

DELHI STATE INDUSTRIAL AND INFRASTRUCTURE DEVELOPMENT CORPORATION LIMITED
(A Government of NCT of Delhi Undertaking)

GENERAL ADMINISTRATION DIVISION

<https://dsifdc.delhi.gov.in/>

**INVITATION OF EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES FOR
PUBLICATION OF NEWSPAPER ADVERTISEMENTS**

1.0 INTRODUCTION

1.1 Delhi State Industrial and Infrastructure Development Corporation Limited (DSI IDC), a Government of NCT of Delhi undertaking, is engaged in development, management and promotion of industrial infrastructure and in carrying out various commercial, developmental and public service activities in the National Capital Territory of Delhi.

1.2 DSI IDC invites Expression of Interest (EOI) from experienced and reputed advertising agencies for empanelment for designing, processing, release and publication of DSI IDC advertisements in newspapers and periodicals. The empanelment is intended exclusively for newspaper advertisements and allied activities directly incidental to their publication.

1.3 Advertisements may include tender notices, notices inviting applications, recruitment advertisements, statutory notices, public notices, auction notices, corrigenda, display advertisements, financial/statutory publications, awareness/information advertisements and such other newspaper advertisements as may be required by DSI IDC from time to time.

1.4 DSI IDC proposes to empanel a maximum of five (05) advertising agencies through a two-stage process comprising mandatory pre-qualification followed by technical evaluation and ranking.

1.5 The present indicative annual value of newspaper advertisements released by DSI IDC is approximately ₹1.00 crore. This figure is purely indicative and based on past requirements. It shall neither constitute a minimum commitment nor operate as a ceiling on the value of advertisements that may be released during the period of empanelment.

2.0 DATA SHEET / KEY DETAILS & DATES

Particular	Details
Name of Work	Empanelment of Advertising Agencies for Publication of Newspaper Advertisements
Availability/downloading of EOI Document	From 27.07.2026 to 10.08.2026
Last date & time for submission	11.08.2026 up to 1200 hrs.
Date & time for opening	11.08.2026 at 3.00 PM
Place / Mode of submission	Online Mode through https://govtprocurement.delhi.gov.in/
Validity of EOI	180 days from last date of submission, including extension, if any.
Period of Empanelment	Two years (730 days), extendable by one further year on satisfactory performance.
Maximum agencies to be empanelled	Five (05)
Method of Empanelment	Stage-I mandatory pre-qualification; 90-mark documentary technical evaluation; 10-mark Sample Creative/Presentation; final ranking of qualified agencies.
Indicative Annual Value	Approximately ₹1.00 crore per annum; purely indicative, with no minimum commitment and no ceiling.
Bid Language	English
Presentation Date	To be communicated separately to shortlisted applicants.
Issuance of Empanelment Letters	To be communicated later.

2.1 Late applications shall not be considered. DSIIDC may amend, modify, extend, cancel or withdraw this EOI at any stage. Any corrigendum/addendum shall form part of the EOI.

2.2 Empanelment shall not confer any right or guarantee of business. Work shall be assigned as per DSIIDC requirements and the procedure specified herein.

3.0 SCOPE OF WORK

3.1 Designing, typesetting, composing and preparing artwork/layout of newspaper advertisements in English and/or Hindi and, if required, any other language.

3.2 Translation/adaptation of approved advertisement matter between English and Hindi without changing its substance or intent.

3.3 Preparation of publication plans and cost estimates based on applicable newspaper rates, approved rate contracts, CBC framework, negotiated rates or other rates approved by DSIIDC.

3.4 Release and publication in national, regional and local newspapers/periodicals as directed by DSIIDC.

3.5 Coordination with publications for timely booking of space, positioning, edition coverage and publication on the stipulated date.

3.6 Submission of proofs for approval and release only after written/e-mail approval of the authorized DSIIDC officer.

3.7 Furnishing publication confirmation, e-paper links/scanned copies and physical voucher copies/clippings, wherever required.

3.8 Submission of bills supported by publication bills, release orders, voucher copies/clippings and prescribed documents.

3.9 Re-release at no additional cost where an error attributable to the agency results in incorrect or defective publication.

