



**RURAL ELECTRIFICATION CORPORATION LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)**

Core-IV, Scope Complex,
7 Lodi Road, New Delhi-110003
Tel: 24369690
FAX: 24365815

No.REC/30/1/2009-10(FPO)/CCPR

Dated: 02nd December 2009

To,

M/s ADFACTORS
M/s CONCEPT
M/s McCANN
M/s SAATCHI
M/s PERCEPT
M/s DENTSUMARCOM
M/s SOBHAGYA
M/s KAUTILYA
M/s PERFECT 10

Sub: Invitation to bid for engagement as Public Relation (“PR”) Agency for Further Public Offering (FPO) of REC Limited(“RECL”)

Dear Sir,

This is an invitation to bid for engagement as PR Agency for further public offering (FPO) of REC Limited.

a) SCOPE OF WORK

The Brief Scope of Work is as under:-

- a. Agency will be required to formulate a public relations campaign for RECL with separate agenda for pre FPO (before and after SEBI filing), during the Issue and Post Issue.
- b. Agency to Conceptualize, design and develop Creatives for “Corporate/ Issue Campaign Plan” for Print Media and release of advertisements (if required).
- c. Agency to Conceptualize, design and develop TV Commercials & Corporate/ Issue campaign Plan for Electronic Media and release of TV spots (if required).
- d. Agency to Conceptualize, design and develop Jingles & “Corporate/Issue Campaign Plan” for Radio Media and release of Radio Jingles (if required).

- e. The Agency will be required to co-ordinate with the respective external agencies including BRLMs for all print and/or electronic and/or outdoor media and/or radio etc.
 - f. Agency to organize **Road Shows within India at various locations** for Press, Analysts, Investors, and Brokers thereby stimulating interest for RECL's FPO.
 - g. The Agency will be required to print and supply the **Collaterals** as per the specification and quantity mentioned in RECL's work order for **Collaterals**.
 - h. Any other work and/or activity relating to PR/ Publicity of FPO as required and desired by RECL.
 - i. **The above scope of work in indicative only and not exhaustive in any manner.**
- b) The bidding documents consists of the following:
- a. Annexure I: Broad Scope of Work.
 - b. Annexure II: Special Terms and Conditions
 - c. Annexure III: General Terms and Conditions
 - d. Annexure IV: Other Terms and Conditions
 - e. Annexure V: Undertaking
 - f. Annexure A till I: Price Schedule
- c) The rates should be quoted as specified in the, **Schedule of Rates as per enclosed Annexure A till I.**
- d) RECL Limited reserves the right to divide or give part / total work to more than one Agency.
- e) The Media Plan as enclosed in Schedule of rates Annexure A till I is indicative and not exhaustive, however the bidder must note that the Media Plan as detailed in price annexures is not guaranteed as a minimum work quantum to the selected agency and RECL reserves the right to order subset and/or superset of the Media Plan and/or not to order any and/or all the item.
- f) The above invitation to bid and/or quote shall not be construed in any manner that bidding and/or quoting PR Agency has been selected / short-listed as the agency for FPO related work and /or activities of RECL.
- g) RECL shall have exclusive rights to accept or reject any bid received against this enquiry and/or cancel the tender altogether without assigning any reason for the same.
- h) The bids should be submitted along with an Earnest Money Deposit of Rs 10,00,000/- (Rupees Ten Lacs Only) in the form of a demand draft favoring "Rural Electrification Corporation Limited, New Delhi" drawn on any Nationalized and/or Scheduled Bank, failing which the bid shall be summarily rejected.
- i) The Agency/Associated Companies/Group Companies should not be barred/indicted/penalised by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE/any other authority. The Agency has to give an undertaking on its letterhead (Annexure V), clearly mentioning this RFQ/ tender Number, date and place (not prior to this invitation to bid and later than the closure of receipt of the bids as indicated in the tender document and/or RFQ). If any evidence of the agency/its associated companies/ group companies being barred/indicted by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE/ any other authority are found, in such

case RECL will reject such applications/BID without assigning any reasons/explanations and EMD will be forfeited. The decision of RECL will be final and binding on the interested parties/companies. RECL reserves the right to accept/ reject the bid and/or quotation without assigning any reason whatsoever.

- j) The bidder should note that any advertisements would be required to be in line with SEBI ICDR 2009 regulations and the publicity guidelines that have been circulated by legal/ counsels in relation to this proposed FPO issue.
- k) The abbreviations used of newspapers are : TOI : Times of India, HT: Hindustan times, ET: Economics Times, NBT: Nav Bharat Times, HH: Hindustan Hindi, IE: Indian Express, FE: Financial Express, BS: Business Standard, HBL: Hindu Business Line, NIE: New Indian Express, JS: Jan Satta and the same are deemed to be understood and complied with all references elsewhere in the tender document including Annexures of the Price Bid.
- l) **It must be noted that bids against this invitation to bid as received by stipulated date and time only and strictly from the addressee(s) shall only be entertained and any other bid shall be summarily and outright rejected.**
- m) The sealed quotation super scribing “**Bid for Appointment of PR Agency for Follow-on Public Offer (FPO) of RECL**” shall be submitted in two separate envelopes as detailed below in the tender box by the stipulated date and time at the specified venue:
 - a. **Envelope No. 1: EMD, Undertaking (Annexure V) duly signed and along with company seal Rate Cards of Print, electronic, radio and other media and copy of this invitation to bid and/or RFQ including all annexure(s) by the authorized signatory as a token of acceptance of all the terms & conditions etc. To be super scribed with tender number and date and details of the envelope.**
 - b. **Envelope No. 2: Financial Bids** as specified in Annexure 1 to 10 which are **duly signed** by the authorized signatory along with seal as a token of acceptance of all the terms & conditions. **To be super scribed with tender number and date and details of the envelope.**
 - c. **Envelope No 3: To contain envelope number 1 and 2 as detailed above. To be super scribed with tender number and date and details of the envelope**
 - d. **The sealed bid as prescribed above should be submitted by 1100 Hours on 14.12.2009** in the tender box kept at RECL reception at RECL Corporate Office, Core IV, Scope Complex, 7 Lodi Road, New Delhi – 110 003, which shall be opened on the **same day at 1130 hours** in the presence of bidder’s representative(s) who choose to attend.
- n) The detailed tender document along with terms and conditions and media plan etc can be downloaded from <http://www.recindia.gov.in> or <http://recindia.nic.in> . Alternatively the same can be obtained from undersigned on submission of a written request on agency’s letter head before the last date of bidding as stipulated above.

Thanking you,

Yours faithfully,
Sd/-
(S. L. Kapoor)
Chief Manager (CC)

ANNEXURE - I

Detailed Scope of Work for REC's FPO, Corporate Campaign, Public Offer / Issue, Brokers/ Analysts/ Press Meet etc.

Sl. No.	Heading	Description
1	Advertisement Plan	<p>I. Formulating and presenting to RECL and Book Running Lead Managers (BRLMs) the overall advertisement plan for the FPO in line with enclosed media plan including pre-issue image-building campaign, statutory advertisements, issue-related advertisements, along with the timing, frequency, size and publication details such as positioning etc.</p>
2	Publicity campaign	<p>I. Developing an understanding of the Company and launching a Corporate Campaign in the Print, Electronic media and Radio media.</p> <p>II. Conceptualizing, Arranging and Drafting Interviews, Featured Articles, Talk Shows, Press Conferences, Press Releases etc.</p>
3	Advertisements related to the FPO	<p>I. Conceptualizing, Designing and preparation of the statutory advertisements relating to Book Building in consultation with the Book Runners (BRLMs) as per the regulatory requirements.</p> <p>II. Conceptualizing, Designing and preparation of other FPO related advertisements such as Bid Advertisement, price indicative advertisements, offer opening, offer closing, price discovery advertisement, Thank You advertisements, Basis of allotment and Reminder advertisements etc.</p> <p>III. The Agency shall be responsible for Conceptualizing, Designing and preparation of draft and final art works for all advertisements (including I and II above) and their timely release.</p> <p>IV. Release of above advertisement as per the RECL approved Plan.</p>
4	Organizing Road Shows	<p>I. The PR Agency will be required to organize road shows for the Press, Analysts and Brokers in India for simulating interest in RECL's FPO.</p> <p>II. The Agency has to make all the required arrangements for successful conduct of the road shows.</p> <p>III. The agency has to book the venue at the hotels as decided by RECL for successful conduct of Brokers'/ Analysts'/ Press Conference which shall invariably include all logistics like Decoration, Press Compendium, Banners, Backdrops, Corporate Film, Audio - Visual Equipments</p>

