



Request for Proposal

Work Name: Empanelment of Advertising Agencies with DDA

TENDER SCHEDULE

Activities	Date	Time
Document download starts	22.07.2026	From 5 p.m.
Pre Bid query meet at Vikas Sadan	28.07.2026	11 a.m.
Release of Response to clarification sought in pre bid query on CPP Portal and DDA's website	31.07.2026	By 2 p.m.
Bid submission starts	31.07.2026	From 4 p.m.
Last Date of Submission of Bids	25.08.2026	By 3 p.m.
Last date to submit hard copy of documents as per RFP	25.08.2026	By 5 p.m.
Opening of Bid-1 (Mandatory Criteria Documents)	27.08.2026	11 a.m.
Opening of Bid-2 (Weighted Criteria Documents)	To be notified later	

Note: Changes in the above schedule, if any, will be made at the sole discretion of DDA and will be communicated on CPP Portal and DDA's website www.dda.gov.in



All the documents uploaded and submitted for evaluating the Mandatory Criteria should be certified by a Chartered Accountant with valid UDIN.

1. MANDATORY CRITERIA

- a. Average annual turnover of the agency should be at least (i.e. minimum) **Rs. 15 Crores** for the last three financial years i.e., **2023-24, 2024-25 and 2025-26** from advertising/publicity business duly supported by Auditor's Report and CA certificate.
*For FY 2025-26, provisional turnover certificate maybe submitted, if final is not available. At the time of empanelment, agency **HAS TO SUBMIT** final turnover certificate.*
- b. The Agency should be accredited with INS since **01.04.2021**.
- c. The agency should have a full-fledged office/branch in Delhi since **01.04.2023**.
- d. Empanelment with **at least five** organizations of Govt. of India & their autonomous bodies/State Govt. & their autonomous Bodies/Local bodies of Delhi/ Central PSUs and state PSUs/Public Sector Banks in **last 3 FYs (2023-24, 2024-25, 2025-26) till date of release of RFP.**

Only those agencies which meet above mandatory criteria will be considered for evaluation of weighted criteria.

2. WEIGHTED CRITERIA

All the documents uploaded and submitted for evaluating the Weighted Criteria should be certified by a Chartered Accountant with valid UDIN.

Total Marks: 100

S. No.	Parameters		Weightage	Remarks for document submission
1.	<u>Presentation</u> (Topic: Role of DDA in transforming Delhi into global capital.)		35	A hard copy of presentation should also be submitted as well as uploaded on the CPP portal, with clear
	Technical Parameters	Points		
	a. Content	15		
	b. Creative and Communication Strategies	10		
	c. Concept/ Idea	5		



	d. Layout/Design	5		demarcation of 4 areas a (Content), b (Creative and Communication Strategies), c (Concept/Idea) and d (Layout/ Design) . Besides, brief summary of the presentation (not more than 10 pages) also to be submitted both on CPP portal and hard copy.
2.	Experience of successfully executing work-order (media campaign/advertisement), of minimum value Rs. 1 Crore (excluding GST) <u>excluding on-ground event management and related activities</u> for Govt. of India & their autonomous bodies/State Govt. & their autonomous Bodies/Local bodies of Delhi/Central PSUs and state PSUs/Public Sector Banks in last 3 FYs (2023-24, 2024-25, 2025-26) till date of release of RFP. <i>Work order issued by clients after 01.04.2023 is only valid. It should be accompanied with Competition/Satisfactory Certificate along with creatives or Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted.</i>		4	Hard copies also to be submitted. In case of separate work orders for activities under one media campaign, supporting RFP/tender and supporting documents and creatives to be enclosed (<u>and 1 Cr. value should be excluding on-ground events</u>).
	Work awarded with work completion certificate or payment received (of minimum value Rs. 1 Cr. each)	Maximum Points		
	1-5	2		
	> 5	4		
3.	Empanelment with organizations of Govt. of India & their autonomous bodies/State Govt. & their autonomous Bodies/Local bodies of Delhi/ Central PSUs and state PSUs/Public Sector Banks in last 3			Hard copies of the documents also to be submitted.



