



SJVN LIMITED

(A Joint Venture of Govt. of India & Govt. of Himachal Pradesh)

HR Procurement Section

Corporate Head Quarter, Shakti Sadan, Shanan, Shimla-171006

Tel.: 0177-2660288

CIN- L40101HP1988 GOI 008409

website: www.sjvn.nic.in

EOI No.SJVN/CHQ/HR/Proc./2026-444

Dt.22.06.2026

INVITATION OF EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES

1.0 INTRODUCTION

- 1.1 **SJVN Limited**, a Navratna CPSE under administrative control of Ministry of Power, Govt. of India, was incorporated on May 24, 1988, as a joint venture of the Government of India (GOI) and the Government of Himachal Pradesh (GOHP). SJVN is now a listed Company having shareholders pattern of 55.00% with Govt. of India, 26.85% with Govt. of Himachal Pradesh and rest of 18.15% with Public. The present paid up capital and authorized capital of SJVN is Rs. 3,929.80 Crore and Rs.7,000 Crore respectively. The Net Worth as on 31.03.2025 is Rs.14282.10 Crore.

Beginning with a single project and single State operation (i.e. India's largest 1500 MW Nathpa Jhakri Hydro Power Station in Himachal Pradesh), the Company has commissioned fifteen projects totalling 4196.50 MW of installed capacity and 123 km Transmission Line. SJVN is presently implementing or operating power projects in Himachal Pradesh, Uttarakhand, Bihar, Maharashtra, Uttar Pradesh, Punjab, Gujarat, Arunachal Pradesh, Rajasthan, Assam, Madhya Pradesh Karnataka and Chhattisgarh in India besides neighbouring country of Nepal.

SJVN Limited having Registered Office at Shakti Sadan, Shanan, Shimla (HP) invites Expression of Interest (EOI) for Empanelment of Advertising Agencies in two categories- **Group A** and **Group B**.

2.0 KEY DETAILS & DATES

Name of work	Empanelment of Firms/Agencies under Group-A and Group-B
Date & time for downloading of Application Forms alongwith Empanelment Document from Websites www.sjvn.nic.in & www.eprocure.gov.in	23.06.2026 (1000 hrs.) to 23.07.2026 upto 1100 hrs.
Last date & time for submission of EOI	Upto 23.07.2026 at 1800 hrs.
Date & time for opening of EOI	24.07.2026 at 1130 hrs.
Validity period of EOI for Empanelment	The EOI must remain valid for the period of 180 days after the last date fixed for submission of EOI or extension thereof, if any (whichever is later).

- 2.1 Sealed applications/EOI (**to be submitted separately for Group -A & Group B**) addressed to DGM(Proc.), HR Procurement, SJVN Limited, CHQ, Shakti Sadan, Shanan, Shimla-171006, shall be received and opened on the date & time mentioned above or on an extended date and time (if any), in the presence of applicants or their authorized representatives, who may like to be present. SJVN Limited will not be responsible for any misplacement or late receipt of documents through post. The late receipt of applications beyond the scheduled date & time as mentioned above shall not be considered.
- 2.2 **Amendment of EOI Documents:** SJVN reserves the right to amend/modify the EOI Document in any form at any time, extend the last date of submission/opening of EOI by issuance of an addendum/corrigendum which will be posted/uploaded on www.sjvn.nic.in & www.eprocure.gov.in and agencies/firms are thus adviced to update this information by using said websites.
- 2.3 SJVN reserves the right to cancel/withdraw the Invitation for Applications without assigning any reason and shall bear no liability whatsoever consequent upon such a decision.
- 2.4 **The interested parties/agencies may apply for empanelment with SJVN in both Categories i.e. Group-A and Group-B separately, or may apply for empanelment in any one group, subject to their interest/choice and meeting the eligibility criteria for the respective group.**
- 2.5 The Empanelment under each Category i.e. **Group-A & Group-B** shall be considered separately. The **agencies selected under any Group shall only be**

- considered for tendering/allotment of work for the items/material/services covered under the scope of the respective Group of Empanelment only.
- 2.6 Empanelment of an Agency cannot be considered as surety/guarantee of business in any case whatsoever. The works shall be awarded based on the requirements and competitive bidding or as per the decision of OIC (Officer-in-Charge) i.e. Section Head of PR or his authorized representative.
- 2.7 The Scope of Work and Pre-qualification Criteria for Selection of Agencies for Empanelment is attached herewith as Annexure-A & Annexure-B.