		<p>and 42" LCD Displays, aids etc, Photocopy/ Internet / E-mail facilities etc.</p> <p>IV. The agency should arrange successful coverage of the events in the Print and Electronic media (TV, Radio and Internet etc).</p> <p>V. Conceptualizing, Designing and Drafting required communications to invitees (journalists, brokers, analysts etc) for various Roads Shows in consultation with BRLMs and RECL, as per prevalent SEBI guidelines.</p> <p>VI. Ensuring wide and active participation by leading brokers, media personnel and analysts in the meets and conferences.</p> <p>VII. Detailed and Extensive Photo and Video coverage of the roadshows to be submitted to RECL (both edited and unedited).</p> <p>VIII. In case the hotel specified in the bid document is not available on the particular day for holding conference, the conference should be held at a hotel of equal status as mentioned in the bid documents in consultation and approval of RECL on prior production of original non-availability certificate issued by the hotel under its authorized signatory signatures and seal.</p>
5	Other Public Relations Activities	<p>I. The PR Agency shall comply with the PR Plan as tendered and further will be required to formulate a public relations plan for the Company in the pre-SEBI filing, Post-SEBI Filing, Issue-Period and Post-Issue Period.</p> <p>II. The Agency will be required to arrange select media interactions and ensure enough and proper coverage for RECL in various mass communication media.</p> <p>III. The Agency will be required to conceptualize, design and draft all communications to the media such as press releases etc.</p> <p>IV. The Agency shall produce and submit a daily written report to RECL from the date of award with the details of daily news coverage of RECL in the media and also the BRLMs during the Public Issue, till the allotment is completed.</p> <p>V. The Agency shall also plan any other PR events and activities during the FPO period.</p>
6	Collaterals	<p>I. The PR Agency will be required to print and supply the following collaterals for road shows/ conferences:</p> <ol style="list-style-type: none"> a. Print invitation cards, Folders/Brochures, format for press releases and sending invitation to all concerned. b. Procurement of writing pads, pens,

		<ul style="list-style-type: none"> mementos c. Arrangement of photographers, videographers etc for all press meets and Brokers, Analyst conferences including the road shows etc. d. Preparation of Banners, Backdrops, TV commercials, Radio Jingle, Press Compendium etc.
7	Miscellaneous	<ul style="list-style-type: none"> II. Any other activity required for this purpose I. The broad Scope of work and penalties as indicated here and the media plan (and Bill of Material) as per Annexure 'D' is indicative only and not exhaustive in any manner. RECL reserves the right to modify the same at any stage at its sole discretion.

UNDERTAKING

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

ANNEXURE - II

SPECIAL TERMS AND CONDITIONS OF CONTRACT

1. The print and/or electronic and/or internet and/or outdoor media plan is tentative and/or indicative and subject to final written approval of RECL. RECL shall have sole discretion to modify the tendered media plan and no representation of any sort and/or kind and/or manner in this regard shall be entertained.
2. The media plan can be modified (subset and/or superset) at any stage by RECL at its sole discretion.
3. RECL reserves the sole right not to order and/ or pay for any of the tendered items without assigning any reasons thereof and no claims in this regard should be admissible.
4. The Agency shall ensure that the advertisements, press releases, all publicity materials, public communication, collaterals, etc are in line and compliance with the guidelines on advertisements issued by Government of India and SEBI under the prevalent and applicable Government of India and SEBI (Disclosure and Investor Protection) guidelines as amended from time to time & indemnifications against any IPR violations.
5. The agency should ensure written BRLMs approval of the advertisements, press releases, all publicity materials, public communication, collaterals, etc before the release and the same should invariably be submitted to RECL for prior approval before the release.
6. The actual date of release of the advertisements shall be as per the directions given by RECL.
7. The Agency will be responsible for conceptualization, design and preparation of creative(s) without any extra financial implication to RECL for all advertisements and campaign and shall ensure their timely release.
8. No extra payment towards preparation of artwork shall be payable to the selected agency by RECL. The copy of the advertisement should be in the respective language of the publication.
9. RECL at its sole discretion reserves the right to carry out any tendered work and/or additional and/or extra work from other sources.
10. The IPR of all finished/ final products/ deliverables as per scope of work shall belong to REC.
11. The Agency shall indemnify RECL from any third party IPR and Copyright violations of any sort, form, kind and/or manner for all intermediate/ finished products/ deliverables.
12. All the Release instructions to the respective media houses shall be issued only through Delhi Office of PR Agencies in consultation with and written notification to RECL.
13. The agency should note that appearance/ release/ publication of advertisements on time and as scheduled is essence of the specific release orders, failing which liquidated damages as defined/ stipulated shall be levied by RECL.
14. Additionally Sufficient coverage to the satisfaction of RECL for PR- Corporate of RECL as detailed below in Table – I shall be carried out failing which RECL reserves the right to levy liquidated damages @2% of the total payable value for all the work / activity carried out by the bidder.

Table – I

S.No.	Details	Description	Frequency
Objective: Create awareness for RECL as a major funding organisation for the power sector across India			
1	Mainline Top 10 newspaper coverage report (like HT, TOI, Dainik Bhaskar, IE, HH, NBT, Jansatta, Gujarat Samachar, Sandesh, Rajasthan Patrika etc)	At least one major or broad story / feature interview/ contributing article	Weekly (Different papers on different dates)
2	Top 5 business newspaper coverage report (like ET, FE, Mint, BS, HBL, DNA etc)	At least one major or broad story / feature interview/ contributing article	Weekly (Different papers on different dates)
3	Top 5 business newspaper coverage report by reputed and renowned Journalists (ET, FE, Mint, BS, HBL, DNA etc)	At least two major or broad story / feature interview/ contributing article by reputed and renowned Journalists	Weekly (Different papers on different dates)
4	Mainline magazines/supplements coverage report (Like India Today, Business India, Dalal Street, Capital Market etc)	At least one major or broad story / feature interview/ contributing article	Weekly
5	Mainline TV channels (CNBC Group, NDTV Profit, Zee Business CNBC Awaaz, Times Now, ETV etc)	At least one major or broad story / panel/ group discussion/ feature interview	Bi-Weekly

UNDERTAKING

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

ANNEXURE -III

GENERAL TERMS AND CONDITIONS OF CONTRACT

1. **The price offered/ quoted by the agency along with all the terms and conditions should be firm and valid till 31st March 2010.** No escalation on any account whatsoever shall be paid under this contract. However, in the event of FPO getting delayed / postponed to a later date the offered/ quoted rates by the Agency can be extended for further period as mutually agreed by agency and RECL, failing which retendering may be done by RECL.
2. **Quoted and/or offered rates are inclusive of all logistics and invariably including all taxes, levies, service tax etc, as applicable. The taxes, levies, service tax etc, as applicable and rates should be clearly mentioned in Annexure V failing which the offered price shall be deemed to be inclusive of the same.**
3. The party must comply with the tender specifications and all other terms and conditions of the contract. No deviation shall be entertained.
4. The bidder shall be deemed to have read, understood, perused and unconditionally complied with all terms and conditions of the tender document.
5. **The quotation sent in any other format shall not be accepted. Any deviation from the prescribed format shall not be entertained and the bid shall be rejected outright.**
6. Each page of the bid including any photocopies, print outs etc should be sealed and signed by the authorized signatory of the agency.
7. The rates should be quoted both in figures as well as in words.
8. In case of any discrepancy, unit rates shall be taken into account.
9. RECL reserves the right to accept and/or reject any bid/quotation without assigning any reason whatsoever.
10. RECL reserves the right to assess the Agency's capacity and capability to perform the works.
11. All instructions, notices and communications etc., under the contract given on the address as detailed in the notices be deemed to have been served on the date by RECL
12. **The Agency shall quote its prices in Indian Rupees only as per schedule of rates Annexure A till I, failing which the bid is liable to be rejected. The unit rates offered, taxes, duties and levies etc shall be clearly and legibly written in respective annexure(s) of price schedule failing which the bid is liable to be rejected. No other payment for any reason shall be admissible.**
13. The liquidated damages have been specified in terms and conditions and respective annexure(s) of the tender and the quote shall be deemed to be taking into considerations the same. The Agency has to enclose duly signed along with company seal Rate Cards of the respective media pertaining to respective annexure to RECL in its financial bid.

