	Tax receipts and agreement with other vendors Agency's existing prominent hoarding sites with geo-tagged location address to be provided in a PEN DRIVE for the State(s)/State(s) for which bid is submitted. Documents pertaining to previous transaction for display of hoardings Invoice from hoardings site owner with GST R1. The hardcopy of the list of locations should also be duly certified by the authorized signatory and submitted.
	An agency should have authorized access to at least fifty (50) sites each , in a minimum of one and maximum of four (4) state(s) to be eligible for bidding for that concerned State(s)/UT.	
5.	Regional Offices	
	Agency should have offices across five (5) or more state(s) in order to be eligible for All India bid.	Details of registered office such as copy of ownership of premises/ rent agreement of premises/ electricity bills of past three months.
	Agency should have offices across the State(s)(s) it is bidding for to be eligible for that State(s)'s bid.	

- b) In addition to the above, the following must also be ensured to be technically qualified:
- The agency should NOT have been disqualified by CBC after empanelment or been a defaulter of CBC in five (5) year preceding the date of application.
 - The agency should not have been blacklisted by Central Government or any State(s) Government.
 - The Agency should NOT be involved in a criminal act for which the proprietor or Director or promoter of the agency has been convicted by a Court of law or for which the proceedings are pending in a court of law. **Format for Self-Declaration– Annexure V**
- c) CBC reserves the right to physically inspect the official premises of the agency as well as the sites available with the agency.
- d) All the required documents should be pertaining to display of hoarding (Rented sites, not sole right)
- e) Predatory Pricing: A bid offering unrealistically low quotes in comparison to the estimated cost, prevailing market rates etc. such that they rise material concerns about bidders' ability to deliver may be considered non-responsive and subject to rejection, if on being asked, the bidder is unable to submit a

plausible written explanation on the matter. The agency's bid only for the concerned states(s)/UT shall not be considered. The decision of PrDG/DG,CBC shall be final in this regard.

- **Technically qualified Respondents:** The State(s)-wise list/All India Category of agencies found technically qualified as per the above eligibility criteria will be notified by CBC. Date of opening of Financial Bids will be intimated after evaluation and acceptance of Technical Bids by CBC of such new technically qualified respondents and **existing outdoor agencies for deployment of hoarding as per Annexure I.**

2. Financial/Price Bid Format: Bidders are requested to fill up **Financial/Price Bid Format is given in Annexure VI** correctly (both new as well as existing agencies) with full details on their letterhead indicating Rs..... in figures. The financial bid duly filled in MS/Excel must also be submitted in pen drive duly sealed in the financial bid envelope.

3. Award of Contract: The contract entered will be all-inclusive basis, including good quality printing & mounting of flex (black-back flex), maintenance of the hoarding throughout the contract period, rent of the site, municipal tax/advertising tax /any other tax /cess/toll if any, and third party risk etc. The decision of the committee will be final and binding. CBC reserves the right to accept or reject a proposal without assigning any reason thereof. After final evaluation of the technical proposal, CBC will notify the successful Respondents in writing that their Proposal has been accepted.

4. IMPORTANT: The agencies already empanelled with CBC need not apply/participate for technical bid for same state(s) and only financial bid is to be submitted. The number of agencies to be empanelled in a state (for a particular district, other district HQ, other town/block) shall be as per the requirement of CBC.