3.10 Handling urgent advertisements at short notice, including holidays or outside normal office hours.

4.0 MANDATORY PRE-QUALIFICATION CRITERIA (STAGE-I: PASS/FAIL)

Only applicants satisfying all the following mandatory criteria shall be taken up for Technical Evaluation under Stage-II:

Sr.	Mandatory Criterion	Supporting Documents
1	Legally constituted entity registered in India.	Registration/incorporation documents.
2	Valid INS accreditation on last date of submission and continuous INS accreditation for at least preceding 3 years.	Valid INS certificates.
5	The agency should have handled release/publication of newspaper advertisements of an aggregate value of at least ₹1.00 crore during the last five years ending on the last date of submission of EOI.	Work orders, release orders, client certificates, invoices or other verifiable documentary evidence acceptable to DSIIDC.
3	At least 5 years' experience in designing and releasing newspaper advertisements.	Work/release orders and completion/client certificates.
4	Newspaper advertisement work for at least 3 Government Departments/Autonomous Bodies/PSUs during last 5 years.	Empanelment letters/work orders/client certificates.
6	Operational office in Delhi/NCR.	Address proof and ownership/lease/rent document.
7	Average annual turnover from advertising/media-related business of at least ₹1.50 crore during last 3 completed FYs.	Audited statements and CA certificate with UDIN.
8	Valid PAN and GST registration.	Copies of PAN and GST.
9	Not blacklisted/debarred by any Government Department/PSU/Autonomous Body.	Self-declaration.
10	Registered on GeM, wherever applicable.	GeM registration details.

5.0 PROCEDURE FOR EVALUATION AND EMPANELMENT

5.1 Stage-I – Pre-Qualification: Applications shall first be scrutinized for compliance with all mandatory criteria. An applicant failing any mandatory criterion shall not be evaluated further.

5.2 Stage-II – Technical Evaluation: Applicants qualifying Stage-I shall first be evaluated on documentary criteria carrying 90 marks in accordance with Annexure-II.

5.3 Shortlisting for Sample Creative/Presentation: Only applicants securing at least 54 marks out of 90 in the documentary technical evaluation shall be called for the 10-mark Sample Creative/Presentation stage.

5.4 Minimum Final Qualifying Score and Selection: After adding the marks obtained in the Sample Creative/Presentation, an applicant must secure at least 60 marks out of 100. The technically qualified applicants shall be ranked in descending order of total marks and, subject to verification, the top five (05) ranked agencies shall be empanelled.

5.5 Tie-Breaking: In case of a tie, the agency with higher marks under Experience/Value of Newspaper Advertisement Work shall rank higher; if the tie persists, Government/PSU Clientele, then Average Annual Turnover, and thereafter older date of establishment shall be considered.

5.6 DSIIDC may seek clarifications, verify credentials, inspect offices and/or call applicants for presentation/interaction.

5.7 If fewer than five applicants secure 60 marks, DSIIDC may empanel only those qualifying. DSIIDC shall not be bound to empanel five agencies.

5.8 DSIIDC's decision regarding eligibility, evaluation, ranking and empanelment shall be final.

6.0 SYSTEM OF OPERATION / AWARD OF WORK

6.1 DSIIDC may use newspaper rate contracts, Government/CBC rates (wherever applicable) or other approved rates.

6.2 For each requirement, DSIIDC may seek estimates/quotes and assign work on lowest cost, highest discount/rebate, urgency, rotation, past performance, publication requirement or another transparent method approved by the Competent Authority.

6.3 No advertisement shall be published without written/e-mail approval or formal release order.

6.4 No separate payment shall ordinarily be made for routine designing, typesetting, artwork, translation and proof preparation. Remuneration shall ordinarily be limited to media agency commission/discount.

6.5 All discounts, rebates, incentives and benefits specifically available to DSIIDC shall be passed on, except standard agency commission permitted to the agency.

6.6 Agencies shall maintain arrangements for urgent publication at short notice.

7.0 SUBMISSION OF EOI

7.1 Application shall be submitted in Annexure-I, duly signed and stamped.

7.2 The applicant shall submit documentary evidence against each mandatory and scoring criterion, PAN/GST, INS certificates, audited financial documents/CA certificate, office proof, non-blacklisting declaration and authorization of signatory.