14. **In order to enable RECL to arrive at a decision, it is imperative that the tender document be followed strictly. No other offers shall be accepted unless stipulated otherwise in the tender document itself.**
15. **Each page of the bid should be signed by the agency and submitted alongwith the quotation as a token of acceptance of all the terms and conditions, failing which the bid is liable to be rejected.**
16. For payments per unit offered rates shall be taken into account for each line item subject to any liquidated damages as mentioned in the tender document/ RFQ including annexure(s).
17. The Agency/Associated Companies/Group Companies should not be barred/ indicted by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE. The Agency has to give an undertaking (Annexure V) on its letterhead duly addressed to ED(FPO-PR), RECL clearly mentioning RFQ/ tender No. REC/30/1/2009-10(FPO)/CCPR, dated 02nd December 2009 and place (not prior to this invitation to bid and later than the closure of receipt of the bids as indicated in the tender document and/or RFQ). If any evidence of the agency/its associated companies/ group companies being barred/indicted by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE are found, in such case RECL will reject such applications/BID, without assigning any reasons/explanations. The decision of RECL will be final and binding on the interested parties/companies. RECL reserves the right to accept/ reject the bid and/or quotation without assigning any reason whatsoever.
18. RECL reserves the right to assess the Agency's capacity and capability to perform the works even after selection and assignment of the work and cancel the work order at the risk and cost of the bidder.
19. Payment for the work awarded as per RECL work orders done shall be made on receipt of authentic original bills in triplicate along with duly signed and sealed (company seal of the bidder) bills of the media (print, electronic, internet, outdoor, hotels, makers of collaterals etc) and on receipt of original copies of publications (in case of print media), DVDs and/or any other authentic proof of actual telecast (in case of electronic and radio media) from the channel itself, Third Party authentic day wise and date wise videos and photographs (in case of outdoor media) after the satisfactory completion of the respective job and on certification of Officer-in-charge of RECL subject to deductions of any penalties and/or liquidated damages, if and as applicable, and as mentioned in the tender document including annexure(s).
20. No advance payment will be made under any circumstance.
21. Income tax and other tax, if any, shall be deducted at source from bill as per the applicable tax rules.
22. In case of non-submission of proper documentation along with the bills the same shall not be accepted and no claim of any sort shall be entertained in this regard.
23. In case of fudging, forgery etc of the bills (as determined by RECL) as claimed to be paid by the agency no payment shall be admissible for any of the bills submitted to RECL and further RECL reserves the right to forfeit the EMD and to also initiate legal proceedings against the agency and its officials as per Indian Laws.
24. The agency shall execute the work strictly as per the specification and time schedule given by the officer in charge from time to time. However, RECL is not liable to pay any amount whatsoever to the Agency in case of deliberate delay in the execution of the job or sudden suspension of work by the Agency.

25. As these activities are time bound in nature therefore any incidental eventualities from work orders and/or otherwise should be carried out only in consultation and confirmation with the officer-in-charge of RECL and be immediately brought to the notice of the officer-in-charge of RECL through written communication and be regulated by written confirmation and/or communication of the officer-in-charge of RECL within a week of occurrence of any such event and/or eventuality failing which no payments in his regard shall be made by RECL and no claims and/or representations of any sort and/or manner and/or kind shall be entertained by RECL.
26. If at any time the agency makes any default with work with due diligence and continues to do so even after the notice in writing of 7 days from the Officer-in-charge or commits default in complying with any of the terms and conditions of the contract and does not remedy it or takes effective steps to remedy it within 7 days after the notice in writing is given to the agency on that behalf by Officer-in-charge or fails to complete the work or items of work with individual dates of completion, on or before the date(s) of completion and does not complete within the period specified in a notice given in writing on that behalf by the Officer-in-charge, RECL may without prejudice to any other right to remedy accrued or shall accrue thereafter to RECL, by written notice, terminate the contract as a whole or part of the contract and get the work executed at risk and cost of the agency.
- 27. RECL reserves the right to terminate the contract at any time or stage during the period of contract by giving Seven days notice without assigning any reason without any financial consideration/implication.**

28. Conciliation/ Arbitration

- a) If any dispute (s) or differences (s) of any kind whatsoever arise between the Parties, the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by CMD, REC.
- b) In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences as detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by CMD, REC.
- c) Notwithstanding the existence or any dispute or difference and/or reference for the arbitration, the Contractor shall proceed with and continue without hindrance the performance of the work under the contract with due diligence and expedition in a professional manner and the payment due to the Contractor shall not be withheld on account of such difference of arbitration proceedings unless such payment is a subject matter of the arbitration.
- d) The arbitration proceedings shall be in accordance with the prevailing Arbitration and Conciliation Act, 1996 and Laws of India as amended or enacted from time to time.
- e) The venue of the arbitration shall be New Delhi, India. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.
29. Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the bidder does not accept the correction of errors, its bid will be rejected. If there is a discrepancy between words and figures, the prices in words shall be taken as the final price for all purposes.

30. Corrupt or Fraudulent Practices

- a. Bidders & Vendors shall observe the highest standard of ethics during the procurement and execution of the contract.
- b. RECL will reject a proposal for award if it determines that the Bidder recommended for award is engaged in corrupt or fraudulent practices in competing for the contract in question.
- c. RECL will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm was engaged in corrupt or fraudulent practices in competing for this bid, or in executing the contract.

31. Earnest Money Deposit:

- a. No interest will be payable by the RECL on the EMD.
- b. The EMD may be forfeited, if a Bidder withdraws his bid during the period of bid validity, specified by the Bidder in the Bid and/or on submission of false documents/ undertaking.

32. Force Majeure

- a) In the event of either party being rendered unable by Force Majeure to perform any obligation required to be performed by them under the contract, the relative obligation of the party affected by such Force Majeure shall be suspended for the period during which such cause lasts.
- b) The term " Force Majeure" as employed herein shall mean acts of God, War, Civil Riots, Fire directly affecting the performance of the Contract, Flood and Acts and Regulations of respective government of the two parties, namely REC and the Contractor.
- c) Upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid thereby, shall notify the other party in writing, the beginning of the cause amounting to Force Majeure as also the ending of the said clause by giving notice to the other party within 72 hours of the ending of the cause respectively. If deliveries are suspended by Force Majeure conditions lasting for more than 2 (two) months, REC shall have the option of cancelling this contract in whole or part at his discretion without any liability at his part.
- d) Time for performance of the relative obligation suspended by Force Majeure shall then stand extended by the period for which such cause lasts.

e) Applicable law and Jurisdiction

All matters connected with this shall be governed by the Indian law both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Indian Courts at Delhi.

UNDERTAKING

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Other Terms & Conditions

- a)** Agency shall mean the contractor whose bid will be accepted by RECL (owner) for the award of various works and shall include such successful Agency's legal representative, successors and premised assigns.
- b)** Officer shall mean the ED(FPO-PR) of RECL or any other officer nominated by RECL to act as Officer-in-Charge from time to time for the purpose of the Contract.
- c)** The selected Agency shall post at least:
 - 1)** One official with requisite skill set from the date of award till the completion of work at RECL, CO
 - 2)** Three officials (One team leader and two team members (which may comprise of 1 above) with requisite skill set) ten days in advance of the appearance of fist media advertisement for the scheduled FPO till the completion of all activities/ work at RECL, CO.
 - 3)** RECL will only provide seating space at its convenience and rest other logistics including equipments, internet connections etc. shall be brought by the team at their own and/or Agencies risk.
 - 4)** The agency personnel and/or team shall observe discipline and conduct as per RECL norms.
 - 5)** In case of absenteeism the Agency shall make prior arrangements for suitable replacement failing which Rs 5,000/- (Rupees Five Thousand per day) per day per person shall be deducted from the total payments made.
 - 6)** In case of non-deployment and/or absentia (of 5 or more days from the date of award and/or 2 or more days from the appearance of first media advertisement for the scheduled FPO) as stipulated in above clauses, additional liquidated damages to a maximum of 5%, on total bills payable or claims as raised by the agency, whichever is higher, shall be levied by RECL at its sole discretion.
- d)** The Agency team deployed as per above shall look after all logistics and project management for the assigned work and shall report progress on a day-to-day basis as mentioned in scope of work and any other as decided and required by RECL to the Officer-in-Charge.
- e)** The Agency shall in no case lease/transfer/sublet/appoint care taker for these services.
- f)** No other person except Agency's authorized representative shall be allowed to enter RECL 's premises.
- g)** Within RECL 's premises, the Agency's personnel shall not do any private work other than their normal duties.

- h)** The Agency shall be directly responsible for any/all disputes arising between him and his personnel and shall keep RECL indemnified against all losses, damages and claims arising thereof. All kinds of statutory dues, liabilities and insurance, incentives etc of the employees of the agency throughout India involved in any sort and/or kind and/or manner with the work as mentioned in this tender shall be taken care of by the Agency and shall be sole responsibility of the Agency and in the event of any eventuality to the employees of the agency, RECL shall not be liable for any claim of sort and/or kind and/or manner in any case.
- i)** The personnel engaged by the Agency shall be subject to normal security checks by the RECL's Security staff and/or personnel of RECL authorized security agency while on duty and/or entering and/or leaving the premises.
- j)** The Agency shall be solely responsible for payment of wages/salaries, insurance, any other statutory obligations as per all applicable Acts, Rules, Statutes Regulations Orders etc. and allowances to his personnel that might become applicable under any new act or order of Government. RECL shall have no liability whatsoever in this regard.
- k)** The Agency shall be fully responsible for theft, burglary, fire etc. of the assigned work or any mischievous deeds by his staff and will compensate RECL to the extent of loss caused as decided by RECL.
- l)** All consumable & material used by the Agency shall be of standard make and prior written approval of Officer-in-Charge shall be taken for the same.
- m)** The Agency shall have to liaison with major newspapers and magazines and electronic media channels including business and general news channels for placement of important news items pertaining to RECL on regular basis from the date of letter of award.

