



Pre-Qualification Criteria for Empanelment of PR Agencies

- (i) Reputed PR Agencies having a full fledged office in Mumbai with minimum staff strength of 15
- (ii) Minimum Annual turnover of Rs.15 crore in the last 2 years (i.e. 2015-16 & 2016-17). For 2016-17, the agencies may enclose a copy of Provisional Balance Sheet certified by CA. However Audited Balance Sheet for 2016-17 is to be provided in due course.
- (iii) Minimum Net worth of Rs.1 crore in the last 2 years (i.e. 2015-16 & 2016-17). For 2016-17, the agencies may enclose a copy of Provisional Balance Sheet certified by CA. However Audited Balance Sheet for 2016-17 is to be provided in due course
- (iv) Agencies should have been in existence for the last 5 years, i.e. the date of incorporation of the PR Agencies should not be later than 1st June 2012.

TERMS & CONDITIONS FOR EMPANELMENT

- a) The Agency should not be disqualified/ blacklisted by RBI, IBA and/or by any other nationalised Bank. A declaration by the Agency is to be enclosed.
- b) The Agency should have full fledged office in Mumbai and representative offices in other major cities, having facilities to plan & execute PR campaigns.
- c) The Agency should have a **Full Service Setup.**
- d) The Agency should have sufficient experience in working with financial institutions in Private & Public sector.
- e) The Agency should be able to meet a diversity of communication requirements at short notice.



- f) The Agency may be required to make Public and Press Relation plans for the Bank in consultation with the officials of the Bank.
- g) No advance payment will be made to agency for carrying out campaigns or organising any event.
- h) The job profile of the Agency will include getting maximum coverage in print and electronic media for the news, events and information's regarding the Bank in Mumbai and other important centres. Time to time Interviews of the executives of the Bank in Print and Electronic media to highlight the developments of the Bank and image building of the Bank. Editorial coverage for the Bank in important media. Arranging of Press Conferences, Analysts Meets, Customer Meet, Foundation Day etc.
- i) The Bank's decision will be final in case of organisation of any event.
- j) The empanelment will be on retainer ship basis or job work basis as decided by the Bank.
- k) The allocation of the work is the sole discretion of the Bank.
- l) All applicable taxes including Income Tax etc. will be deducted at source from the final bill as required under Income Tax Act.
- m) The Bank reserves the right to terminate the services of the Agency at any point of time, without assigning any reason.
- n) The Bank reserves the right to reject all or any application/proposal without assigning any reason.
- o) Conditional or Incomplete Applications for empanelment are liable to be rejected.

SUBMISSION OF TENDER APPLICATIONS FOR EMPANELMENT OF PR AGENCIES



- The applications must be submitted in sealed cover, super scribed **"Applications for Empanelment of PR Agencies,"** addressed to Chief Manager, Publicity Department, Dena Bank, Head Office, 3rd Floor, Dena Corporate Centre, C-10, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051.
- The applicant is required to submit a non refundable **Tender Fee** of Rs.2000/- (Two thousand Only) by Demand draft or Pay order of any Nationalised Bank favouring **DENA BANK**, payable at Mumbai.
- The applicant is required to submit an **Earnest Money Deposit** of Rs.1,00,000/- (One Lakh Only) by Demand draft or Pay order of any Nationalised Bank favouring **DENA BANK**, payable at Mumbai.
- The Earnest Money of the Agency/Agencies empanelled with the Bank will be retained by the Bank as security deposit, while EMD of other Agencies will be refunded after the completion of the Tendering Process.
- The applicant should submit Bank's RTGS details for the refund of EMD.
- The applicant is required to submit their applications along with detailed company profile as per the format enclosed (Annexure- I) and all the necessary documents as proof on or before 10th July 2017 latest by 1400 hrs.
- The Agency should comply the K.Y.C. Norms and attach the copies of the following in support of the same:
 - ✓ Proof of Address
 - ✓ PAN Card
 - ✓ Article of Association (in case of Company)
 - ✓ Commencement of Business Certificate (In case of Company)

Documents to be submitted along with Application Form