7.3 All pages shall be serially numbered, indexed, signed and stamped. A master index shall map every mandatory eligibility criterion and every scoring criterion to the exact page number(s) of the supporting document. Page references shall also be indicated in Annexure-I and Annexure-III.

7.4 Conditional, incomplete or unsigned applications are liable to rejection.

7.5 Only applicants securing at least 54 marks out of 90 in the documentary technical evaluation shall be called for the Sample Creative/Presentation under Criterion 7 of Annexure-II. The theme, brief, date, time and manner of presentation shall be communicated separately.

8.0 SECURITY DEPOSIT / PERFORMANCE SECURITY

8.1 Selected agencies shall furnish Security Deposit/Performance Security of ₹2,00,000/- within 15 days of issuance of empanelment letter, in an acceptable form.

8.2 The Security Deposit shall not carry interest and may be forfeited for material breach, failure to execute work, repeated errors, misrepresentation or serious non-compliance.

8.3 It shall be refunded after satisfactory completion/expiry of empanelment and settlement of dues, subject to DSIIDC rules.

9.0 BILLING AND PAYMENT

9.1 Bills shall be supported by agency invoice, newspaper invoice, approved estimate/release order, voucher copy/authenticated clipping/e-paper evidence and other prescribed documents.

9.2 Incomplete bills shall not be processed. Payment shall be made after verification, subject to statutory deductions.

9.3 No claim for unauthorized publication, excess size, additional edition, premium position or deviation shall be admissible unless approved in writing.

10.0 OBLIGATIONS AND PERFORMANCE

10.1 The agency shall ensure accuracy of text, size, language, edition, publication date and approved particulars.

10.2 Errors attributable to the agency shall be corrected/re-published at its own cost.

10.3 Repeated delay, error, refusal, overcharging, suppression of discounts, false claims or poor service may lead to suspension/removal.

10.4 The agency shall maintain confidentiality of all unpublished material.

11.0 REMOVAL / SUSPENSION FROM PANEL

DSIIDC may suspend or remove an agency for unsatisfactory performance, blacklisting/debarment, insolvency, loss of mandatory accreditation, false information, overbilling, misconduct or repeated violation of instructions.

12.0 GENERAL TERMS AND CONDITIONS

12.1 DSIIDC shall not reimburse any cost of preparing/submitting the EOI.

12.2 DSIIDC may seek additional information or clarification.

12.3 Submitted documents shall not ordinarily be returned.

12.4 Submission means unconditional acceptance of all EOI terms.

12.5 The agency shall comply with applicable laws, taxes, labour laws, copyright and publication regulations.

12.6 Indian law shall govern. Courts at Delhi shall have exclusive jurisdiction.

12.7 DSIIDC may accept/reject any or all applications, empanel fewer than five agencies, or cancel the process without assigning reasons.

12.8 Conflict of Interest: Applicants shall disclose any actual or potential conflict of interest capable of improperly influencing the selection process or performance of the empanelment.

12.9 Force Majeure: Neither party shall be liable for failure to perform a material obligation to the extent caused by an event beyond its reasonable control, subject to prompt written notice and reasonable mitigation. Force Majeure shall not include ordinary staffing shortages, financial difficulty, failure of subcontractors or routine technical/operational problems.

12.10 Continuing Disclosure: The applicant/empanelled agency shall immediately inform DSIIDC of any blacklisting, debarment, banning, embargo, material penalty, termination for default or other event affecting its eligibility or ability to perform.

12.11 Prohibited Practices: Any corrupt, fraudulent, collusive, coercive or obstructive practice, misrepresentation, suppression of material facts or submission of forged/fake documents may result in rejection, cancellation of empanelment, forfeiture of Performance Security and other action under applicable law.