UNDERTAKING

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

UNDERTAKING ON COMPLIANCE OF TECHNICAL SPECIFICATIONS AND TENDER SPECIFICATIONS and TERMS & CONDITIONS

(To be submitted on the bidder's letter head duly signed by the authorized signatory)

I/We hereby undertake that I/we have examined/ perused, studied and understood the RFP/ bid document No REC/30/1/2009-10(FPO)/CCPR dated 02nd December 2009 and any corrigendum/ addendum/ clarification etc. completely and have submitted my/our bid in pursuance and without any material and/or other deviations to the said documents.

I/We hereby undertake that I/We understand that the Scope of Work and Requirement of this tender is indicative only and not exhaustive in any manner and that the final scope of work and specification will be decided by the RECL at their discretion.

I/We hereby undertake that we shall comply with the Scope of work and requirements and tender terms and conditions completely and there are no deviations of any manner and/or sort and/or kind in this regard from my/our side.

I/We hereby undertake to provide uninterrupted and timely support during the activity/ work period till entire FPO activity is closed.

I/We undertake to be the single point of contact for RECL and shall be solely responsible for all activities and work.

I/We hereby undertake that I/We do understand that my/our bid should be as per the tender document and should be accordingly submitted to the RECL. In case of a failure to comply and/or a variation the RECL has got sole discretion to consider or disqualify my/our bid for the aforementioned RFP/tender/Bid document and I/We shall be not having any claim of any sort/kind/form on the same.

I/We hereby declare that our company has not been banned or disqualified by any Government or any Government agencies or PSUs for any period during last five years.

I/We hereby attach the duly signed and stamped bid document as an acceptance of tender specifications and terms & conditions with the technical bid.

I/We hereby affirm that our response is valid for the period including the deemed period as specified in the tender document .

I/We hereby certify that the Agency/Associated Companies/Group Companies have not be barred/ indicted/penalised by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE, and If any evidence of the our agency/our associated companies/ group companies being barred/indicted by any Government Agency/ Regulatory Authorities like SEBI, BSE, NSE are found, in such case my/ our bid shall be rejected by RECL without assigning any reasons/explanations and EMD will be forfeited. The decision of RECL will be final and biding on the me/us.

I/We understand that RECL reserves the right to accept/ reject the bid and/or quotation without assigning any reason whatsoever.

Date
Place

Signature of Authorised Signatory
Name of the Signatory
Company Name
Company Seal

Annexure A

Pre-FPO Image Build Up: - Print Media

Sl. No.	Name of Publication (s)	B/W or Colour	Unit	Size	No. of Advt.	Offered Rate per unit for Page 7	Offered Rate per unit for Page 9	Total Amount for Advt Page 7
				(a)	(b)	(c)	(d)	(e)
								(e = a * b * c)
A.	Newspapers							
1	HT, HH, Mint	B/W	SQC	400	1			
2	TOI, NBT, ET	B/W	SQC	400	1			
3	DNA Money (Mumbai, Gujarat, Pune)	B/W	SQC	400	1			
4	BS (English, Hindi)	B/W	SQC	400	1			
5	Gujarat Samachar	B/W	CC	100	1			
6	Sandesh	B/W	SQC	400	1			
7	Rajasthan Patrika (Hindi)	B/W	SQC	400	1			
8	Divya Bhaskar (Hindi), Dainik Bhaskar (Hindi), Business Bhaskar (Hindi)	B/W	SQC	400	1			
	Total - A							
B.	Magazines (Advt should appear on right side in first 20% of the total pages)							
1	Dalal Street	Colour	N/A	F/P	1			
2	Capital Market(Fortnightly)	Colour	N/A	F/P	1			
3	Forbes	Colour	N/A	F/P	1			
	Total - B							
	Service tax on Total A and Total B							
	Grand Total = Total A + Total B + Service Taxes							

Additional Terms and Conditions:

a) Details of Size and Abbreviations:

- 1) 1 Column Centimeter (CC) = 4 Square Centimeter (SQC)
- 2) Half Page (HP) = 200 CC = 800 SQC
- 3) Quarter Page (QP) = 100 CC = 400 SQC
- 4) Full Page (F/P)

b) If rate of any newspaper/ publication is not available in SQC, then quote rate in CC and legibly write CC after rate.

c) All offered rates to be specified in Indian Rupees only i.e. INR

d) Please Enclose Legible Copy of the Latest Rate Card of each publication as mentioned above Duly Signed by Bidders Authorized Signatory with Seal of Advertising Agency. Failing which the bid is liable to be rejected.

e) In case the offered rates are more than the latest card rates of the respective publications the bid shall be rejected outright.

f) Date of release of advertisement will be decided by RECL and informed to the selected agency at least two days before the advertisements has to be carried out, under normal circumstances.

g) RECL reserves the right to reduce and/or increase the scope of work at its sole discretion

- h) The offered rates should be deemed to be inclusive of rates for all editions of the newspaper(s) (wherever specific editions have not been mentioned) as on the date of publishing of the advertisement in respective newspapers as mentioned above.
- i) Each line item comprising of various newspapers and all of their respective editions as specified above will be deemed as one group for making payments and for levying liquidated damages/ penalties, if any and for any other purposes.
- j) An annexure comprises of all the groups as mentioned in that annexure.
- k) No advertisement should be published in any of the International edition of any newspaper mentioned above.
- l) Back Page as mentioned herein refers to the last page of the main newspaper only.
- m) By bidding for the tender the bidder shall be deemed to have read, understood, agreed with all terms and conditions specified in tender document including annexures and that there are no deviations of any kind and/or sort and/or manner.**
- n) By bidding for the tender the bidder shall be deemed to have unconditionally accepted and complied that for admissible payments of any kind the payment and liquidated damage shall be applicable for the entire group and not to the individual and/or respective member of the group nor to any edition of the individual and/or respective member of the group. Group member wise and/or edition wise staggering of respective members of the group is not permissible and any claims and/or representations in this regards at any stage by RECL shall not be admissible.**
- o) Advertisement is to be published on the Page number as specified in the work order/ release order of RECL for entire group and member of the group and any edition of the member of the group.**
- p) Payment shall be made on pro rata basis of the actual size published subject to that the lowest published size in the entire group or member of the group or any edition of the member of the group shall be applicable to payments to be made for the entire group, if any.
- q) No payment of the entire group will be made for advertisement not published in entire group or member of the group or any edition of the member of the group. Additionally liquidated damages @5% shall be levied on the payment to be made for the entire annexure as applicable on the ordered size, however in case no payment is admissible and/or payable on the annexure then additional liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity.
- r) No advertisement would be put in any supplements/other pull-outs. In such a case no payment for the entire group will be admissible and additionally liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity
- s) In case the agency is not able to get the advertisement published on ordered page of the entire and/or member of a group, the advertisement may be published either on page 1 or 3 or 5 or 7/9 (as per the case) or on back page (last page) of the respective main newspaper and in such cases the payment shall be made based on the following for the entire group subject to other terms and conditions:
 - 1)In case the advertisement is published on ordered and specified page number for entire group or member of the group or any edition of the member of the group: full payment as per ordered rates as per other terms and conditions
 - 2)In case the advertisement is not published on specified page (except page number 1, 3, 5, 7 or back page) but is published on any other right hand side page of the main newspaper for entire group or member of the group or any edition of the member of the group: Offered rates for page 9 for entire group with liquidated damages @5% of offered rate for page 9 for entire group as applicable on the ordered size.
 - 3)In case the entire advertisement is published on page number 1, 3 ,5 or back page for entire group or member of the group or any edition of the member of the group: Offered rates for page 7 for the entire group.

- 4) In case the advertisement is published on page number 7 where the order was for page number 9, for entire group or member of the group or any edition of the member of the group: Offered rates for page 9 for the entire group.
 - 5) Advertisement should not be published on left hand side page. Payment will not be made for any advertisement which is published on left hand side page of entire group or member of the group or any edition of the member of the group.
 - 6) In case the advertisement is published on right hand side in mix mode i.e. few editions on page 7, few on 9, few on 3, few on 5, few on back few on 13 and so on: Offered rates for page 9 for entire group with liquidated damages @7.5% of offered rate for page 9 for entire group as applicable on the ordered size.
 - 7) All liquidated damages as mentioned above shall be levied in addition to other liquidated damages as mentioned anywhere else and applicable in the tender document including annexures.
 - 8) Payments for any advertisement of entire group or member of the group or any edition of the member of the group shall be made only on production of formal approval and/or sanction of RECL for the contents of the advertisement which shall invariably be enclosed with the invoices and/or bills submitted, in case of a default no payment shall be made.
 - 9) All invoices/ bills should be submitted in duplicate along with original bills of the publications and all original editions of the respective publications, failing which no payment shall be made.
- t) If the advertisement does not appear on right side in first 20% of the total pages in a magazine liquidated damages @15% shall be levied.