5. Check List- Annexure VII

Annexure I (List of Empanelled Agencies)**Annexure-I**

Sl. No	Name of agency/company/firm (Can give financial bids only for the states as mentioned against their name)	Empanelled for display of hoarding under category 'B' in the under mentioned states
1.	M/s A.P. Communications	Maharashtra
2.	M/s Sign Graphics Design and Engineering	Odisha
3.	M's Vyapak Enterprises Outdoor Events & Prmotions	Chhattisgarh
4.	M/s Art & Industry Advertising Agency	Assam
5.	M/s Kaushik Publicity	Gujarat
6.	M/s Maa Kamakhya Art	Assam
7.	M/s Magadh Advertising Bureau	Bihar, Jharkhand
8.	M/s Ascend Media Private Limited	Bihar, Jharkhand, Odisha and Uttar Pradesh
9.	M/s Pradip Advertising & Co	Arunachal Pradesh & Assam
10.	M's Delta Publicity	Assam
11.	M/s BNAS Pvt Ltd.	Assam, Meghalaya and Tripura
12.	M/s Deshkar Advertising	Chattisgarh
13.	M/s Signpost India Pvt Ltd	Maharashtra
14.	M/s Prakash Arts Private Limited	Andhra Pradesh, Telangana, Tamil Nadu, Karnataka
15.	M/s Selvel Media Services Private Limited	Gujarat
16.	M/s Chitra Publicity Company (OOH) Gujarat	Gujarat
17.	M/s Sophia Advertising	Uttar Pradesh
18.	M/s Priya Communication	All India (Only North East States)
19.	M/s Insight Brandcom Private Limited	Assam
20.	M/s Lead Space	Andhra Pradesh & Telangana
21.	M/s AD Centre	Odisha
22.	M/s Ajanta Advertisers	Odisha
23.	M/s Outreach Advertising Private Limited	Assam
24.	M/s NS Publicity India Pvt. Ltd.	Haryana, Madhya Pradesh, Rajasthan
25.	M/s Empire Publicity Service	Karnataka
26.	M/s Srishti Communications	All India
27.	M/s Strokes Advertising Pvt Ltd	Ranchi
28.	M/s Lagshya Media Pvt. Ltd.	Bihar & Maharashtra
29.	M/s Times Innovative Media Limited	All India (Excluding Arunachal Pradesh, Chhattisgarh, Goa, Haryana (except Gurugram), HP (Block), Kerala, (Block), MP (Dist, Block) Maharashtra (except Nagpur), Meghalaya, Mizoram, Nagaland, Punjab (except Dist), Rajasthan, Sikkim, Tripura, UP (Agra, Noida,

		Ghaziabad, Dist., Block), Uttarakhand, W.B & UTs (except Puducherry))
30.	M/s Jegson Publicity	Punjab
31.	M/s Graphisads Pvt. Ltd.	All India
32.	M/s Shah Publicity	Gujarat
33.	M/s Saanchi Marketing Solutions	Haryana, Jammu & Kashmir
34.	M/s Saviles Private Limited	West Bengal, Odisha
35.	M/s Chitra (B) Publicity Company	Gujarat
36.	M/s Pioneer Publicity Corporation Pvt. Ltd	All India
37.	M/s PK Advertising Service Pvt Ltd	Rajasthan
38.	M/s Savariya Seth Advertisers	Madhya Pradesh
39.	M/s Uni ads Limited	Telangana & Andhra Pradesh
40.	M/s Zenkar Advertising	Karnataka
41.	M/s Abhik Advertising Pvt. Ltd.	Gujarat
42.	M/s Arun Sign Services Pvt.Ltd.	West Bengal
43.	M/s Selvel Media Corp Pvt. Ltd.	Gujarat
44.	Krishna Communications Outdoor	Gujarat
45.	M/s Chitra Printers	Kerala
46.	M/s Vinayak Advertising	Chhattisgarh
47.	M/s Prithivi Outdoor Publicity LLP	Maharashtra
48.	M/s Prince	Odisha
49.	M/s Torrent Advertisers	Odisha
50.	M/s Somani Digital	Maharashtra
51.	M/s Ranjeet Media Network	Jammu & Kashmir
52.	M/a S.P Enterprises	All India (North East States Only)
53.	M/s Classic Advertising Agency / M/s S P. Enterprise	Rajasthan
54.	M/s Dreams Creations Advertising	Maharashtra
55.	M/s Danish Advertising Pvt. Ltd.	Rajasthan
56.	M/s AS Advertisers	Chhattisgarh