13.0 CONTACT FOR CLARIFICATIONS

For clarifications, applicants may contact:

Kailash Sonwal, Divisional Manager

GAD, DSIIDC

Telephone: +91 8800102198,

E-mail: gad.dsiidc@gmail.com

ANNEXURE-I
APPLICATION FORM

Sr.	Particulars	Information by Agency	Supporting Document Page No.
A	Name and Registered Office Address		
B	Year/Date of Establishment		
C	Legal Status		
D	Authorized Signatory with proof		
E	PAN		
F	GST		
G	Current INS Accreditation		
H	Year-wise continuous INS Accreditation		
I	Delhi/NCR Office Address		
J	GeM Details		
K	Average Annual Turnover		
L	Government/PSU Clients		
M	Newspaper Advertisement Assignments		
N	Aggregate Value of Newspaper Advertisement Work handled during the last five years (minimum ₹1.00 crore required)	₹1 crore to ₹2 crore: 8 Above ₹2 crore and up to ₹5 crore: 12 Above ₹5 crore and up to ₹10 crore: 16 Above ₹10 crore: 20	
O	Blacklisting/Debarment status		

DECLARATION

Certified that all particulars and documents are true and correct. Any false statement, misrepresentation or forged/fake document shall render the application liable to rejection and, if already empanelled, cancellation and other action under law.

We have read the EOI and agree to comply with all terms unconditionally.

Signature: _____

Name: _____

Designation: _____

Agency: _____

Date: _____

Seal: _____

ANNEXURE-II

TECHNICAL EVALUATION AND MARKING SCHEME

Only applicants qualifying all mandatory criteria shall be evaluated.

Maximum marks: 100. Minimum qualifying score: 60.

Sr.	Evaluation Criterion	Scoring Method	Max.
1	Continuous INS Accreditation	3 years: 9 4 years: 12 5 years or more: 15	15
2	Experience in Newspaper Advertising	5 years: 9 >5 to 10 years: 12 >10 years: 15	15
3	Government/PSU Clientele in last 5 years	3 clients: 12 4: 14 5: 16 6: 18 7 or more: 20	20
4	Aggregate Value of Newspaper Advertisement Work in last 5 years	₹1 crore to ₹2 crore: 8 Above ₹2 crore and up to ₹5 crore: 12 Above ₹5 crore and up to ₹10 crore: 16 Above ₹10 crore: 20	20
5	Average Annual Turnover in last 3 completed FYs	₹1.50 crore: 6 >₹1.50 to ₹3 crore: 7 >₹3 to ₹5 crore: 8 >₹5 to ₹10 crore: 9 >₹10 crore: 10	10
6	Office & Professional Setup in Delhi/NCR	Operational office: 5 Creative/design personnel: up to 3 Media coordination/client servicing: up to 2	10
7	Sample Newspaper Creatives / Presentation	Accuracy and compliance with brief: 3 Layout, readability and newspaper suitability: 2 Creativity and visual communication: 2 Understanding of DSIIDC requirements: 1 Proposed workflow and ability to handle urgent releases: 2	10

Notes: Marks shall be based only on verifiable documentary evidence. For Criterion 4, only newspaper advertisement work supported by work orders, release orders, invoices or other records acceptable to DSIIDC shall be counted. DSIIDC may physically verify office/manpower. Themes and instructions for two sample advertisements shall be communicated separately to Stage-I qualified applicants.

ANNEXURE-III

DETAILS AND DOCUMENTARY EVIDENCE FOR TECHNICAL EVALUATION

Sr.	Criterion	Details to be furnished	Supporting Page No.
1	Continuous INS Accreditation	Year-wise validity and INS certificates	
2	Experience	Commencement date and supporting assignments	
3	Government/PSU Clientele	Client, nature of work and period	
4	Advertisement Work Value	Client-wise/year-wise value with evidence	
5	Average Annual Turnover	FY-wise figures with audited statements/CA certificate	
6	Delhi/NCR Setup	Office proof and personnel details	
7	Sample Creatives	To be submitted separately as instructed	

A. GOVERNMENT/PSU CLIENTELE

Sr.	Client	Category	Nature of Work	Period	Page No.

B. NEWSPAPER ADVERTISEMENT WORK VALUE

Sr.	Client	FY	Nature of Work	Value (₹)	Page No.