UNDERTAKING

Annexure A

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure B

FPO – Issue-Related / Mandatory Advertising

Sl. No.	Name of Publication(s)	B/W or Colour	Unit	Size	No. of Advt.	Offered Rate per unit for Page 7	Offered Rate per unit for Page 9	Total Amount for Page 7
				(a)	(b)	(c)	(d)	(e) (e = a * b * c)
Three Advts : - ISSUE OPEN TODAY; ISSUE OPEN; ISSUE CLOSSES TODAY								
1	TOI, ET, NBT	B/W	SQC	700	3			
2	HT, HH, Mint	B/W	SQC	700	3			
3	IE, FE, JS	B/W	SQC	700	3			
4	The Hindu, HBL	B/W	SQC	700	3			
5	Business Standard (E+H)	B/W	SQC	700	3			
6	DNA Money (Mumbai, Gujarat, Pune)	B/W	SQC	700	3			
7	Gujarat Samachar	B/W	CC	175	3			
8	Sandesh	B/W	SQC	700	3			
9	Rajasthan Patrika (Hindi)	B/W	SQC	700	3			
10	Divya Bhaskar (Hindi), Dainik Bhaskar (Hindi), Business Bhaskar (Hindi)	B/W	SQC	700	3			
							Total	
							Service Tax	
							GRAND TOTAL	

Additional Terms and Conditions:

a) Details of Size and Abbreviations:

5)1 Column Centimeter (CC) = 4 Square Centimeter (SQC)

6)Half Page (HP) = 200 CC = 800 SQC

7)Quarter Page (QP) = 100 CC = 400 SQC

8)Full Page (F/P)

b) If rate of any newspaper/ publication is not available in SQC, then quote rate in CC and legibly write CC after rate.

c) All offered rates to be specified in Indian Rupees only i.e. INR

d) Please Enclose Legible Copy of the Latest Rate Card of each publication as mentioned above Duly Signed by Bidders Authorized Signatory with Seal of Advertising Agency. Failing which the bid is liable to be rejected.

e) In case the offered rates are more than the latest card rates of the respective publications the bid shall be rejected outright.

f) Date of release of advertisement will be decided by RECL and informed to the selected agency at least two days before the advertisements has to be carried out, under normal circumstances.

g) RECL reserves the right to reduce and/or increase the scope of work at its sole discretion

- h) The offered rates should be deemed to be inclusive of rates for all editions of the newspaper(s) (wherever specific editions have not been mentioned) as on the date of publishing of the advertisement in respective newspapers as mentioned above.
- i) Each line item comprising of various newspapers and all of their respective editions as specified above will be deemed as one group for making payments and for levying liquidated damages, if any and for any other purposes.
- j) An annexure comprises of all the groups as mentioned in that annexure.
- k) No advertisement should be published in any of the International edition of any newspaper mentioned above.
- l) Back Page as mentioned herein refers to the last page of the main newspaper only.
- m) By bidding for the tender the bidder shall be deemed to have read, understood, agreed with all terms and conditions specified in tender document including annexures and that there are no deviations of any kind and/or sort and/or manner.**
- n) By bidding for the tender the bidder shall be deemed to have unconditionally accepted and complied that for admissible payments of any kind the payment and liquidated damage shall be applicable for the entire group and not to the individual and/or respective member of the group nor to any edition of the individual and/or respective member of the group. Group member wise and/or edition wise staggering of respective members of the group is not permissible and any claims and/or representations in this regards at any stage by RECL shall not be admissible.**
- o) Advertisement is to be published on the Page number as specified in the work order/ release order of RECL for entire group and member of the group and any edition of the member of the group.**
- p) Payment shall be made on pro rata basis of the actual size published subject to that the lowest published size in the entire group or member of the group or any edition of the member of the group shall be applicable to payments to be made for the entire group, if any.
- q) No payment of the entire group will be made for advertisement not published in entire group or member of the group or any edition of the member of the group. Additionally liquidated damages @5% shall be levied on the payment to be made for the entire annexure as applicable on the ordered size, however in case no payment is admissible and/or payable on the annexure then additional liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity.
- r) No advertisement would be put in any supplements/other pull-outs. In such a case no payment for the entire group will be admissible and additionally liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity
- s) In case the agency is not able to get the advertisement published on ordered page of the entire and/or member of a group, the advertisement may be published either on page 1 or 3 or 5 or 7/9 (as per the case) or on back page (last page) of the respective main newspaper and in such cases the payment shall be made based on the following for the entire group subject to other terms and conditions:
 1. In case the advertisement is published on ordered and specified page number for entire group or member of the group or any edition of the member of the group: full payment as per ordered rates as per other terms and conditions
 2. In case the advertisement is not published on specified page (except page number 1, 3, 5, 7 or back page) but is published on any other right hand side page of the main newspaper for entire group or member of the group or any edition of the member of the group: Offered rates for page 9 for entire group with liquidated damages @5% of offered rate for page 9 for entire group as applicable on the ordered size.
 3. In case the entire advertisement is published on page number 1, 3 ,5 or back page for entire group or member of the group or any edition of the member of the group: Offered rates for page 7 for the entire group.

4. In case the advertisement is published on page number 7 where the order was for page number 9, for entire group or member of the group or any edition of the member of the group: Offered rates for page 9 for the entire group.
5. Advertisement should not be published on left hand side page. Payment will not be made for any advertisement which is published on left hand side page of entire group or member of the group or any edition of the member of the group.
6. In case the advertisement is published on right hand side in mix mode i.e. few editions on page 7, few on 9, few on 3, few on 5, few on back few on 13 and so on: Offered rates for page 9 for entire group with liquidated damages @7.5% of offered rate for page 9 for entire group as applicable on the ordered size.
7. All liquidated damages as mentioned above shall be levied in addition to other liquidated damages as mentioned anywhere else and applicable in the tender document including annexures.
8. Payments for any advertisement of entire group or member of the group or any edition of the member of the group shall be made only on production of formal approval and/or sanction of RECL for the contents of the advertisement which shall invariably be enclosed with the invoices and/or bills submitted, in case of a default no payment shall be made.
9. All invoices/ bills should be submitted in duplicate along with original bills of the publications and all original editions of the respective publications, failing which no payment shall be made.

UNDERTAKING

Annexure B

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure C

Issue-Related / Mandatory Advertising

ANY PAGE							
Sl.No.	Name of Publication(s)	B/W or Colour	Unit	Size	No. of Advt	Rate per unit Any Page	Total Amount Any Page
				(a)	(b)	(c)	(d) (d=a*b*c)
1	One Advt: 'Mandatory Issue Advertising- issue- Prospectus'						
	IE, NIE, FE, JS, ET	B/W	SQC	800	1		
2	One Advt: 'Price Announcement'						
	IE, NIE, FE, JS, ET	B/W	SQC	800	1		
3	One Advt: 'Thank You investors'						
	BS, FE, JS	B/W	SQC	400	1		
4	Mandatory 'Price discovery'						
	IE, NIE, FE, JS	B/W	SQC	700	1		
5	Mandatory 'Basis of Allotment'						
	IE, NIE, FE, JS	B/W	SQC	960	1		
	Total						
	Service Tax						
	Grand Total = Total + Service Tax						

Additional Terms and Conditions:

a) Details of Size and Abbreviations:

- 1) 1 Column Centimeter (CC) = 4 Square Centimeter (SQC)
- 2) Half Page (HP) = 200 CC = 800 SQC
- 3) Quarter Page (QP) = 100 CC = 400 SQC
- 4) Full Page (F/P)

- b) If rate of any newspaper/ publication is not available in SQC, then quote rate in CC and legibly write CC after rate.**
- c) All offered rates to be specified in Indian Rupees only i.e. INR**
- d) Please Enclose Legible Copy of the Latest Rate Card of each publication as mentioned above Duly Signed by Bidders Authorized Signatory with Seal of Advertising Agency. Failing which the bid is liable to be rejected.**
- e) In case the offered rates are more than the latest card rates of the respective publications the bid shall be rejected outright.**
- f) Date of release of advertisement will be decided by RECL and informed to the selected agency at least two days before the advertisements has to be carried out, under normal circumstances.
- g) RECL reserves the right to reduce the scope of work at its sole discretion
- h) The offered rates should be deemed to be inclusive of rates for all editions of the newspaper(s) mentioned above.
- i) Each line item comprising of various newspapers and all of their respective editions as specified above will be deemed as one group for making payments and for levying liquidated damages, if any and for any other purposes.
- j) An annexure comprises of all the groups as mentioned in the annexure.