Format of Arbitration Clause - Indigenous Private bidders

- (i) All disputes of differences arising out of or in connection with the present contract including the one connected with the validity of the present contract or any part thereof, should be settled by bilateral discussions.
 - (ii) Any dispute, disagreement or question arising out of or relating to this contract or relating to construction or performance (except as to any matter the decision or determination whereof is provided for by these conditions), which cannot be settled amicably, shall within sixty (60) days or such longer period as may be mutually agreed upon, from the date on which either party informs the other in writing by a notice that such dispute, disagreement or question exists, will be referred to a sole Arbitrator.
 - (iii) Within (60) days of the receipt of the said notice, an arbitrator shall be nominated in writing by the authority agreed upon by the parties.
 - (iv) The sole Arbitrator shall have its seat in New Delhi or such other place in India as may be mutually agreed to between the parties.
 - (v) The arbitration proceedings shall be conducted under the Indian Arbitration and Conciliation Act, 1996 and the award of such Arbitration Tribunal shall be enforceable in Indian Courts only.
 - (vi) Each party shall bear its own cost of preparing and presenting its case. The cost of arbitration, including the fees and expenses shall be shared equally by the parties, unless otherwise awarded by the sole arbitrator.
 - (vii) The parties shall continue to perform their respective obligations under this contract during the pendency of the arbitration proceedings except in so far as such obligations are the subject matter of the said arbitration proceedings.
- (Note:** In the event of the parties deciding to refer the dispute/s for adjudication to an Arbitral Tribunal then one arbitrator each will be appointed by each party and the case will be referred to the Delhi International Arbitration Center for nomination of the third Arbitrator. The fees of the arbitrators appointed by the parties shall be borne by each party and the fees of the third arbitrator, if appointed, shall be equally shared by the Customer and Contractor.

EMD Bank Guarantee format

Whereas.....(hereinafter called the "Bidder") has submitted their offer dated..... for the service and supply of

(hereinafter the called the "Bid") against customer's request for proposal No.....

KNOW ALL MEN by. these presents that WE..... of Having our registered office at..... are bound unto(hereinafter called he "Customer") in the sum of.....for which payment will and truly to be made to the said Customer, the bank binds itself, its successors and assigns by these presents.

Sealed with the Common Seal of the said Bank this..... day of..... 20...

The conditions of obligation are:

(i) If the Bidder withdraws or amends, impairs or derogates from the Bid in any respect within the period of validity of this tender.

(ii) If the Bidder having been notified of the acceptance of his tender by the Buyer during the period of its validity.

a) If the Bidder fails to furnish the Performance Security for the due performance of the contract.

b) Fails or refuses to accept/execute the contract.

We undertake to pay the Customer up to the above amount upon receipt of its first written demand, without the customer having to substantiate its demand, provided that in its demand the customer will note that the amount claimed by it is due to it owing to the occurrence of one or both the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force for six month from the last date of submission of application under this RFP and any demand in respect thereof should reach the Bank not later than the above date.

.....

(Signature of the authorized officer of the Bank)

Name and designation of the officer

Seal, name & address of the Bank and address of the Branch)

**Format for Technical Bid
(along with undertaking)**

The following format is to be filled accurately and placed at the RFP of “Technical Bid” and along with supported documents in chronological order:

1. Name of Agency:

2. Contact Details

A. Head Office:

(a) Address

(b) Landline No.

(c) E-mail

(d) Mobile No.

(e) Documents to be submitted:

. Notarized copy of legal procession & premises (such as ownership deed, rent agreement, electricity bills etc)

B. Branch Office (if any)

(a) Address

(b) Landline No.

(c) E-mail

(d) Mobile No.

Documents to be attached:

. Notarized copy of legal procession & permission (such as ownership deed, rent agreement, electricity bills etc)

C. Authorized representative

(a) Contact Person

(b) Address

(c) Landline No.

(d) E-mail

(e) Mobile No.

