



**STEEL AUTHORITY of INDIA LIMITED**  
(A Govt. of India Enterprise)  
Corporate Office, Ispat Bhawan, Lodi Road,  
New Delhi – 110003

**Tender Document for Empanelment Creative Advertising Agencies**

**Tender No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059**  
**Dated 27.11.2025**



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## INTRODUCTION:

Steel Authority of India Ltd. (SAIL) a Maharatna Company having its Registered Office at Ispat Bhawan, Lodi Road, New Delhi, invites sealed bids from reputed, professional, and experienced Bidders, with proven track record, for Creative Advertising Related Jobs.

**Salient information of the tender is as under:**

|    |  |   |   |
|----|--|---|---|
| 1  | Tender No.& Date                                   | SAIL/CMMG-CC/2025-26/OTE/CAD Creative/059 Dated 27.11.2025                    | - |
| 2  | Name of Work                                       | Empanelment of Creative Advertising Agencies                                  |   |
| 3  | Duration of Work                                   | 3 years and a mobilization period of 7 days                                   |   |
| 4  | Date, time and venue of Pre-bid Discussion Meeting | 11:30 A.M. on 03.12.2025<br>Venue: SAIL, Ispat Bhawan, Lodhi Road, New Delhi. |   |
| 5  | Last date and time of submission of bids           | 17.12.2025 up to 03:00 PM   |   |
| 6  | Date and time of opening of bid(s)                 | 17.12.2025 at 03:30 PM  |   |
| 7  | Bid Validity                                       | 120 days from date of opening of tender                                       |   |
| 8. | No. of Sources required                            | Up to 15 (fifteen)  |   |



## PART – I

### TECHNO-COMMERCIAL BID

#### 1.0 INSTRUCTION TO BIDDER

- 1.1 **Pre-Bid Meeting:** SAIL shall hold a Pre-bid Meeting with the intending Bidders on 03.12.2025 at 11:30 A.M. at SAIL, Ispat Bhawan, Lodhi Road, New Delhi. The Bidders may send their authorized nominee to attend the pre-bid meeting or can also participate in the pre-bid meeting through online mode at the following co-ordinates:

SAIL CO1 is inviting you to a scheduled Zoom meeting.

Topic: Empanelment of Creative Advertising Agencies

Time: Dec 3, 2025 11:30 AM India

Join Zoom Meeting

<https://zoom.us/j/97784900820?pwd=NFoE8RTXapiRwC85REanUpDthLb4nN.1>

View meeting insights with Zoom AI Companion

<https://zoom.us/launch/edl?muid=ab64eac9-c062-4728-97de-5dcefd47a24e>

Meeting ID: 977 8490 0820

Passcode: 691705

Bidders are advised to submit their bids after pre-bid discussions or after issue of corrigendum wherever applicable.

- 1.2 Contact Person (s) for clarifications, if any, regarding the Tender Document–

| Name & designation                             | Address  | Phone no.  |
|--|--|--|
| Ms. Snehlata,<br>Sr. Mgr. (CMMG), SAIL         | 19th Floor, Scope Minar,<br>Laxmi Nagar District<br>Center, Delhi-110092 | 011 – 22403487<br>+919968605744<br>cmmg.contractcell@sail.in |
| Mr. Ashwani Kumar Ahuja,<br>GM (CMMG-CC), SAIL | 19th Floor, Scope Minar,<br>Laxmi Nagar District<br>Center, Delhi-110092 | 011 – 22403235<br>+919968605287<br>cmmg.contractcell@sail.in |

- 1.3 The Bidder should examine all instructions, proforma, terms and specifications in the Tender enquiry. Failure to furnish all information required under the tender enquiry or submission of a bid not substantially responsive to the Tender enquiry in every respect will be at the Bidder's risk and may result in the rejection of the bid. The Bidders are also advised to check and ensure completion of all pages of this Tender enquiry and report discrepancy, if any, to the issuing authority in time for corrective action before the bids are submitted.
- 1.4 Canvassing in any form is strictly prohibited and the tenders submitted by the Tenderer, who resort to canvassing, will be liable to rejection.
- 1.5 There should normally not be any over-writing in the tender. All corrections and





cuttings shall bear dated initials of the Bidder. However, correction made on white fluid even after signatures/ initials is prohibited and will not be acceptable in any case and such tender shall be rejected.