- k) No advertisement should be published in any of the International edition of any newspaper mentioned above.
- l) **By bidding for the tender the bidder shall be deemed to have read, understood, agreed with all terms and conditions specified in tender document including annexures and that there are no deviations of any kind and/or sort and/or manner.**
- m) **By bidding for the tender the bidder shall be deemed to have unconditionally accepted and complied that for admissible payments of any kind the payment and liquidated damage shall be applicable for the entire group and not to the individual and/or respective member of the group nor to any edition of the individual and/or respective member of the group. Group member wise and/or edition wise staggering of respective members of the group is not permissible and any claims and/or representations in this regards at any stage by RECL shall not be admissible.**
- n) **Advertisement is to be published on Any Page for entire group and member of the group and any edition of the member of the group.**
- o) Payment shall be made on pro rata basis of the actual size published subject to that the lowest published size in the entire group or member of the group or any edition of the member of the group shall be applicable to payments to be made for the entire group, if any.
- p) No payment of the entire group will be made for advertisement not published in entire group or member of the group or any edition of the member of the group. Additionally liquidated damages @5% shall be levied on the payment to be made for the entire annexure as applicable on the ordered size, however in case no payment is admissible and/or payable on the annexure then additional liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity.
- q) No advertisement would be put in any supplements/other pull-outs. In such a case no payment for the entire group will be admissible and additionally liquidated damages @2.5% shall be levied on the total amount payable to he agency for all the RECL ordered works relating to FPO Publicity on account of lost opportunity.
- r) All invoices/ bills should be submitted in duplicate along with original bills of the publications and all original editions of the respective publications, failing which no payment shall be made.

UNDERTAKING

Annexure C

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure D

RADIO MEDIA

Sl.No	Name of Radio Station	Number of Jingles/ Spots per day	No. of Days	Approximate Length of Jingle in Seconds	Offered Rate per 10 sec spot and thereafter pro-rata per second rate shall be applicable	Total Cost based on the offered rate
		(a)	(b)	(c)	(d)	(e) (e=(a*b*c)*d/10)
Corporate Advt						
1	AIR FM Rainbow	6	5	15		
2	Radio City 91.1	8	5	15		
3	Big FM 92.7 (Delhi/ Mumbai/ Chennai/ Kolkatta)	6	5	15		
4	RED FM 93.5	6	5	15		
5	Radio Mirchi 98.3	6	5	15		
6	OO LA LA	4	5	15		
Total A						
Issue Related Advt						
1	AIR FM Rainbow	8	5	25		
2	Radio City 91.1	12	5	25		
3	Big FM 92.7 (Delhi/ Mumbai/ Chennai/ Kolkatta)	8	5	25		
4	RED FM 93.5	8	5	25		
5	Radio Mirchi 98.3	6	5	25		
6	OO LA LA	6	5	25		
Total B						
Service Tax (as applicable on both A and B)						
Grand Total (Total A + Total B + Service Tax)						

Additional Terms and conditions:

- a) Please Enclose Legible Copy of the **Latest Rate Card** of each radio station as mentioned above Duly Signed by Bidders Authorized Signatory with Seal of Advertising Agency. **Failing which the bid is liable to be rejected.**
- b) **In case the offered rates are more than the latest card rates of the respective radio stations the bid shall be rejected outright.**
- c) Timings : Between 7 AM to 10 AM and between 6 PM to 9 PM.
- d) Allocation of jingles between the two time-slots will be done by RECL
- e) Dates of release will be decided by RECL

- f) Jingles should be in the respective languages of the broadcasting station wherever applicable.
- g) Broadcast certificate from all radio stations including radio station telecast / broadcast logs for all cities clearly indicating the date and time of telecast/ broadcast for entire activity should be enclosed with the bill and/or invoice for, failing which the payments shall not be processed and/or done.
- h) Payment shall be made as per actual work on pro-rata basis as per the work order and submission of authentic broadcast certificates and telecast/ broadcast logs as detailed above issued by respective radio station.
- i) If required, commercials need to be aired on weekends at no extra cost to RECL
- j) If agency fails to air the radio jingle as per the time specified by RECL and the advertisement is aired on a different timing, liquidated damages for particular radio station for all cities of broadcast @ 10% per day shall be levied on the agency.
- k) If agency fails to air the radio jingle in one or more cities of broadcast for each radio station as specified by RECL, No payment for the particular radio station shall be made for the particular day. In addition penalty @1% of the total annexure value (for radio only) for that day shall be levied for non performance.
- l) Wherever the cities are not mentioned the broadcast shall be carried out on all cities of that particular radio station as applicable on the date of telecast.
- m) Recording of all telecasts/ broadcast relating to RECL to be provided for processing of bills.

UNDERTAKING

Annexure D

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure E
Electronic Media

Sl. No.	Name of Channel	Timings	Duration (Sec)	No. of Spots per day	No. of Days	Offered Rate per 10 Seconds	Total Amount
			(a)	(b)	(c)	(d)	(e) (e=d*c*b)
Corporate Advt							
1	DD News	7PM to 10 P.M.	10	5	5		
2	CNBC TV-18, CNBC Awaaj, CNN IBN	10 AM to 3 PM and 8 PM to 10:30 PM	10	5	5		
3	NDTV Profit	10 AM to 3 PM and 8PM to 10:30 PM	10	10	5		
4	NDTV 24 X 7	7PM to 11 P.M.	10	5	5		
5	NDTV India	7PM to 11 P.M.	10	5	5		
6	Star News	8 AM to 8 PM and 8 PM to 10:30 P.M.	10	10	5		
7	Times Now + ET Now	8 PM to 10:30 P.M.	10	10	5		
8	Zee News	8 PM to 10:30 P.M.	10	10	5		
9	Zee Business	8 PM to 10:30 P.M.	10	10	5		
10	News 24	8 PM to 10:30 P.M.	10	5	5		
11	NewsX	8 PM to 10:30 P.M.	10	5	5		
12	India TV	8 PM to 10:30 P.M.	10	5	5		
13	Sahara Samay (Bihar/ Jharkhand)	8 PM to 10:30 P.M.	10	5	5		
14	Sahara Samay (UP/ Uttrakhand)	8 PM to 10:30 P.M.	10	5	5		
15	North East TV Bangla	8 PM to 10:30 P.M.	10	5	5		
16	ETV Marathi	8 PM to 10:30 P.M.	10	5	5		
17	ETV Gujarati	8 PM to 10:30 P.M.	10	5	5		
18	ETV2 Telegu	8 PM to 10:30 P.M.	10	5	5		
19	ETV Urdu	8 PM to 10:30 P.M.	10	5	5		
Total A							

Contd.../

Sl. No.	Name of Channel	Timings	Duration (Sec)	No. of Spots per day	No. of Days	Offered Rate per 10 Seconds	Total Amount
			(a)	(b)	(c)	(d)	(e) (e=d*c*2.5*b)
Issue Related Advt							
1	DD News	7PM to 10 P.M.	25	5	5		
2	CNBC TV-18, CNBC Awaaj, CNN IBN	10 AM to 3 PM and 8 PM to 10:30 PM	25	15	5		
3	NDTV Profit	10 AM to 3 PM and 8PM to 10:30 PM	25	10	5		
4	NDTV 24 X 7	7PM to 11 P.M.	25	5	5		
5	NDTV India	7PM to 11 P.M.	25	5	5		
6	Star News	8 AM to 8 PM and 8 PM to 10:30 P.M.	25	10	5		
7	Times Now + ET Now	8 PM to 10:30 P.M.	25	10	5		
8	Zee News	8 PM to 10:30 P.M.	25	10	5		
9	Zee Business	8 PM to 10:30 P.M.	25	10	5		
10	News 24	8 PM to 10:30 P.M.	25	5	5		
11	NewsX	8 PM to 10:30 P.M.	25	5	5		
12	India TV	8 PM to 10:30 P.M.	25	5	5		
13	Aaj Tak	8 PM to 10:30 P.M.	25	5	5		
14	Sahara Samay (Bihar/ Jharkhand)	8 PM to 10:30 P.M.	25	5	5		
15	Sahara Samay (UP/ Uttrakhand)	8 PM to 10:30 P.M.	25	5	5		
16	North East TV Bangla	8 PM to 10:30 P.M.	25	5	5		
17	ETV Marathi	8 PM to 10:30 P.M.	25	5	5		
18	ETV Gujarati	8 PM to 10:30 P.M.	25	5	5		
19	ETV2 Telegu	8 PM to 10:30 P.M.	25	5	5		
20	ETV Urdu	8 PM to 10:30 P.M.	25	5	5		
Total B							
Service Tax (On both Total A and Total B)							
Grand Total = TotalA +TotalB + Service Tax							