3. Legal Status of Company:

Documents to be attached:

Notarized copy of legal document of the firm) Details of Owner (Proprietor/Partner/Directors) of company

4. Details of GST

(a) GST No.

(b) TAN no.

Documents to be attached:

Notarized copy of registration of GST & TAN

5. Whether applying for All-India basis or State(s)-specific?

Applying only for [State]

6. Details of Authorized access of Hoardings (State(s)/City wise)

State(s)	City	Location	Length	Height	Latitude	longitude

Documents to be attached:

(1) Notarized copy of agreement with land owner

(2) Tax paid to local authority

(3) Photographs & each location in close-up & long shot view any other documents providing authority over display right on the said site.

(4) Geo coordinate of the locations along with map pointing to be submitted in PEN DRIVE

(5) Receipt of amount paid

7. Details of work done in last three financial year FY 2022-23, 2023-24, 2024-25 for the display & applied category of Outdoor medium (Hoardings)

Work order number	Work order giving organization	Invoice number
Total		

Documents to be attached:

(1) Details of all the work order to be submitted

(2) The invoice must contain GST No. of both the parties (otherwise reason is to be specified

(3) Self attested copies of work order & invoice for the same

(4) In case no work executed, same is to be declared in separate undertaking along with the reason thereof, if any.

8. Submit an affidavit on stamp paper stating on oath that the details submitted by you on Performa are true and correct. (Format Annexure-V)

9. Any other relevant information

List of documents attached in chronological order

Sl.No	Name & required document	Quantity	Document by Agency	Document checked by CBC	Remark
			Y N	Y N	
Total					

Undertaking:

I (Name of the capital letter) working an (organization) in (Name of agency) authorized by the owner (Name in capital letter and capacity of ownership by proprietor, Director etc) to undertake that the all the above mentioned information and documents are true & correct. In any case, if found incorrect or miss fully supposed, the RFP/Bid will be summarily rejected.

Date:

Place:

Annexure V

SELF-DECLARATION

(On the Letterhead of the Agency)

Date: _____

Place: _____

To,
The Director General,
Central Bureau of Communication (CBC),
Ministry of Information & Broadcasting,
New Delhi.

Subject: Self-Declaration regarding eligibility and non-disqualification

Sir/Madam,

I/We, _____ (Name of proprietor/partner/director/authorized signatory) of M/s
_____ (Name and full address of the agency), do hereby solemnly
declare and affirm as under:

1. That the agency has not been disqualified by the Central Bureau of Communication (CBC) after empanelment or been a defaulter of CBC in the last five (5) years preceding the date of application.
2. That the agency has not been blacklisted by the Central Government or any State Government.
3. That the agency is not involved in any criminal act for which the proprietor, director, or promoter has been convicted by a Court of law, nor are any proceedings pending in a Court of law in this regard.

I/We hereby certify that the information furnished above is true and correct to the best of my/our knowledge and belief. In case any part of the declaration is found false or misleading at any stage, the agency shall be liable for disqualification and any other action as deemed fit by CBC.

Yours faithfully,

(Signature of Authorized Signatory)

Name: _____

Designation: _____

Agency Name: _____

Seal/Stamp of the Agency

Proforma for submission of Financial Proposal

(To be submitted on Company's Letter Head in a sealed envelope)

Subject: Tender for display of Non-lit Hoarding on Rented Sites on All-Inclusive basis in Blocks/Tehsil (Talukas)/Districts/State Capital of India for Central Government's public information/publicity campaigns.