1.6 **Bid Validity**—The bid submitted shall remain valid for acceptance for a period of 120 days from the date of opening of the tender.

1.7 SAIL may conduct price negotiation(s), if required, with the L-1 Bidder.

1.8 **Tender submission**

The tender shall be submitted as detailed hereunder. Specified documents shall be sealed in envelope(s) of adequate size each:

- (i) **Part-I (Techno-Commercial Bid)**: Envelope No. 1 super-scribed as “Techno-Commercial Bid” shall contain all Annexures, supporting documents against eligibility criteria and any other documents required in the bid.
- (ii) **Part-II (Price Bid)**: Envelope No. 2 super-scribed as “Price Bid” shall only contain the sealed Price Bid. Bidder(s) should quote price after taking all aspects into consideration as per scope and technical specifications of the work. The bidder will submit its Price Bid as per the price bid format at page 34.
  - a) If there is a discrepancy between words and figures, the amount in words shall prevail.
  - b) Such a discrepancy in an offer shall be conveyed to the tenderer to respond by a target date and if the tenderer does not agree to SAIL’s observation, the tender is liable to be rejected.
  - c) **Please note that the rates quoted should be mentioned in the price bid only and not on any other page of the tender document. Any mention of price in the techno-commercial bid shall lead to the offer to be summarily rejected.**

**Please refer to the “CHECK LIST of documents” for submission of requisite documents at clause 9.0 of the this RFE.**

1.9 The bid complete in all respect shall be sealed in an envelope containing 02 (two)/separate sealed envelopes as mentioned in para 1.8, super scribing “(Request for Empanelment of Creative Advertising Agencies)”, RFQ No., Name of the Bidder and date of opening of tender and is required to be delivered only through Regd. Post/ Speed Post/ Courier or dropped in the tender box kept at:

Steel Authority of India Limited,  
Corporate Materials Management Group,  
19<sup>th</sup> Floor, Core 2, SCOPE Minar,  
Laxmi Nagar District Center,  
Delhi-110092.



- 1.10 **Corrigendum/Extension in due date of submission of Tender:** For any reason, if due date of bid submission/ opening of tender are extended or there is change in the scope of work, modification in terms & condition, clarifications etc., suitable corrigendum shall be issued. The corrigendum will be communicated through SAIL tender website or through email.
- 1.11 Tender document, complete in all respect should reach SAIL, latest by 17.12.2025 till 03:00 PM. SAIL will not be responsible for non-receipt of tender within scheduled time and date or for the loss of tender document in transit or for the postal delay. A tender which is received after due date and time as specified in the tender notice shall not be accepted and shall be summarily rejected. Telex/Fax and e-mailing bids will not be considered.
- 1.12 **Opening of Tender:**
- The “Techno-Commercial Bid” Envelope No. 1 shall be opened at 03:30 PM on 17.12.2025, in presence of bidder(s) or representative of bidders, who wish to be present at the time of Techno-Commercial bid opening. In case of unscheduled holiday on the closing date of submission of tender/opening day of bid, the next working day will be treated as scheduled/prescribed day of the closing date of submission of tender/opening day of the bids. The time notified will remain the same. No communication will be sent in this regard.
- The price bid Envelope No. 2 of only those Bidder(s) shall be opened, whose Techno-Commercial bid is found acceptable after scrutiny. The date of opening of the price bid shall be intimated to the Techno-Commercially acceptable Bidder(s). SAIL reserves the right to accept or reject the results of Price Bids without assigning any reason thereof.
- 1.13 SAIL reserves the right to accept or reject any or all the bids without assigning any reason thereof.
- 1.14 Bidders shall be required to submit an undertaking (in **Annexure I**) and that they have read, understood and accepted the contents of tender including related clauses and that they affirm / certify the same including providing of data.
- 1.15 The bidder shall submit Company’s profile in “**Annexure-II**” duly signed (with Company seal) by authorized representative of the bidder.
- 1.16 The bidder who is registered as Micro/small Enterprises must submit valid self-certified copy of Udyam Registration Certificate (URC) along with details in **Annexure III**.
- 1.17 Public Procurement (Preference to Make in India), Order 2017: The Bidders shall provide self-certificate, indicating whether they are class-I local supplier / class-II local supplier as per **Annexure IV**.
- 1.18 **Verification of Credentials Submitted by Bidders:**
- (i) SAIL reserves the right to verify any supporting document(s) submitted by a participating tenderer / bidder from its source (document issuing authority).