3.0 SCOPE OF WORK

- 3.1 **For Group -A – as per Annexure-A.**
- 3.2 **For Group-B – as per Annexure-B.**

4.0 DURATION OF EMPANELMENT

The Empanelment of selected Agencies under the respective categories i.e. Group-A & Group-B shall be for a period of Three Years only (initially for two years, extendable for one year on satisfactory completion/performance). However, SJVN reserves the right to terminate the Empanelment of the Agency at any time without assigning any reasons whatsoever.

5.0 PROCEDURE FOR EMPANELMENT For Group- A and For Group-B:

- 5.1 An initial screening of all the applications will be undertaken by SJVN on the basis of the Agency's compliance to the Qualifying Requirements (QR) as laid down in para titled "Criteria for PRE-QUALIFICATION (**As mentioned at Annexure-A & B**)".
- 5.2 Applicants, who are found meeting the Criteria for PRE-QUALIFICATION and shall score minimum 75% marks i.e. **56 Marks for Group-A and 60 marks for Group-B** will be called for a presentation before SJVN Limited on a specified date, time and venue on a specified theme to be intimated later followed by visiting the establishments of the agencies to verify the facts stated in the applications and evaluate their competence in handling the Company's activities by the nominated members of the SJVN committee, in case the details of establishments as stated in

the documents submitted by the agencies are not found to be true the application of the firm shall be rejected straightway.

The Shortlisted Advertising Agencies who shall score minimum 80% marks (i.e. Documentation + Presentation) based on Final Ranking in accordance to methodology laid down at Clause No.6.0 hereinbelow will be Empanelled with SJVN Limited.

6.0 EVALUATION CRITERIA

As per criteria laid down in Annexure-A & Annexure-B for Group -A & Group-B respectively.

7.0 SUBMISSION AND OPENING OF EOI

The downloaded Application form/EOI from website required to be duly filled and **submitted separately for Group -A & Group B (in case applying for both categories)** in separate sealed envelopes **duly superscribed with “Application for Empanelment of Group-A Advertising Agencies with SJVN Limited (in case applying for Group-A) or Application for Empanelment of Group-B Advertising Agencies with SJVN Limited (in case applying for Group-B).**

Note:

Applicants who are applying under both the groups shall submit separate EOI documents for each in a separate sealed envelope.

All the relevant documents as required in terms of Criteria for Pre-Qualification must contain index & page No. as per Annexure-A-1 and Annexure-B-1.

7.1 The Applicant shall submit following documents duly signed and stamped (with name of signatory) along with the application.

- i) Application along with qualifying requirement required for empanelment of Advertising Agencies in the format enclosed as Annexure - 'A-1' for Group-A & Annexure-'B-1' for Group-B.
- ii) Corporate brochure of the agency and necessary certificate/documents.
- iii) Copy of GST & PAN.

- 7.2 EOI shall be opened at the time and date as mentioned above.
- 7.3 **The applicants shall submit pendrive containing soft copy of complete set of EOI document with page numbering alongwith EOI document.**

8.0 SIGNATURE OF APPLICATION

- 8.1 Application by a partnership must be furnished with full names of all partners and be signed with the partnership name, followed by the signature(s) and designation(s) of the authorized partner(s) or other authorized representative(s).
- 8.2 Application by Corporation/Company must be signed with the legal name of the Corporation/Company by the President, Managing Director or by the Secretary or other person or persons authorized to submit the application on behalf of such Corporation/Company in the matter.
- 8.3 Satisfactory evidence for authority of the person signing on behalf of the Applicant shall be furnished with the application.
- 8.4 The Applicant's name stated on the application shall be the exact legal name of the firm.

9.0 Security Deposit

For Group-A

- The selected Agencies for Empanelment with SJVN shall have to submit an amount of Rs.5,00,000.00 (Rupees Five Lacs only) within 15 days from the date of issuance of Letter of Empanelment in the form of irrevocable Bank Guarantee or in shape of Bank Draft or FDR or Pay Order drawn on any nationalized Bank in favour of SJVN Limited, Shimla, as Security Deposit, which shall not attract any interest. The Security Deposit submitted by the agency to the OIC i.e. Sectional Head (PR) shall be refunded after 60 (Sixty) days of satisfactory completion/performance of the contract/works awarded during the period of empanelment or after expiry of empanelment whichever is later.
- The Security Deposit shall also be treated as Earnest Money Deposit for the works valuing upto Rs.2.50 crore only for Participation in Bidding during the

period of empanelment for the works as covered under the scope of this EOI or tenders exclusively invited from the empanelled agencies selected against this EOI.

