



## BRAITHWAITE & CO LIMITED

(A Government of India Undertaking under Ministry of Railway)  
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**CIN: U74210WB1976GOI030798**

### **EXPRESSION OF INTEREST (EOI)**

**EOI NO: BCL/PUR/RD/EMPANELMENT (NEWSPAPER)/2018**

**February 14, 2018**

**“EXPRESSION OF INTERESTS ARE INVITED FOR EMPANELMENT OF NEWSPAPER COMPANIES / INS ACCREDITED ADVERTISING AGENCIES FOR PUBLICATION OF BCL’S TENDER NOTICES, EXPRESSION OF INTERESTS (EOI) / RECRUITMENT NOTICES / OTHER MATTERS ETC. FROM TIME TO TIME AS PER EOI CONDITIONS.”**

Interested Newspaper house / INS Accredited advertising agency (s) should submit the offer against this EOI addressed to Sr. Manager (Purchase), Braithwaite & Co. Limited (BCL), 5, Hide Road, Kolkata-700043 within 14 (Fourteen) days i.e. within 27.02.2018 at 14.30 hours. The sealed offers should be submitted in Tender Box No.1. The offer shall be opened on 27.02.2018 at 15.00 hours on the same day. Bidders may depute their authorized representative for witnessing the names of the responding parties during opening of offers.

The Offer to be submitted, in sealed envelope bearing EOI No. **BCL/PUR/RD/EMPANELMENT (NEWSPAPER)/2018**, dated 14.02.2018, Job Description & Due Date written on the same shall be containing covering letter with credentials / documents, acceptance of terms and conditions etc., as specified in this EOI.

Price part shall be invited in later from the qualified / accepted participants on as stipulated in the para for basis of selection and award.

#### **INTENTION OF EOI:**

Braithwaite & Co. Ltd., (BCL) intends to empanel and engage newspaper Companies / INS accredited advertising agencies for publication of BCL's Tender Notices, Expression of Interests (EOI), Recruitment Notices, other matters etc. from time to time in leading daily Bengali Newspapers, (Kolkata Edition) and in a English Newspaper (Kolkata & one Metro City edition). BCL shall furnish the matter through email to be published generally with one day notice prior to publication **or** with short notice in case of urgency. For this purpose, the subject Expression of Interest (EOI) is invited.

#### **ELIGIBILITY / QUALIFYING CRITERIA:**

1. The participator should be either a Newspaper Company **or** an INS accredited agency having sufficient experience for such type of publication. INS accredited agencies shall submit documents towards their experience of such publications for PSUs / Govt. Deptts. The number of circulation of the Newspaper in which publication will be made shall be 1 lakh or above (The newspaper company/agency shall submit documentary proof of same).

2. The Indian Newspaper Society (INS) accredited agencies have to submit copy of GST registration along with their offer.

**The INS Accredited Agency** should have average turnover of Rs.9.60 lakh during last three years ending on 31.03.2017 and should submit a copy of audited / chartered accountant certified Balance Sheets and Profit & Loss Accounts for the last 3 years ending on 31.03.2017.

3. The bidder is required to have minimum 3 years of experience in the same line of services. The participator should submit a copy of Work Order / Purchase Order or any other supporting document in proof of execution of the job.

4. The offers of the agency/firm/company not fulfilling the eligibility criteria are liable for rejection.

**INSTRUCTION TO BIDDERS:**

1. The agency/firm/company should submit only Technical Bid in sealed Envelopes super scribing the EOI no & date and shall submit in the corresponding Tender Box within due date & time. Under no circumstances should the bidder submit price in the Technical Bid. Only qualified Bidders will be asked to submit Price Bid. A separate intimation will be given to the qualified bidders.
2. Validity: Offer should remain valid for a period of 90 days from the date of opening of this EOI.
3. All corrections (if any), must be signed at the appropriate place by the signatory of the bidder, otherwise tender will be rejected. However, no correction is allowed in price bid.
4. Alteration, inclusion, deviation will not be allowed once the bid is submitted. However, EOI Evaluation Committee / purchaser may demand further clarification / documents if required.
5. BCL shall reserve the right to cancel the EOI at any stage before finalization of the tender.
6. The Bidder should also submit a declaration that they have understood the entire scope of work of the EOI & have submitted their offer accordingly. Also submit Company Profile along with addresses of Registered Office / Head Office, names & contact details of Directors/ Partners.
7. NSIC / MSME / SSI registered participators should submit copy of their valid registration documents along with indication of ownership (i.e. whether SC / ST). In case the owner is of SC / ST category, copy of necessary document is to be submitted.
8. **Unconditional acceptance of terms & conditions of EOI is to be submitted in a separate letter, along with the offer.** Deviations, if any, shall be submitted in a separate page.