In accordance with CBC Tender Enquiry No. 21/01/HDG(Tender Rate)/2425/OM dated _____, we hereby quote **(all inclusive rate except GST)** as under for the area where we are empanelled:
(Conditional tender will be rejected summarily)

Rates quoted must include rent of site, printing, mounting, dismantling, municipal/advt. taxes, insurance, and all other incidental costs. GST shall be paid extra

S. No.	States/UTs	State Capital/Major Town/Dist. HQ/Block	Non-lit Hoarding Rate per sqft per month	
			(all-inclusive)	
			Rs. (In Figure)	Rupees (In Words)
1	Andaman And Nicobar Islands	Port Blair		
		Other District HQ's		
		Rest of the UTs		
2	Andhra Pradesh	Vijayawada (Municipal Area)		
		Vijayawada (Non-Municipal Area)		
		Vishakhapatnam (Municipal Area)		
		Vishakhapatnam (Non-Municipal Area)		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
3	Arunachal Pradesh	Itanagar (Municipal Area)		
		Itanagar (Non- Municipal Area)		
		Other district HQ's		
		Rest of the state (Block/Town etc)		
4	Assam	Guwahati (Municipal Area)		
		Guwahati (Non-Municipal Area)		
		Other district HQ's		
		Rest of the state (Block/Town etc)		
5	Bihar	Patna (Municipal Area)		
		Patna (Non- Municipal Area)		
		Other district HQ's		
		Rest of the state (Block/Town etc)		
	Chhattisgarh	Raipur (Municipal Area)		

6		Raipur (Non- Municipal Area)		
		Bilaspur (Municipal Area)		
		Bilaspur (Non-Municipal Area)		
		Durg (Municipal Area)		
		Durg (Non- Municipal Area)		
		Other District HQ's		
		Rest of the State (Block/Town etc's)		
7	Dadra And Nagar Haveli	Dadra and Nagar Haveli		
8	Daman And Diu	Diu		
		Daman		
9	Goa	Panjim (Municipal Area)		
		Panjim (Non- Municipal Area)		
		Other District HQ's		
		Rest of the State (Block/Town etc's)		
10	Gujarat	Ahmadabad(Municipal Area)		
		Ahmadabad(Non- Municipal Area)		
		Rajkot (Municipal Area)		
		Rajkot(Non- Municipal Area)		
		Surat (Municipal Area)		
		Surat (Non- Municipal Area)		
		Vadodara (Municipal Area)		
		Vadodara (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
11	Haryana	Gurugram		
		Faridabad		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
12	Himachal Pradesh	Shimla(Municipal Area)		
		Shimla (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
13	Jammu & Kashmir	Jammu (Municipal Area)		
		Jammu (Non- Municipal Area)		
		Srinagar (Municipal Area)		
		Srinagar (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
14	Jharkhand	Jamshedpur (Municipal Area)		
		Jamshedpur (Non- Municipal Area)		
		Ranchi (Municipal Area)		
		Ranchi (Non- Municipal Area)		

		Other District HQ's		
		Rest of the state (Block/Town etc's)		
15	Karnataka	Bengaluru-I (Area like Indira Nagar, MG Road Koramangala)		
		Bengaluru-II (Area like Rajaji Nagar, Marathahalli, Yelahanka)		
		Bengaluru-III (Rest of the City)		
		Mangalore (Municipal Area)		
		Mangalore (Non- Municipal Area)		
		Mysore (Municipal Area)		
		Mysore (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
16	Kerala	Thiruvananthapuram (Municipal Area)		
		Thiruvananthapuram (Non- Municipal Area)		
		Kochi (Municipal Area)		
		Kochi (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
17	Ladakh	Leh (Municipal Area)		
		Leh (Non- Municipal Area)		
		Other District HQ's		
		Rest of the UT (Block/Town etc's)		
18	Lakshadweep	Kavaratti		
		Rest of the UT		
19	Madhya Pradesh	Bhopal (Municipal Area)		
		Bhopal (Non- Municipal Area)		
		Indore (Municipal Area)		
		Indore (Non- Municipal Area)		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
20	Maharashtra	Mumbai-I (Area Like Colaba, Malabar Hill, Nariman Point, Marine Drive, Cuffe Parade)		
		Mumbai- II (Area Like Andheri (West), Powai, Vile Parle, Santacruz, Dadar, Chembur, Matunga, Goregaon (East/West))		
		Mumbai- III (Area Like Ghatkopar, Kandivali, Borivali, Kurla, Mulund, Bhandup, Sion)		