In addition to above, the Empanelled Agencies shall submit the requisite security deposit/contract performance guarantee against the awarded works separately, if applicable.

- For the works valuing more than Rs.2.50 crore, the Empanelled Agencies shall submit the requisite EMD in the manner and shape as required in terms of Tender Document.
- Security Deposit shall be forfeited in the event of non-compliance of the terms & conditions of the awarded works or failure to execute the work whatsoever.

For Group-B

- The selected Agencies for Empanelment with SJVN shall have to submit an amount of Rs.2,00,000.00 (Rupees Two Lacs only) within 15 days from the date of issuance of Letter of Empanelment in the form of irrevocable Bank Guarantee or in shape of Bank Draft or FDR or Pay Order drawn on any nationalized Bank in favour of SJVN Limited, Shimla, as Security Deposit, which shall not attract any interest. The Security Deposit submitted by the agency to the OIC i.e. Sectional Head (PR) shall be refunded after 60 (Sixty) days of satisfactory completion/performance of the contract/works awarded during the period of empanelment or after expiry of empanelment whichever is later.
- The Security Deposit shall also be treated as Earnest Money Deposit (for the works valuing upto Rs.1.00 crore only) for Participation in Bidding during the period of empanelment for the works as covered under the scope of this EOI or tenders exclusively invited from the empanelled agencies selected against this EOI.

In addition to above, the Empanelled Agencies shall submit the requisite security deposit/contract performance guarantee against the awarded works separately, if applicable.

- For the works valuing more than Rs.1.00 crore, the Empanelled Agencies shall submit the requisite EMD in the manner and shape as required in terms of Tender Document.
- Security Deposit shall be forfeited in the event of non-compliance of the terms & conditions of the awarded works or failure to execute the work whatsoever.

10.0 SYSTEM OF OPERATION

- 10.1 SJVN has entered into rate contracts with the newspapers. All the company's advertisements are released in accordance to above and copies of which will be provided to the empanelled agencies for effective implementation.
- 10.2 The agencies shall furnish advt. designs/artworks in English and Hindi and cost estimates based on the rate contract with various Publications/National Dailies to the SJVN Corporate Office or to the indenting department/the deptt. from where the advt. originates on mail / fax mode.
- 10.3 The agency will release the advt. only after written/e-mail confirmation from SJVN and shall submit confirmation of the publication of the advt. alongwith scanned copies of the newspapers, if required.
- 10.4 The bills will be raised in duplicate alongwith copies of the publication bills and voucher copies duly stamped by the agency.
- 10.5 No extra payment will be made against the translation, for preparation of artwork, designing of advertisement designs and production charges of any kind. The standard discounts from the media to the agencies will be the only remuneration applicable.
- 10.6 After final proof/OK status from SJVN, in case of any mistakes in printing at Agency's part, the agency will be liable for the same and shall re-release the advertisement at no additional charges/costs applicable to SJVN. On account of delay in publication of the advertisement or mistakes, besides carrying the advertisement again in the newspapers at the cost of the agency and leading to termination of the agency in case of repeated omissions.

10.7 For the jobs other than regular advertising, cost competitive and design competitive bids will be invited from the empanelled agencies.

10.8 Mere Empanelment should not be considered for any guarantee of business.

11.0 Removal of firms from the list of approved advertising agencies

11.1 Enlisting authority may, if necessary, remove the name of the advertising agency from the list of registered agencies in case the firm:

- Non registration at GeM Portal.
- Fails to execute a contract or fails to execute the order satisfactorily.
- If declared bankrupt or insolvent.
- If blacklisted by the SJVN or any Govt. Organisation/Undertaking.

11.2 After empanelment it is mandatory for all the empanelled agencies:

- i) To submit INS accreditation within first quarter of new Financial Year.
- ii) To provide quotations for estimation purpose.
- iii) To participate in tenders floated for various kinds of publicity and printing related works of SJVN.

Failing to comply i), ii) and iii) above, empanelment of the agency will be liable for cancellation.

11.3 The OIC has the right to verify the particulars stated in the application for registration at any time and in case, any of the particulars are found incorrect the registration of such advertising agencies/firms are liable to be cancelled.

11.4 The firms so registered shall have to comply with all the formalities and requirements of SJVN and in case they default in honoring the orders/awards placed to them as per the terms of orders/awards, their registration is liable to be cancelled.