	FYs (2023-24, 2024-25, 2025-26) till date of release of RFP. <i>Empanelment document duly signed and stamped by client should be submitted.</i> <i>Empanelment/retainer document issued by clients since 01.04.2023 till date of release of RFP is only valid.</i>		10	
	No. of Govt./State bodies with which empanelled	Maximum Points		
	10-15	5		
	16-20	7		
	>20	10		
4.	Work awarded via competitive bidding of Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted. Work order issued by clients after 01.04.2023 is only valid.</i>		10	Hard copy to be provided. Work order/tender document should mention that the work was awarded through tendering process.
	Work awarded with work completion certificate or payment received	Points		
	2-5	5		
	6-10	7		
	> 10	10		
5.	The agency should have minimum average annual turnover of Rs. 15 crores per annum from advertisement/publicity in three financial years i.e. 2023-2024, 2024-2025 and 2025-26. For FY 2025-26, provisional turnover certificate maybe submitted, if final is not available. At the time of empanelment agency HAS TO SUBMIT final turnover certificate. The turnover for the said three years i.e. 2023-2024, 2024-2025 and 2025-26, duly audited/certified by the Chartered Accountant with proper seal and signature on Chartered Accountant letter head with valid CA UDIN no. to be submitted.		10	Hard copy to be provided.



	Average turnover per annum in 3 Financial Years (23-24, 24-25 and 25-26)	Points		
	15 - 20 crores	5		
	21 - 25 crores	7		
	> 25 crores	10		
6.	Experience in outdoor advertising for Govt. of India & their autonomous bodies/State Govt.& their autonomous Bodies/Local bodies of Delhi/Central PSUs and state PSUs/Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted. Work order issued by clients after 01.04.2023 is only valid.</i>	5		Hard copy to be provided.
7.	5 best print media creatives to be submitted for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work needed to be submitted. Work order issued by clients after 01.04.2023 is only valid.</i>	10		Hard copy to be provided.
8.	Experience of designing and publishing Booklet/ Leaflets/Brochures/Souvenirs/Annual Calendars/Coffee Table Book for Govt. of India & their autonomous bodies/State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of published creative needed to be submitted. (1 marks for each work completion). Work order issued by clients after 01.04.2023 is only valid.</i>	8		Hard copy to be provided.
9.	Experience in shooting videos/films for Govt. of India & their autonomous bodies/State Govt.& their autonomous Bodies/Local bodies of Delhi/	4		Submission in pen drive in a folder



	Central PSUs and state PSUs/ Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of creative needed to be submitted. (2 mark for each work completion). Work order issued by clients after 01.04.2023 is only valid.</i>		properly labelled as per the criteria. Hard copy to be provided of necessary documents.
10.	Experience of designing and publishing Annual Report for Govt. of India & their autonomous bodies/ State Govt.& their autonomous Bodies/ Local bodies of Delhi/ Central PSUs and state PSUs/ Public Sector Banks since 01.04.2023 till date of release of RFP. <i>Work order with payment receipt confirmation on Chartered Accountant letter head with CA UDIN no. for the payment received against the work and copy of published creative needed to be submitted. (2 mark for each work completion). Work order issued by clients after 01.04.2023 is only valid.</i>	4	Hard copy to be provided of necessary documents along with a physical copy of Annual Book printed.

All the agencies should submit 3 sets of hard copies, which should be certified by the agency's Chartered Accountant, with proper seal and date. If the agency fails to do so, their candidature will be rejected.

Important points to note:

- All the documents listed under "Mandatory Criteria" and all the documents of 'Marking Criteria' should be uploaded as a soft/digital copy on the CPP portal as well, along with 3 sets of hard copies should also be provided. The documents should be serially numbered with proper criteria-wise heading and sub-heading.***
- All the documents should be sent in a sealed envelope clearly mentioning the work title "Empanelment of Advertising Agencies with DDA" at the office of Director (Communications), DDA B- Block Ground Floor, Room No. 16 Vikas Sadan, INA, New Delhi-110023 on or before 25.08.2026 by 5 p.m.***
- If the agency fails to provide the documents in time, both in CPP portal and hard copy, their candidature will be rejected. NO request for extension will be granted, unless decided by DDA.***
- The agency should highlight mandatory and weighted criteria explicitly in the documents provided, with proper indexing for proper evaluation by the Competent Authority. If the agency fails to do so and a serially numbered physical copy of any***



document is found to be missing or does not match the uploaded document at CPP portal, then the marks of that entire parameter will be nullified (marked as zero) without any liability on DDA and no reason will be provided to the bidder.