		Mumbai- IV (Area Like Mira Road, Virar, Vasai, Kalyan, Dombivli, Navi Mumbai) and other parts than mentioned above of Mumbai City		
		Pune- I: Area like Shivajinagar, Deccan Gymkhana, JM Road, FC Road, Camp, MG Road, East Street, Bund Garden Road, Koregaon Park, Viman Nagar, Kalyani Nagar, Hinjewadi, Baner, Aundh, Magarpatta City, Hadapsar.		
		Pune- II: Area like Katraj, Warje, Kondhwa, Wagholi, Lohegaon, Dhankawadi, Kharadi (interior), Pimpri-Chinchwad, Nanded City, Sinhagad Road, Manjri, Undri, Dhayari and Bibwewadi		
		Pune-III: Other parts than mentioned above, of Pune City		
		Nagpur		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
21	Manipur	Imphal		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
22	Meghalaya	Shillong		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
23	Mizoram	Aizawl		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
24	Nagaland	Kohima		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
25	Odisha	Bhubneshwar		
		Cuttack		
		Rourkela		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
26	Puducherry	Puducherry		
		Other District HQ's		
		Rest of the state (Block/Town etc's)		
27	Punjab	Amritsar		
		Ludhiana		

		Jalandhar		
		Patiala		
		Other District HQ's		
		Rest of the state (Block/Town etc)		
28	Rajasthan	Ajmer		
		Bikaner		
		Jaipur		
		Jaiselmer		
		Jodhpur		
		Udaipur		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
29	Sikkim	Gangtok		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
30	Tamil Nadu	Chennai		
		Coimbatore		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
31	Telangana	Hyderabad- I: Area like Banjara Hills, Jubilee Hills, HITEC City, Madhapur, Gachibowli, Begumpet, Ameerpet, Punjagutta, Somajiguda, Himayatnagar, Abids, and Secunderabad		
		Hyderabad- II: Area like Mehdiapatnam, Tolichowki, LB Nagar, Uppal, Kukatpally, Nizampet, Alwal, Malkajgiri, ECIL, Dilsukhnagar, Vanasthalipuram, and Miyapur .		
		Hyderabad-III: Other parts of Hyderabad City		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
32	Tripura	Agartala		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
33	Uttar Pradesh	Agra		
		Ghaziabad		
		Gorakhpur		
		Kanpur		
		Lucknow		
		Noida & Greater Noida		
		Prayagraj		

		Varanasi		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
34	Uttarakhand	Dehradun		
		Nainital (Haldwani)		
		Other District HQ's		
		Rest of the State (Block/Town etc)		
35	West Bengal	Asansol		
		Durgapur		
		Kolkata- I: Area like Park Street, Esplanade, Salt Lake, Kolkata Airport (NSCBI) vicinity, EM Bypass, New Town Action Area, Quest Mall /Forum Mall surroundings, Gariahat.		
		Kolkata- II: Area like Shyambazar, Behala, Dumdum, Howrah Station vicinity, Kalighat/Rashbehari Avenue, Kasba/Anandapur, Lake Town, Baranagar and other parts of Kolkata		
		Kolkata-III: Other parts than mentioned above, of Kolkata City		
		Haldia		
		Siliguri		
		Other District HQ's		
		Rest of the State (Block/Town etc)		

* GST will be paid extra

Note: Agency should fill rate only for the state for which they are seeking empanelment.

DECLARATION

I hereby certify that the information furnished above is true and correct to the best of my/our knowledge and I have read and understood the terms & conditions contained in the RFP/ Tender Document. I understand that in case any deviation is found in the above statement at any stage. I/We will be blacklisted and will not have any dealing with the CBC in future.