11.5 SJVN Limited reserves to itself the right and discretion to enlist or reject any or all registered firms for their placement on the panel as it may prescribe. SJVN also reserves the right to reject any Empanelled Agency at any subsequent stage for misdeclaration or misconduct. Decision of SJVN in this regard shall be final and

without recourse to appeal. SJVN Limited will not be bound to furnish any reason whatsoever for acceptance/rejection of the parties at any stage or non-empanelment of any Applicant.

GENERAL TERMS AND CONDITIONS/INFORMATION

- 11.6 The EOI document available on website should be downloaded by the agencies/firms. SJVN will not be responsible for any cost/ expenses incurred by the applicants in connection with the preparation or delivery of their application.
- 11.7 At any time before the last date of submission of empanelment document, SJVN may amend the empanelment document and extend the last date for submission and opening of empanelment document by issuing a corrigendum/addendum. The corrigendum/ addendum thus issued shall form part of this document and shall be displayed on SJVN website i.e. www.sjvn.nic.in and www.eprocure.gov.in.
- 11.8 The agencies/firms who intend to get themselves empanelled shall submit their EOI alongwith information desired not later than the stipulated date & time for submission of EOI proposal.
- 11.9 Each page of the document submitted by the Prospective agencies/firms should be duly signed/ stamped by an authorized representative of the agencies/firms.
- 11.10 In case the space provided in the prescribed format (Annexure A-1 and Annexure B-1) is not sufficient for entries or if Applicant wishes to furnish additional information, it may be inserted on separate sheets (with proper numbering) without altering the prescribed format duly signed/ stamped by authorized representative alongwith appropriate reference.
- 11.11 The empanelment document alongwith all details referred to in this document received after the stipulated date and time the same shall not be considered.
- 11.12 SJVN Limited can request the agencies/firms to furnish any additional information, if required.
- 11.13 The agencies/firms financial capacity for works, expressed in monetary terms, shall be determined on the basis of the financial information supplied in the documents.

11.14 Documents submitted in connection with the empanelment will be treated as confidential and will not be returned.

11.15 The empanelled agencies/firms will be required to raise their bills to the OIC alongwith the media bills and two sets (copies) of clippings of the newspapers/challans/evidence in original. Agency bills received without supporting media bills will not be entertained. The payment shall be released within 30 days of the receipt of bills complete in all respects and to the entire satisfaction of the OIC.

11.16 Governing Laws and Jurisdiction

This Contract shall be governed by the Indian Laws & Rules as amended from time to time. The Courts of Shimla alone shall have exclusive jurisdiction in all the matters arising out of the Contract.

11.17 SJVN reserves the right to cancel/withdraw the invitation for empanelment without assigning any reason and shall bear no liability whatsoever consequent upon such decision.

11.18 In case of urgency, the bids can be invited on very short notice and the empanelled agencies shall participate in the tendering processing. Empanelled agencies shall not raise any claim or extension of time in this regard, in any case.

11.19 Submission of EOI means that Agency has read all the terms and conditions of this EOI Document carefully and will comply them all unconditionally. Conditional EOI will not be accepted.

For any further clarifications the agencies may contact in the O/o DGM(Proc.), HR-Procurement, SJVN Limited, CHQ, Shakti Sadan, Shanan, Shimla-171006, Ph: 0177-2660288.

For and on behalf of SJVN Limited,

**DGM(Proc.),
HR/Procurement, SJVN Limited,
CHQ, Shakti Sadan,
Shanan, Shimla-171006.
Ph: 0177-2660288**

SCOPE OF WORK, PRE-QUALIFICATION CRITERIA AND CRITERIA FOR SCORING/EVALUATION OF APPLICANTS FOR EMPANELMENT UNDER GROUP-A

A) Scope of Work for Group A:

1. Organizing large scale VVIP Public Events involving Special Protection Group (SPG) protocols. Large scale event shall mean Outdoor Mass Contact Programs or Public Rallies, or foundation stone laying/dedication/inauguration/ground breaking Ceremonies involving temporary superstructure (German Hangars), civil works and crowd management.

Note :-

- i) Indoor seminars, banquets, and hotel-based conferences shall NOT be considered.
 - ii) Reference work executed by the applicant as a sub-contractor shall NOT be considered.
2. Conceptualizing/Organizing/designing/fabrication of Pavilion of a Ministry (GoI)/ State Government at Events/Exhibitions/Trade fairs/Road shows etc.