C. TURNOVER

Financial Year	Advertising/Media Turnover (₹)	Page No.
FY _____		
FY _____		
FY _____		
Average		

D. DELHI/NCR OFFICE AND PROFESSIONAL SETUP

Particular	Details	Page No.
Operational Office Address		
Ownership/Lease/Rent Details		
Creative/Design Personnel		
Media Coordination/Client Servicing Personnel		

ANNEXURE-IV

LETTER OF PROPOSAL

(On Applicant's Letterhead)

To

The Authorized Officer
Delhi State Industrial and Infrastructure Development Corporation Limited (DSIIDC)
New Delhi

Subject: Submission of EOI for empanelment of advertising agencies for publication of newspaper advertisements

Sir/Madam,

With reference to the EOI, I/We hereby submit our proposal for empanelment. I/We confirm that the proposal is unconditional and unqualified; all information and documents submitted are true and correct; the EOI and all corrigenda/addenda have been examined and accepted; and the undersigned is duly authorized to submit this proposal.

I/We undertake to furnish any clarification, additional information or original document required by DSIIDC for verification. I/We understand that empanelment does not guarantee any minimum volume or value of work.

I/We further declare that we have not engaged in any corrupt, fraudulent, collusive, coercive or obstructive practice in relation to this EOI and agree to abide by all terms and conditions.

Date: _____ Place: _____

Signature of Authorized Signatory: _____

Name & Designation: _____

Name and Seal of Applicant: _____

ANNEXURE-V

FINANCIAL CAPACITY CERTIFICATE

(To be certified by a Chartered Accountant with UDIN)

Financial Year	Turnover from Advertising/Media-related Business (₹)	Supporting Page No.
FY _____		
FY _____		
FY _____		
Average		

Certified that the above figures have been verified from the audited books of accounts and financial statements of the applicant.

Signature of Authorized Signatory: _____
Signature & Seal of Chartered Accountant: _____
Membership No.: _____ UDIN: _____ Date: _____

ANNEXURE-VI

DECLARATION REGARDING BLACKLISTING / DEBARMENT AND PAST PERFORMANCE

(On Applicant's Letterhead)

I/We declare that the applicant is not, as on the last date of submission of EOI, blacklisted, debarred, banned or placed under embargo by any Central Government, State Government, statutory authority, autonomous body or PSU.

I/We disclose below any Government/PSU contract terminated for default and any material penalty imposed for non-performance during the last three years:

Sr.	Client / Authority	Nature of Contract / Event	Date	Present Status

If none, write 'NIL'. I/We undertake to immediately inform DSIIDC of any such event occurring during the selection process or empanelment period.

Signature: _____ Name: _____ Designation: _____ Date: _____ Seal:

ANNEXURE-VII

CONFLICT OF INTEREST DECLARATION

(On Applicant's Letterhead)

I/We declare that, except as disclosed below, the applicant has no actual or potential conflict of interest capable of improperly influencing the selection process or performance of services under the empanelment.

Disclosure, if any: _____

I/We undertake to promptly disclose any conflict of interest that arises during the selection process or empanelment period.

Signature: _____ Name: _____ Designation: _____ Date: _____ Seal:

ANNEXURE-VIII

DOCUMENT CHECKLIST AND MASTER INDEX

Sr.	Document / Requirement	Submitted (Yes/No)	Page No(s).
1	Letter of Proposal (Annexure-IV)		
2	Registration/Incorporation and constitutional documents		
3	Authorization of signatory		
4	PAN		
5	GST Registration		
6	INS accreditation certificates for each year claimed		
7	Delhi/NCR office proof		
8	Evidence of 5 years' newspaper advertising experience		
9	Government/PSU clientele evidence		
10	Evidence of minimum ₹1.00 crore aggregate newspaper advertisement work		
11	Audited financial statements		
12	CA-certified Financial Capacity Certificate with UDIN		
13	GeM registration, wherever applicable		
14	Blacklisting/Debarment and Past Performance Declaration		
15	Conflict of Interest Declaration		
16	Annexure-I Application Form		
17	Annexure-III Technical Evaluation details		
18	Signed EOI and corrigenda/addenda		