(Signature of Authorized signatory (with name & designation) with date and Seal)

CHECKLIST OF DOCUMENTS TO BE SUBMITTED

A. Mandatory for All Applicants

1. Forwarding Letter on Agency's Letterhead (with PAN, GST, Bank details, contact info).
2. Processing Fee of ₹10,000 (Demand Draft in favour of PAO, CBC, New Delhi).
3. Earnest Money Deposit (EMD) of ₹2,00,000 in form of Bank Guarantee (Annexure-III format).
 - OR valid MSME/Start-up exemption certificate.
4. Self-Declaration (as per prescribed format) regarding:
 - Not disqualified/defaulted of CBC in last 5 years.
 - Not blacklisted by Central/State Governments.
 - No criminal conviction/pending proceedings.

B. For New Agencies (Technical Bid)

1. Legal Documents

- Certificate of Incorporation/Registration (Proprietorship/Partnership/LLP/Company).
- PAN and TAN.
- GST Registration Certificate.
- MSME/Start-up/DPIIT Certificate (if applicable).

2. Experience Proof

- Copies of at least 5 Work Orders with invoices (from past 3 years, including one from FY 2024–25).
- GST R1/R9 statement supporting the above.

3. Financial Eligibility

- Notarized copies of Annual Returns / IT Returns / CA Certificate for turnover (FY 2022–23, 2023–24, 2024–25).
- A certificate issued by statutory auditor of the agency.[Annexure IX]
- Notarized GST Returns.
- For All-India bid: Minimum turnover ₹1 crore p.a. (last 2 FYs).
- For State bid: Minimum turnover ₹25 lakh p.a. (last 2 FYs).

4. Printing Capacity (any one of the following)

- Ownership/Rent agreement of printing premises with purchase bills of machines/ESI receipts.
- Agreement with printing vendors and proof of transactions.

5. Availability of Inventory

- At least 50 hoarding sites across minimum 5 States/UTs (for All-India bid).
- At least 50 sites across 1–4 States (for State-specific bid).
- Supporting documents:
 - Tax receipts & site agreements.
 - Geo-tagged list of locations in PEN DRIVE.
 - Hard copy list of hoarding locations, certified by Authorized Signatory.
 - Invoices from hoarding site owners with GST R1.

6. Regional Offices

- Proof of ownership/rent agreement/electricity bills of offices in at least 5 States (for All-India bid) OR in respective State(s) (for State bid).

7. Other Required Submissions

- Affidavit on Stamp Paper stating correctness of submitted information.
- Photographs of hoarding sites (close-up & long shot).
- Details of authorized representative (contact, authorization letter).

C. For Existing Empanelled Agencies

1. Financial Bid only (for the States/UTs mentioned in Annexure-I).
2. Updated Bank Guarantee of ₹2,00,000 as per Annexure-III.
3. Processing Fee of ₹10,000 (DD).
4. Self-Declaration as mentioned above.

D. Financial Bid (New & Existing Agencies)

1. Financial Proposal (as per Annexure-VI) on Company Letterhead.
2. Soft copy of Financial Bid (in Excel format) in sealed PEN DRIVE.

Note:

- All documents must be self-attested, arranged in chronological order, and indexed.
- Bids should be submitted in sealed envelopes (Technical and Financial separately for new agencies).
- Any deviation or incomplete submission may lead to outright rejection.

Annexure VIII

Integrity Pact (As per CVC Guidelines)

This Integrity Pact is made on this ____ day of _____, 2025, between the **Central Bureau of Communication (CBC), Ministry of Information & Broadcasting, Government of India** (hereinafter referred to as the “Principal”), and M/s _____ (hereinafter referred to as the “Bidder/Contractor”).

Preamble

The Principal intends to empanel outdoor agencies for display of hoardings under RFP No. 21/01/HDG (Tender Rate)/2425/OM dated 08.08.2025.

The Principal values transparency and fairness in procurement and is committed to preventing corruption, unfair practices, and unethical conduct. In pursuit of this policy, the following Integrity Pact has been agreed upon.