The minimum requirements are listed above and SJVN may request for any additional work/job as per work requirement.

B) Criteria for Pre-Qualification for Group A:

Considering the need of high-quality branding through professional advertising agencies to strengthen brand and generate trust and positive perception among stakeholders, the proposal will be evaluated on Pre-Qualification Criteria which will also form a part of the EOI document.

- i. Advertising agencies should have successfully executed minimum 03 (each work costing equal to or greater than Rs.15.74 crore) similar completed works i.e. Large scale VVIP Public Events involving Special Protection Group (SPG) protocols. Large scale event shall mean Outdoor Mass Contact Programs or Public Rallies, or foundation stone laying/dedication/inauguration/ground breaking ceremonies involving temporary superstructure in last 07 years ending 31.05.2026 with State, Central or International Government/PSUs.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job/award.

Or

Advertising agencies should have successfully executed minimum 02 (each work costing equal to or greater than Rs.19.68 crore) similar completed works of large scale VVIP Public Events involving Special Protection Group (SPG) protocols. Large

scale event shall mean Outdoor Mass Contact Programs or Public Rallies, or foundation stone laying/dedication/inauguration/ground breaking ceremonies involving temporary superstructure in last 07 years ending 31.05.2026 with State, Central or international Government/PSUs.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job.

Or

Advertising agencies should have successfully executed minimum 01 (work costing equal to or greater than Rs.31.49 crore) similar completed works of large scale VVIP Public Events involving Special Protection Group (SPG) protocols. Large scale event shall mean Outdoor Mass Contact Programs or Public Rallies, or foundation stone laying/dedication/inauguration/ground breaking ceremonies involving temporary superstructure in last 07 years ending 31.05.2026 with State, Central or International Government/PSUs.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job.

- ii. Advertising agencies should have successfully executed minimum 03 No. complete work of Pavilion of a Ministry (GoI)/ State Government at Events/Exhibitions/Trade fairs/Road shows etc. each valuing greater than or equal to Rs.1.53 crore in last seven years ending 31.05.2026.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job/award.

Or

Advertising agencies should have successfully executed minimum 02 No. complete work of Pavilion of a Ministry (GoI)/ State Government at Events/Exhibitions/Trade fairs/Road shows etc. each valuing greater than or equal to Rs.1.90 crore in last seven years ending 31.05.2026.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job/award.

Or

Advertising agencies should have successfully executed minimum 01 No. complete work of Pavilion of a Ministry (GoI)/ State Government at Events/Exhibitions/Trade fairs/Road shows etc. each valuing greater than or equal to Rs 3.05 crore in last seven years ending 31.05.2026.

Agencies will have to submit job order/award letter and successful completion certificate (duly signed and stamped on the letterhead of the organization issuing LOA) for each job/award.

- iii. INS accreditation for release of advertisements for last five years- The agency shall submit INS Accreditation Certificate for the last five years ending 31.03.2026.
- iv. **The agencies without experience in above (i) & (ii) and non-accreditation with INS (Sr. No. iii) will not be considered for any further evaluation for Group A.**
- v. Empanelled as Multimedia Agencies with Rate Card (Executive Panel with Exhibition) with latest valid Central Bureau of Communication (CBC) agreement- The agency shall submit valid copy of latest CBC Agreement.
- vi. Currently empanelled with at least three establishments' viz. Central/State PSUs, Central/State Govt. Public Limited Companies- The agency shall submit copy of empanelment issued by the concerned Deptt./PSU for the respective empanelment.
- vii. Establishment of office at Delhi or Delhi-NCR or Chandigarh.
- viii. Minimum Average Audited Annual Financial Turnover (for last three F.Y. ending 31.03.2026) would be Rs. 12.95 crores i.e. 30% of estimated cost of 43.18 crore.
- ix. Experience in conceptualization and production of Corporate films and Audio-video jingles.