Additional Terms and conditions:

- a) Please Enclose Legible Copy of the **Latest Rate Card** of each TV Channel as mentioned above Duly Signed by Bidders Authorized Signatory with Seal of Advertising Agency. **Failing which the bid is liable to be rejected.**
- b) **In case the offered rates are more than the latest card rates of the respective TV Channels the bid shall be rejected outright.**
- c) Timings as indicated in the table above
- d) Allocation of TVC between time-slots will be done by RECL
- e) Dates of release will be decided by RECL
- f) Duly signed and sealed copy of the latest rate card to be enclosed.
- g) TVC should be in the English and Hindi languages and shall be telecasted as applicable.
- h) Broadcast certificate from all TV Channels including TV Channel telecast/ broadcast logs clearly indicating the date and time of telecast / broadcast for entire activity should be enclosed with the bill and/or invoice for, failing which the payments shall not be processed and/or done

- i) Payment shall be made as per actual work on pro-rata basis as per the work order and submission of authentic broadcast certificates and telecast / broadcast logs as described above issued by respective TV channel.
- j) If required, commercials need to be aired on weekends at no extra cost to RECL
- k) If agency fails to broadcast the TVC as per the time and duration specified by RECL and the advertisement is broadcasted on a different timing and/or duration, liquidated damages for particular TV channel for all cities of broadcast @ 10% per day shall be levied on the agency.
- l) If agency fails to broadcast the TVC in one or more cities of broadcast for each TV station as specified by RECL, No payment for the particular TV station shall be made for the particular day. In addition penalty @1% of the total annexure value (for TV only) for that day shall be levied for non performance.
- m) Recording of all telecasts relating to RECL to be provided for processing of bills.

UNDERTAKING

Annexure E

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure F

Hoardings (rentals for Fifteen Days)

Sl.No	Location	Description/Details of Location	Size	Amount
	Location	Details of Location	Width x Height	
Mumbai				
1	Marine Drive, Near Chowpatty FOB , Right Hand Side of the Road (Illuminated)	Facing Traffic Coming From Nariman Point, Churugate and going towards Walkeshwar, Pedder Road & Haji Ali	20' x 10'	
2	Worli, Opp.Poddar Hospital, Right Hand Side of the Road (Illuminated)	Facing Traffic Coming From Bandra, Dadar, Prabhadevi & going towards Walkeshwar, Kemp's Corner & Haji Ali.	20' x 20'	
3	Dadar Tilak Bridge, Right Hand Side of the Road (Illuminated)	Facing Traffic Coming From Dadar TT & going towards Plaza.	20' x 30'	
4	Mahim Causeway - Bandra Reclamatn Jn. Centre of the Road (Illuminated)	Facing Evening Traffic coming Domestic & International Airport & going towards Cadell Road, Prabhadevi & South Mumbai.	40' x 20'	
5	Vakola, Western Exp.Highway, after Airport Right Hand Side of the Road (Illuminated)	Facing Evening Traffic coming from Domestic & International Airport, Andheri & going towards Bandra, Mahim & South Mumbai.	40' x 20'	
6	Vakola, Western Exp.Highway, before Airport Right Hand Side of the Road (Illuminated)	Facing Evening Traffic coming from Santacruz, Bandra and going towards Domestic & International Airports, & Andheri.	40' x 20'	
7	Eastern Express Highway, Jog Flyover (Andheri) (E) Left Hand Side of the Road (Illuminated)	Facing Evening Traffic coming from Domestic Airport, Santacruz & going towards Jogeshwari & Borviali.	20' x 30'	
8	Byculla Flyover Right Hand Side of the Road (Illuminated)	Facing traffic from JJ Flyover, CST & going towards Dadar & Sion.	20' x 20'	
Ahmedabad				
9	Near Railway Station - Kalupur (Lit)	At Airport Circle	20' x 10'	
10	Vastrapur Lake Circle (Lit)	At CG Road	40' x 20'	
11	ISKCON Circle, S.G Road,	Facing Rajpath Club to ISKCON Circle (Lit)	40' x 20'	
12	A E C Circle, Naranpura Bus Stand Circle (Lit)	At Ashram Road	30' x 15'	
Baroda				
17	VUDA Circle	Facing traffic approaching Ahmedabad	40' x 20'	
18	Alkapuri	Facing traffic approaching Railway Station (Near National Plaza)	40' x 20'	
19	Central Circle	Facing traffic approaching Central Mall	40' x 20'	
20	Airport Circle	Facing traffic approaching Airport turn	40' x 20'	
Delhi				
27	Near Domestic Airport	At the Arrival Entrance	20' x 08'	
28	ITO-Bhairon Marg	At T point junction where road bifurcates to Noida and ITO	20' x 08'	
Noida				
29	DND Flyover, Facing Noida to Dehi	Start of Flyover While going to Noida From Delhi Ashram Side	40' x 20'	
Total				
Service Tax				
Grand Total				

Additional Terms and conditions

- a) Cost of hoarding should include rental, design, fabrication and erection charges for different issue related and corporate advertisement (i.e. One Corporate Advt., One Issue related Advt)
- b) Payment shall be made as per actual work done on pro-rata basis and shall be subjected to liquidated damages.
- c) All bills should be submitted along with photographs of the hoarding for the entire duration of the hoardings .
- d) The photograph of the hoarding (both Corporate and Issue) shall be submitted to RECL within 24 hours of erection failing which no payment for the said hoarding shall be made under any circumstances.
- e) In case of non availability of the space and/or non erection of the hoarding by the agency RECL should be immediately informed in writing two days prior to the date of erection failing which a penalty of @5% of the total annexure value (hoarding only) shall be levied for non performance.
- f) In case of non changing of advertisement from corporate to issue and vice versa on the hoarding by the agency as scheduled by RECL a penalty of @2.5% of the total annexure value (hoarding only) shall be levied for non performance.
- g) Third Party authentic day wise and date wise videos and photographs shall be submitted along with the bills.
- h) No payment shall be admissible and payable in case hoardings are not placed at exact locations as specified by RECL. In case more than one hoarding sites are available at a particular location, RECL hoarding should be put on a better location/ visibility hoarding site at same place. If it is found that RECL hoarding has been put at worst site at that particular location, no payment for that site would be made.

UNDERTAKING

Annexure F

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure G

ROAD SHOWS

Sl. No.	City	Event	Approx. Expected Guests	Unit Rate per person (including Tax)	Total Amount
New Delhi					
1	The Taj ManSingh Delhi	Press Conference	150		
2		Brokers Conference	100		
Maharashtra					
3	The Trident - Mumbai	Press Conference	200		
4		Brokers Conference	150		
5		Analysts Conference	300		
Gujarat					
6	Le Meridian - Ahmedabad	Press Conference	70		
7		Brokers Conference	60		
8	Taj Gateway - Surat	Brokers Conference	60		
9	Imperial Palace - Rajkot	Brokers Conference	60		
10	Welcome- Vadodara	Brokers Conference	60		
Tamil Nadu					
11	The Taj Coromandel - Chennai	Press Conference	90		
12		Brokers Conference	80		
Rajasthan					
13	Clarks Amer, Jaipur	Press Conference	70		
14		Brokers Conference	60		
Andhra Pradesh					
15	The Taj Krishna - Hyderabad	Press Conference	70		
16		Brokers Conference	60		
Karnataka					
17	Taj Mount Road Bengaluru	Press Conference	70		
18		Brokers Conference	60		
West Bengal					
19	Oberoi Kolkatta	Press Conference	70		
20		Brokers Conference	60		
Grand Total					-

Additional Terms and Conditions:

- a) Broker Conference is followed by Hi-Tea. Press Conference by Lunch and Analyst Conference by Dinner.
- b) The schedule of Road shows will be given by RECL.
- c) Arrangement and payment of photographer and videographer to cover Broker, Press & Analyst Conference will be done by the Agency and the quoted rates will be deemed to be inclusive of the same.
- d) Unit rates per person shall be quoted.
- e) Accommodation charges, airfare & hiring of taxi for RECL Officers' shall be borne by RECL

- f) In case of increase in the number of guests, the payment will be made as per the actual number of participants on pro rata basis of unit rate quoted for holding the conferences at the hotel as specified above supported by the authenticated bill of the hotel.
- g) In case the hotel or venue as specified above is changed by RECL at the last moment, then the actual amount incurred for holding the conferences at the revised locations will be applicable.(Claim should be supported by the bill of the hotel and other agencies if any)
- h) Charges towards hiring of audio/video equipments, decorations, back drops, banners and all other logistics etc shall be deemed to be inclusive in the quoted price.
- i) In case of non conduct of any road shows as scheduled by RECL for reasons attributable to the agency a penalty of @10% of the total annexure value (road shows only) shall be levied for non performance.
- j) All sitting arrangements, fixing of backdrops/banners and suitable decorations for the conference is to be done by the agency.
- k) In addition backdrop of appropriate size, flanges, dais and chairs, audio systems, arrangements for audience, projector with two screen of appropriate size, at least two working laptops for presentation purposes, at least two LCD TVs in front of the dais, recording facilities, free on-site photocopy facilities, free on-site printing facilities, free on-site fax facility etc should be responsibility of the selected agency. The distribution of brochures with collaterals etc at the road show shall be with involvement of RECL nominated officer.
- l) Video Recording of all road shows to be provided for processing of bills.
- m) Agency should arrange successful coverage of events in the print and electronic media.
- n) Agency should ensure wide and active participation by leading brokers, media personnel and analysts in meets/ conferences and a list should be provided of the invitees to RECL well in advance.