**BASIS OF SELECTION:**

- 1) Selection and Empanelment/Engagement will be on the basis of credential documents to be submitted by the bidders. Bidders will have to meet the qualifying criteria. Those Bidders who will not meet the qualifying criteria shall not be considered.
- 2) Rates for different edition will be invited later on only from the qualified News paper company / Agency (s) as mentioned in para 1 above.
- 3) The decision of BCL with respect to evaluation & selection shall be final & binding to all the bidders.

**TERMS & CONDITIONS:**

1. The rate shall also remain Firm during contract period as well as extension period. The award of work is for an aggregate period of 2 years, which will initially be given for a period of one year and reviewed for extension for another year(s) subject to satisfactory performance at the discretion of BCL on the same terms and conditions.
2. BCL intends to select any of the newspaper (one in Bengali & another for English) for publication based on lowest rates received in this tender from the bidders.
3. The qualified participants will be intimated to submit price bid in a specified Price Format given by BCL. The qualified participants are requested to submit their price bid in a sealed envelope.
4. Depending upon lowest rates received in Price Bid, BCL shall engage a single party for publication in each of Bengali newspaper and English Newspaper. Accordingly, evaluation shall be separately done for English & Bengali Newspaper Decision of BCL with regard to evaluation shall be final and binding to all participants. Lowest bid shall be decided on the basis of lowest rate received as per price bid format, separately for publication in Bengali Newspaper and for publication in English Newspaper.
5. **Payment Terms:** Payment shall be made with 30 days credit period from the date of submission of certified monthly bills supported with copy of Newspaper which was matters published.

The following provisions regarding GST shall be applicable for the subject job.

- Party has to submit GST compliant invoice and challan (if any) to the authorities, mentioning GSTIN No.
  - Party has to submit compliance regarding documentation / monthly returns so as to ensure availing Input Tax Credit (ITC) by BCL, failing which BCL will deduct the resultant amount.
  - BCL reserves the right to keep the payment of GST amount to the party on hold till the receipt of ITC by BCL is ensured.
6. **Certification of Bill:** Bills shall be certified by In-Charge (Purchase) or his authorized representative of Purchase Department.
  7. BCL reserves the right to terminate the order with 15 days notice in case of poor performance / non publishing the matter in time. In such case, BCL may impose penal Impositions as deemed fit.
  8. BCL reserves the right to cancel the EOI at any stage without assigning any reason.
  9. The rate to be quoted (in price bid) shall remain valid for publication in any of the days in a week (including Sunday & Holiday).
  10. Participants in this EOI should have office in Kolkata. They should give full contact details of Kolkata Office along with names, designation, phone / e-mail no. etc. at least of two authorized persons for the job with whom, BCL shall be in regular touch for publication and other contractual matters.
  11. The EOI offers received through E-mail / Fax are not acceptable.
  12. Arbitration : All questions, disputes or difference whatsoever shall arise between the purchaser and the supplier upon or in relation to or in connection with the contract either party may forthwith give to the other notice in writing of the existence of such question, dispute or difference and the same shall be referred to the adjudication of sole arbitrator. CMD-BCL shall have the right and authority to appoint any officer of the company not below the rank of a General Manager who is not directly connected with the Purchase Order. Such a reference submitted to the Arbitrator shall be deemed to be the submission to the Arbitrator within the meaning of the Arbitration and conciliation Act. 1996 statutory modification thereof. The proceedings of the Arbitration shall be held in Kolkata.
  13. Any legal dispute that may arise will be settled within the jurisdiction of Court of Kolkata.
  14. The agency / newspaper must ensure that the matters are published in the newspapers on the day as per the requirement of BCL.
  15. It shall be the responsibility of the successful participator to send the relevant newspaper (1 copy) on the dates on which our matters will be published. The agency A copy of such publication in the newspaper are to be sent free of cost at our HO at 5, Hide Road, Kolkata – 700 043.
  16. Newspaper Houses may participate directly in this EOI or through Agency. In case participation is done through agencies, agencies may quote for the following English & Bengali Newspapers.

**English Newspaper**

Business Standard Pvt. Ltd.  
The Times of India  
The Telegraph  
HT Media (Hindustan Times)  
Indian Express (P) Ltd.  
Milleneum Post

**Bengali Newspaper**

Ananda Bazar patrika  
Bartaman Pvt. Ltd.  
Aajkal Patrika  
Pratidin Patrika  
Ei Samay

**Note: (a) participators may submit the EOI for either Bengali Newspaper OR for English Newspaper or for both the Newspaper.**

- (b) Edition to be published :**
- i) For Kolkata edition**
  - ii) For Kolkata + Delhi edition**
  - iii) For Kolkata + Mumbai edition**
  - iv) For Kolkata + Bangalore edition**
  - v) For Kolkata + Chennai edition**
  - vi) For All edition**