C) Criteria for Scoring/Evaluation of Applicants for Group A:

Evaluation of Applicants qualifying the Pre-Qualification Requirements shall be carried out and the criteria for scoring shall be as follows:

Sr. No.	Description	Documents to be submitted by the agency in support of qualifying criteria alongwith their EOI document	Score	Max. Marks
1.	Experience in conceptualization and Production of corporate films (2.5 marks) and Audio-video jingles (2.5 marks).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	05	05
2.	Empanelled as Multimedia Agencies with Rate Card (Executive Panel with Exhibition) with latest valid Central Bureau of Communication (CBC) agreement.	Latest copy of valid empanelment issued by CBC	05	05
3.	Currently empanelled with at least three establishments viz. Central/State PSUs,			

	Central/State Govt. Public Limited Companies/ Central Ministries.			10
i)	Empanelment at least Three No. Central/State PSUs, Central/State Govt. Public Limited Companies/ Central Ministries.	Valid copies of letter of Empanelment	06	
ii)	More than 3 (01 mark for every one empanelment subject to a max. 4 marks).		04	
4.	** Establishment of offices at Delhi or Delhi-NCR or Chandigarh.			20
5.	Minimum Average Audited Annual Financial Turnover (for last three FY ending 31.03.2026) - Rs.12.95 crores.	Copies of Profit and Loss account statement / Certificate issued by Chartered Accountant with UDIN Number	03	05
i)	More than Rs. 12.95 crores (one mark for every two-crore subject to a max. 2 marks).		02	
6.	Experience of organizing large scale VVIP Public Events involving Special Protection Group (SPG) protocols as per Sr.No. B(i).	Copies of Award letters (issued during the last 07 years ending 31.05.2026) and successful completion certificate issued by the concerned PSU/Deptt./ Ministry for the respective work.	16	20
i)	02 mark for every additional work (in addition to mandatory works as specified in Sr No.B (i) of Criteria for Pre-Qualification for Group A) subject to max. 04 marks). Note: one additional work means 03 works each costing Rs.15.74 crore or 02 works each costing Rs.19.68 crore or 01 work costing Rs.31.49 crore.		04	
7.	Experience in executing complete work of Pavilion of a Ministry (GoI)/ State Government at Events/Exhibitions/Trade fairs/Road shows etc. as per Sr.No. B(ii).	Copies of Award letters (issued during the last 07 years ending 31.05.2026) and successful completion certificate issued by the concerned PSU/Deptt./ Ministry for the respective work.	07	10
i)	01 marks for every additional work (in addition to mandatory works as specified in Sr No.B (ii) of Criteria for Pre-Qualification for Group A) subject to a max. 03 marks). Note: one additional work means 03 works each costing Rs. 1.53 crore or 02 works each costing Rs.1.90 crore or 01 work costing Rs. 3.05 crore.		03	
8.	Each agency will submit the following in the presentation session: i) 02 print advt. creatives in quarter page size of newspaper. The theme of the campaign		1-25	25

	shall be SJVN's contribution in Viksit Bharat 2047. ii) 02 Social Media Creatives on achievements of SJVN's CSR & Sustainability initiatives. iii) 01 short video (30 sec) on SJVN's journey since inception. iv) 02 audio jingle/spots on SJVN's contribution in green energy transition. v) Presentation on: a) 3D Walk Through/Presentation for Organizing large scale VVIP Public Events involving Special Protection Group (SPG) protocols. The presentation shall cover complete designs for sitting arrangements for VVIPs, VIPs, Crowd Management, Stage, entry and exit plans for general public, VVIPs, VIPs, Chief Guests, Helipad design, brief list of required staff to be deputed by the agency at field and designated teams at backend with their duty protocols and required co-ordination with administration and requisite list of approvals. b) Agency shall also submit presentation on their profile (not more than 02-03 slides only) Creatives and Presentation shall be judged on creativity, innovation, understanding of the company and PR strategy and presentation may be presented for not more than 30 minutes.			
	Total Marks			100

** For assessment of establishments, facilities at the agency's offices will be physically evaluated by SJVN officials as follows:

Sr. No.	Particulars	Score
4	Establishment of offices at Delhi or Delhi-NCR or Chandigarh	
	Creative Team Members (For content and designing)	
i.	5 to 7 members	05
	More than 7 (one marks for each person with	05

	maximum 5 marks)	
ii.	Full-fledged design studio with available Equipment (inhouse)	06
iii.	Recording Facilities (inhouse or outsource)	2
iv.	Printing Facility (Inhouse or outsource)	2
	Total Score	20
	For verification: a) Provide water bill or electricity bill or landline bill of the premises not less than 06 months old. b) Ownership deed in the name of the advertising agency/owner of the agency or Lease /Rent agreement with the agency/in the name of the advertising agency/ owner of the agency or authorized representative of the agency. c) In case of Lease/Rent Agreement, the same should be valid on the date of release of press advertisement for inviting EOI proposals. In case the renewal is pending, agency shall provide copy of renewal of the same to the SJVN Committee visiting for physical verification. d) For Sr.No.4 (i) the agency shall provide the brief profile of the creative members along with the proposal. e) For Sr. 4 (iii) to (iv), signed undertaking stating the same on agency's letterhead is to be provided to the Committee visiting for physical verification of the establishment.	