Commitments of the Principal

1. The Principal commits that no official of the Principal will demand or accept any bribe, gifts, or consideration in connection with this tender or contract.
2. The Principal will conduct all procedures in a transparent manner and ensure fair and equitable treatment of all bidders.
3. The Principal will disclose all payments received in connection with this contract, if required by law.
4. Any violation by officials of the Principal shall invite appropriate disciplinary or criminal sanctions.

Commitments of the Bidder/Contractor

1. The Bidder/Contractor commits not to offer, directly or indirectly, any bribe, gifts, or advantage to any official of the Principal in connection with this tender or contract.
2. The Bidder/Contractor undertakes not to enter into collusion with other bidders or engage in cartelization.
3. The Bidder/Contractor shall disclose all payments made in connection with this contract to any person, including agents, intermediaries, or family members of officials, either at the time of signing the contract or upon demand by the Principal.
4. The Bidder/Contractor will not misuse any information shared during the bidding process and will maintain confidentiality.
5. The Bidder/Contractor affirms that it has not been debarred/blacklisted by any Government Department/Agency.
6. The undertaking under this Pact shall be executed **in the name of, and on behalf of, the Chief Executive Officer (CEO) of the company**, or an authorized signatory duly empowered by the CEO.

7. The Bidder/Contractor affirms that it maintains a **Code of Conduct clearly rejecting bribery and unethical practices**, and has a compliance program in place to enforce the same across the organization.

Sanctions for Violation

In case of breach of this Pact by the Bidder/Contractor, the Principal shall be entitled to:

- Reject the bid or terminate the contract.
- Forfeit the EMD/Performance Bank Guarantee.
- Recover damages, if any.
- Debar the violator for an appropriate period of time.

Independent External Monitor (IEM)

1. The Principal has appointed the following Independent External Monitor(s) for this Pact:

Name: _____

Designation: _____

Address: _____

Email: _____

2. The IEMs shall review independently and objectively whether and to what extent the parties comply with the obligations under this Pact.
3. Complaints regarding violations of this Pact may be addressed to the IEMs.
4. The IEMs shall have the right of access to all relevant records of the Principal and the Bidder/Contractor relating to the contract.

Duration of the Pact

1. This Pact begins when both parties sign it and remains valid till completion of the contract, including warranty/maintenance period.
2. For unsuccessful bidders, the Pact shall expire after six (6) months from the date of finalization of the tender process.

Other Provisions

1. This Pact is subject to Indian Law.
2. Any dispute arising out of this Pact shall be subject to arbitration as per Annexure II of the RFP.
3. The Bidder/Contractor shall bear all costs associated with the execution of this Pact.

Declaration

We, the undersigned, have read and understood the provisions of this Integrity Pact and agree to abide by it in letter and spirit.

For and on behalf of the Principal

(Authorized Signatory)

Name: _____

Designation: _____

Central Bureau of Communication

Ministry of I&B, Government of India

Seal/Stamp

For and on behalf of the Bidder/Contractor

(Authorized Signatory – CEO or Authorized by CEO)

Name: _____

Designation: _____

M/s _____

Seal/Stamp

Witness 1: _____

Witness 2: _____

Annexure IX

CERTIFICATE OF TURNOVER OF AGENCY

(BY AUDITOR OF THE AGENCY ON LETTERHEAD)

DATE: [INSERT DATE]

This is to certify that [INSERT AGENCY NAME AS PER OFFICIAL RECORDS] having office at [INSERT ADDRESS], having PAN [INSERT PAN], has a total turnover and average turnover during the last five years, as given below:

S. No	Financial Year	Turnover (in INR Crore)
1	2018-19	
2	2019-20	
3	2020-21	
4	2021-22	
5	2022-23	
6	2023-24	

We further certify that the above figures have been verified from the books of accounts and other records furnished by [INSERT AGENCY NAME AS PER OFFICIAL RECORD] to us.

(Signature)

Name of the Statutory Auditor

Designation

(Seal and Stamp)

UDIN: [INSERT NUMBER]

Firm Registration No. [INSERT NUMBER]