- e) *Marking Category documents to be highlighted with a space provision to provide the marks.*
- f) *DDA may also ask for supplementary documents (if required) from any agency, the sole discretion of the same will lie with DDA. It is the responsibility of the agency to furnish all documents.*

3. REQUIRED DOCUMENTS

- i. Average annual turnover of the agency for the three financial years i.e., 2023-24, 2024-25, 2025-26 from advertising/publicity business duly supported by Auditor's Report and CA certificate with valid UDIN. *For FY 2025-26, provisional turnover certificate maybe submitted, if final is not available. At the time of empanelment agency HAS TO SUBMIT final turnover certificate.*
- ii. INS accreditation certificate since 01.04.2021.
- iii. Agency's full-fledged office/branch in Delhi since 01.04.2023. The agency must be running their office approved for the commercial activity. The agency has to enclose registered rent agreement/commercial electricity bill/receipt of house tax as documents.
- iv. List of Empanelment as mentioned in mandatory criteria 1.d.
- v. Presentation as mentioned in S. No. 1 of weighted criteria.
- vi. Supporting documents as mentioned in S. No. 2 of weighted criteria.
- vii. Supporting documents as mentioned in S. No. 3 of weighted criteria.
- viii. Supporting documents as mentioned in S. No. 5 of weighted criteria.
- ix. Supporting documents as mentioned in S. No. 6 of weighted criteria.
- x. Supporting documents as mentioned in S. No. 7 of weighted criteria.
- xi. Supporting documents as mentioned in S. No. 8 of weighted criteria.
- xii. Supporting documents as mentioned in S. No. 9 of weighted criteria.
- xiii. Supporting documents as mentioned in S. No. 10 of weighted criteria.

Note: Pagination of bid documents: Each page of the documents being submitted by the bidders should be sequentially numbered. Name of all the documents uploaded online and those submitted physically should be in the following format: **SerialNumberOfTheDocument_NameOfTheAgency** for eg.: for document regarding INS accreditation, the name of the document to be uploaded and physically shared will be **3ii_XYZ** where XYZ is the name of the agency.

4. EVALUATION PROCESS



- **Stage –I Evaluation:** Only those agencies which fulfill all the mandatory criteria mentioned under point 1 will be further eligible for Stage-II evaluation.
- **Stage-II Evaluation:** Marks will be awarded by the committee based on the criteria mentioned in point 2. Agencies will be shortlisted for empanelment based on the marks scored in Stage-II evaluation.

5. TENURE OF EMPANELMENT

The panel to operate for a period of two years (extendable by one year). However, performance of all agencies will be reviewed and non-performers will be removed from the panel of DDA without giving any notice.

6. OTHER TERMS AND CONDITIONS

- Delhi Development Authority reserves the right to award work to any of the empanelled agencies.
- Delhi Development Authority reserves the right to alter any of the terms and conditions stipulated for the empanelment of the agency.
- Without prior written consent of Delhi Development Authority, the agency shall not sublet or assign complete or part of any job assigned to the agency by Delhi Development Authority and even when such consent is given, it shall not absolve agency of its obligation under the scope of aforesaid services.
- Delhi Development Authority shall not be responsible in any way whatsoever for any violation of any rules and regulations of statutory/government bodies by the advertising agency.
- The bidder shall designate the official mailing address, place, email and telephone number to which all correspondence shall be sent by Delhi Development Authority.
- Delhi Development Authority will undertake preliminary examination of bids to determine whether they are complete, whether any error has been made, whether documents have been properly signed and whether the bid is generally in order. A bid determined as not substantially responsive will be rejected by Delhi Development Authority.
- The Agency should not have been blacklisted by any Govt./Semi Govt. Organization. An undertaking to this effect as per **Annexure A** to be submitted.
- By submitting the Proposal, the Bidder agrees to all the points explicitly included in the scope of work and services & all other terms & conditions mentioned in the RFP.
- The RFP document should be signed by the authorized representative of the bidder.



Annexure – A

SELF-DECLARATION – NON BLACKLISTING (On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

Delhi Development Authority

Vikas Sadan, INA, New Delhi-110023

Sir,

In response to the RFP Delhi Development Authorityfor empanelment of Advertising Agencies I/We hereby declare that presently our Company _____ is having unblemished record and is not declared ineligible or black listed for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: _

Seal of the Organization: -

Date:

Place:



Annexure B

Bidder's Details

Name of the Bidder / Agency				
Corporate Address				
Website				
Type of Company				
Year of Establishment				
Key Person				
Designation				
Mobile No				
Email				
Address				
PAN No .				
GSTN No.				
No. of Editorial Staff/ Copywriters				.
No. of Translators (In-house)				
No. of Graphic Designers				
No. of Proofreaders				
Turn Over in Each Year	2023-24	2024-25	2025-26	
(Rs. in Lakhs)				
Printing Facility	Own/Contract (Self-Certification)			
Address of Printing Facility				



Instructions for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at:
<https://eprocure.gov.in/eprocure/app>.

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link **“Online bidder Enrollment”** on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.



2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.

2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

Note: *My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.*

SUBMISSION OF BIDS

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.



- 3) Bidder has to select the payment option as “offline” to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 5) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener’s public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 6) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 8) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.