SCOPE OF WORK, PRE-QUALIFICATION CRITERIA AND CRITERIA FOR SCORING/EVALUATION OF APPLICANTS FOR EMPANELMENT UNDER GROUP-B

A) Scope of Work for Group B.

1. Designing and release of all types of Advertisements (Tender, Appointment, Financial Results, Display Advertisement) etc., Chairman's Statement & other image building advertisements in various Media for Corporate office and SJVN's projects in India and abroad.
2. Designing, conceptualization and printing/production of Annual Reports, House Journals, Communique, Booklets, Coffee Table Books, Wall Calendars, Brochures, Birthday Cards, Planner & other printing activities etc. of the company.
3. Designing, conceptualization & production of E-version of Booklets, Brochures, Souvenirs, flipbooks etc.
4. Experience in conceptualization and production of Corporate films and Audio-video jingles.
5. Industrial Photography.
6. Organizing/designing/fabrication of independent stalls at Exhibitions, Trade Fairs, Road Shows etc.
7. Creation of digital content for social media – infographics, short videos (upto 120 seconds), GIFs/Animations etc.
8. Outdoor publicity etc.
9. Assistance in organizing Press conferences, publication of news, media management etc.

The minimum requirements are listed above and SJVN may request for any additional work/job as per work requirement.

B) Criteria for Pre-Qualification for Group B:

- i) (a) INS accreditation for release of advertisements for last five years- The agency shall submit INS Accreditation Certificate for the last five years ending 31.03.2026. **The agencies without INS accreditation will not be considered for any further evaluation for Group B.**
- ii) Currently empanelled with at least three establishments' viz. Central/State Power Sector PSUs, Central/State Govt. Public Limited Companies.
- iii) Establishment of offices at Delhi or Delhi-NCR or Chandigarh or Shimla.
- iv) Minimum Average Annual Turnover (for last three FY ending 31.03.2026) would be Rs.2 crores.
- v) Experience in Designing and release of all types of Advertisements (Tender, Appointment, Financial Results, Display Advertisement) etc., Chairman's Statement & other image building advertisements in various Media for Corporate office and SJVN's projects in India and abroad.
- vi) Experience in Designing, conceptualization and printing/production of: Annual Reports, House Journals, Communique, Booklets, Coffee Table

- Books, Wall Calendars, Birthday Cards, Brochures, Planner & other printing activities etc. of the Company.
- vii) Experience in Designing, Conceptualization & production of E-version of Booklets, Brochures, Souvenirs, flipbooks etc.
 - viii) Experience in conceptualization and production of Corporate films and Audio-video jingles.
 - ix) Industrial Photography.
 - x) Experience in Organizing/designing/fabrication of independent stalls at Events, Exhibitions, Trade Fairs, Road Shows etc.
 - xi) Experience in Creation of digital content for social media – infographics, short videos (upto 120 seconds), GIFs/Animations etc.
 - xii) Experience in Outdoor publicity etc.
 - xiii) Experience in organizing Press conferences, publication of news, media management etc.

C) Criteria for Scoring/Evaluation of Applicants for Group B:

Evaluation of Applicants qualifying the Pre-Qualification Requirements shall be carried out and the criteria for scoring shall be as follows:

Sr. No.	Description	Documents to be submitted by the agency in support of qualifying criteria alongwith their EOI document	Score	Max. Marks
1.	Experience in conceptualization and Production of films (2.5 Marks) & Audio-video jingles (2.5 Marks).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate	05	05
2.	Currently empanelled with at least three establishments viz. Central/State Power Sector PSUs, Central/State Govt. Public Limited Companies/ Central Ministries	Valid copies of letter of Empanelment		10
i)	Empanelment at least Three No. Central/State Power Sector PSUs, Central/State Govt. Public Limited Companies/ Central Ministries		5	
ii)	More than 3 (one mark for every one empanelment subject to a max. 5 marks)		1-5	
3.	** Establishment			20
(i)	Office(s) at Delhi or Delhi-NCR or Chandigarh or Shimla		1-13	
(ii)	Satellite Branches		1-7	
4.	Minimum Average Annual Turnover for last three F.Y. i.e. 2023-24, 2024-25 & 2025-26) would be Rs.2 crore	Copies of Profit and Loss account statement/ Certificate issued by Chartered Accountant with UDIN Number		05
i)	Rs.2 crore		3	