UNDERTAKING

Annexure G

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure H

Advertising in Delhi Metro Trains

Annexure H: Delhi Metro/ Mumbai Local

Publicity through Delhi Metro and Mumbai Local Trains					
S.No.	Description	Activity Period in days	Number of trains	Rate per Train per 7 days/ week	Total Amount
		(a)	(b)	(c)	(d) (d=b*c*2)
1	Mounted 514mm X 204 mm Advertisemet panels inside the delhi metro trains catering to passengers traveling on two routes of delhi metro i.e. Line 2: Vishwa Vidyalaya to Central Secretriat and Line 3: Dwarka to Noida with 54 such panels in each train	14	30		
2	Mounted 18' X 12' advertisemet panels inside the Mumbai Trains (64 nos. in one train) - 10 Trains each on Western, Central & Habour	14	30		
Total					0
Service Tax @10.3%					0
Grand Total = Total + Service Tax					0

Additional Terms and Conditions:

- a) Activity period - 14 days
- b) The quoted charges should be inclusive of rental, design and erection for a period of 15 days for at least two different advertisements viz. One Corporate Advt, and One Issue related Advt.
- c) RECL reserves the right to have more than one corporate Advt designs as well as Issue related design which should be displayed by the agency as per schedule and requirement for maximum coverage.
- d) Payment shall be made as per actual work done on pro-rata basis and shall be subjected to liquidated damages.
- e) All bills should be submitted along with photographs of the panels (one photograph of each train) for the entire duration of the activity or certificate of DMRC/ authorized vendor of DMRC for the said activity and/or RECL deputed officers inspection report for the inspections carried out in presence of authorized representative of the bidder.
- f) The photograph of the panel for each train shall be submitted to RECL within 24 hours of erection failing which no payment for the said train shall be made under any circumstances.
- g) In case of non availability of the space and/or non erection of the panels by the agency RECL should be immediately informed in writing two days prior to the date of display failing which a penalty of @1% of the total annexure value (Delhi metro and/or Mumbai local only) per day shall be levied for non performance.
- h) Third Party authentic day wise and date wise videos and photographs shall be submitted along with the bills.

UNDERTAKING

Annexure H

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure I

COLLATERALS

Print and Supply (on-site) the following collaterals as per the specification and quantity mentioned below for Collaterals for Conferences and item wise Price thereof.

Sl No.	Description	Unit	Quantity	Unit Rate	Total Amount
			(a)	(b)	(c) (c=a*b)
1	Invitation Cards Size: 5" x 6 ^{1/2} " Colour: (4+0) Paper: 300 GSM Sinar Mass Card glossy All cards should be with Envelope	Per Card	4000		
2	Proforma for Press Release along with Docket (of 300 GSM) with REC Logo and Slogan Specifications imprinted Size: 8 ^{1/2} " x 11" No. of Pages: 1-2 pages Colour: (4+0) Paper: 120 GSM Sun Shine offset	Per Press Release	5000		
3	Branded Writing Pads with REC Logo and Slogan imprinted Size: 8" x 5" No. of Sheets: 50 + Cover Colour: Cover in 4 Colour ; Inside in 1 Colour Paper: 80 GSM Super printing Fabrication: Perfect Binding	Per Writing Pad	2000		
4	Branded Pens with REC Logo and Slogan imprinted Brand: Luxor Pilot/ Add Gel Pen with RECL Logo printed on it	Per Pen	4000		
5	Mementos with REC Logo and Slogan imprinted As per direction of RECL costing about Rs.1000/- per piece (approx.) (MRP not less than Rs. 1000/- (Proof of MRP to be submitted. All unused mementos shall be returned to RECL in new, unused and unbroken condition)	Per Memento	1200		
6	TV Spots of 10-15/ 20-25/ 30-35 Seconds Duration on DG Beta format The production cost including script, voice over, recording, animation, shooting (including outdoor), music, adaptation in various languages (English, Hindi, Gujarati, Marathi, Tamil, Telegu etc) as required by RECL and material with at least 3 copies of each in DG	Per spot of 10-15 second	1		
		Per spot of 20-25 second	1		
		Per spot of 30-35	1		

	Beta format to be submitted to RECL apart from the electronic media Initially at least 3 different themes to be submitted and final scope and theme to be cleared by RECL	second			
7	Radio Jingle The production cost of a Radio Jingle of 10-15/20-25 seconds duration in the required format With adaptation in various languages (English, Hindi, Gujarati, Marathi Tamil, Telegu etc). Initially at least 3 different themes to be submitted and final scope and theme to be cleared by RECL	Per spot of 10-15 second	1		
		Per spot of 20-25 second	1		
8	Corporate film – 8 to 10 minutes Conceptualizing, Designing, Development and production of RECL Corporate Film which may invariably include script, voice over, recording, animation, shooting (including outdoor), music, adaptation in various languages (English, Hindi, Gujarati, Marathi, Tamil, Telegu, Bangla/ Bengali etc) as required by RECL and material with at least 3 copies of each in DG Beta format etc Initially at least 3 different themes to be submitted and final scope and theme to be cleared by RECL	Per Corporate film	1		
				Total	
				Service Tax	
				Grand Total	

Additional terms and conditions:

The quoted price shall be deemed to be inclusive of all logistics for the work / activity and for timely Delivery across India as per the instruction of RECL.

Payments of all collaterals shall be on submission of written documentary evidence of:

- a) Agency should submit all unused material / collaterals in new, unused, unbroken conditions to RECL with in a week of finishing of all activities failing which no payment for collaterals shall be processed under any circumstances by RECL.
- b) No payments shall be made till any of the ordered quantity is reconciled by RECL.
- c) Submission of bills in triplicate duly supported by agency signed and sealed media/ other agency and/or vendor bills in original and original documentary proof of the respective collateral sample approval of RECL and original receipt of the balance unused material / collaterals by RECL.
- d) All payments shall be subjected to liquidated damages for non conformance and/or non-performance of the tender terms and conditions and/or delivery schedules as specified by RECL.
- e) Any TVC and/or Jingle and/or Corporate Film produced by respective channels (Radio & TV) as mentioned in various annexures of this tender document shall not be payable and the bidder is required to submit an original undertaking from authorized signatory of the respective channels (Radio & TV) as indicated above for processing of payment in this regard along with the bill/ invoice, failing which no payment shall be admissible and/or no representation in this regard shall be entertained.

- f) Not meeting deadlines as specified by RECL will attract liquidated damages @5% of the respective item. In addition RECL may get the work done through other sources at the risk and costs of the vendor.
- g) Payments will be made for actual work done on pro-rata basis.

UNDERTAKING

Annexure I

Certified that I/We have read, perused, understood and strictly comply with the aforementioned additional terms and conditions along with all other terms and conditions and specifications of the tender document and there are no deviations of any sort and/or kind and/ or manner of any sort from my/ our behalf in this matter and/ or regard.

(Signature of the Authorised Signatory with Date and Seal of PR Agency)

Annexure J

Summary of Costs

Table – I

Sl. No.	Annexure	Details	Total of Annexure
1	A	Estimate for Pre-FPO Image Build Up : - Print Media	
2	B	Estimate For FPO – Issue-Related / Mandatory Advertising: Issue Opens Today, Issue Closes Today	
3	C	Estimate For FPO – Issue-Related / Mandatory Advertising: Prospectus, Price Announcement, Thank You Investors, Price Discovery, Basis of Allotment	
4	D	RADIO MEDIA	
5	E	Electronic Media	
6	F	Hoardings (rentals for Fifteen Days)	
7	G	ROAD SHOWS	
8	H	Advertising in Delhi Metro Trains: Display Panels	
9	I	COLLATERALS	