ii)	More than Rs.2 crore (one mark for every two-crore subject to a max. 02 marks)		01-02	
5.	Experience in Organizing/designing/fabrication of independent stalls at Events, Exhibitions, Trade Fairs, Road Shows etc. (one marks each for each work. Agencies will have to submit job order and completion certificate for each job.)	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	01-05	05
6.	Experience in Creation of digital content for social media – creatives, infographics, short videos (upto 120 seconds), GIFs/Animations (One marks each for each work. Agencies will submit job order and work completion certificate).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	05	05
7.	Experience in Designing, conceptualization and printing/production of: Annual Reports, House Journals, Communique, Booklets, Coffee Table Books, Birthday Cards, Wall Calendars, Brochures, Planner & other printing activities etc. (One marks each for each work. Agencies will have to submit job order and completion certificate for each job.)	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	05	05
8.	Experience in Designing and release of all types of Advertisements (Tender, Appointment, Financial Results, Display Advertisement) etc., Chairman's Statement & other image building advertisements in various Media (One marks each for each work. Agencies will submit job order and work completion certificate).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	01-05	05
9.	Experience in Designing, Conceptualization & production of E-version of Booklets, Brochures, Souvenirs, Flipbooks etc. (one marks each for each work. Agencies will have to submit job order and completion certificate for each job.)	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	01-05	05
10.	Experience in organizing Press conferences, publication of news, media management etc. (One marks each for each work. Agencies will submit job order and work completion certificate).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	05	05

11.	Experience in production of documentary films/corporate films/digital panel video/digital plaque video for power sector/CPSEs on CBC rates (One marks each for each work. Agencies will have to submit job order and completion certificate for each job).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	01-05	05
12	Experience in outdoor publicity and industrial photography (One marks each for each work. Agencies will submit job order and work completion certificate).	Copy of Award letter (issued during the last 07 years ending 31.05.2026) and successful completion certificate.	05	05
13.	Each agency will submit the following in the presentation session: 1) 02 print advt. creatives in quarter page size of newspaper. The theme of the campaign shall be SJVN's contribution in Viksit Bharat 2047. 2) 02 Social Media Creatives on achievements of SJVN's CSR & Sustainability initiatives. 3) 01 short video (30 sec) on SJVN's journey since inception. 4) 02 audio jingle/spots on SJVN's contribution in green energy transition. 5) Presentation on: a) an Annual Communication Plan for SJVN by each agency. b) Agency shall also submit presentation on their profile (not more than 02-03 slides only) Creatives and Presentation shall be judged on creativity, understanding of the company and PR strategy and presentation may be presented for not more than 20 minutes.		1-20	20
	Grand Total			100

** For assessment of establishments, facilities at the agency's offices will be physically evaluated by SJVN officials as follows:

No.	Particulars	Max Marks
3(i)	Establishment at Delhi or Delhi-NCR or Chd or Shimla	

	Creative Team Members (For content and For designing)	
(1)	1 to 3	04
(2)	More than 3 (one marks for each person with maximum 4 marks)	04
(3)	Full-fledged design studio with available Equipment (inhouse)	03
(4)	Recording Facilities and Printing Facility (Inhouse or outsource)	02
3(ii)	Nos. of Satellite Branches	
	2 or 3 satellite branches	03
	04 or 05 Satellite branches	05
	06 or 07 Satellite branches	07
	Total Score	20
**	For verification: a) Provide water bill or electricity bill or landline bill of the premises not less than 06 months old. b) Ownership deed in the name of the advertising agency/owner of the agency or Lease /Rent agreement with the agency/in the name of the advertising agency/ owner of the agency or authorized representative of the agency. In case of Lease/Rent Agreement, the same should be valid on the date of release of press advertisement for inviting EOI proposals. In case the renewal is pending, agency shall provide copy of renewal of the same to the SJVN Committee visiting for physical verification. c) For Sr.No.3 (i) (1) & 3(i) (2) the agency shall provide the brief profile of the creative members along with the proposal. d) For Sr. 3 (i) (3) & 3(i) (4) signed undertaking stating the same on agency's letterhead is to be provided to the Committee visiting for physical verification of the establishment.	