- (ii) In the interest of expeditious completion of verification, a participating tenderer / bidder shall provide a list of each supporting document on its letter-head as per “Annexure-V”, along with the contact details (postal address, email address, landline / mobile number) of the issuing authority of each supporting document for verification.
- (iii) Non-verification of any supporting document or information, at the sole discretion of SAIL, does not absolve the tenderer / bidder of its absolute responsibility to provide only genuine document(s) in support of eligibility conditions.
- (iv) In case a supporting document or information is found to be fake/forged/tampered/ non-genuine at any stage during tendering process & even after placement of Purchase Order / Work Order, the tenderer/bidder is liable for punitive actions as per extant guidelines of SAIL.

#### 1.19 CONFIDENTIALITY CLAUSE:

- (i) The Successful bidder needs to submit “Confidential Mutual Non-Disclosure Agreement” as per Annexure-VII.
- (ii) Non-Disclosure Agreement shall have to be signed within Seven (7) days of issue of Work order. Further, The Non-Disclosure Agreement will be signed in English language in two originals, one each for purchaser and service provider

#### 2.0 ELIGIBILITY CRITERIA

| Sl. | Eligibility Criteria  | Documents to be submitted alongwith Techno-Commercial Bid   |
|-----|---|---|
| 1.  | The Bidder should be a valid/ registered business organisation  | Self-attested copy of any of the following documents:<br>1. Certificate of incorporation<br>2. Certificate of registration<br>3. Memorandum & Articles of Association   |
| 2   | Bidder should have presence in various cities in India alongwith requisite manpower, having requisite qualification in multiple cities of India in addition to one Office in Delhi. | Details of Registered Office and list of Branches with complete details on a letter head should be submitted. *Self – attestation by the bidder.<br>The details must be submitted under the following heads:<br>a. City<br>b. Address<br>c. Contact person<br>d. Contact details (Phones/Mobiles/fax/Email etc)<br>e. Requisite Manpower<br>*Requisite Manpower shall comprise a minimum of 5 professionals covering the following skill sets |

|   |  |   |
|---|--|---|
|   |  | <ul style="list-style-type: none"> <li>• Client Servicing</li> <li>• Video Editing</li> <li>• Designing</li> <li>• Advertising Strategy</li> <li>•</li> </ul> <p>f. Qualification of the employees – Graduate Degree or Certificate/Diploma in Advertising or Advertising Related disciplines</p> <p>g. Duration of employment with the bidder – Minimum 2 years</p>            |
| 3 | Bidder should have been empaneled with at-least 5 clients in PSUs /Govt. /Manufacturing Sector companies undertaking jobs in communication strategy, designing (Advertisements / Calendars / Notebooks / Brochures / Banners / Hoardings designs), copywriting, translation, language adaptation, Audio – Visual content development (Films / Radio commercials) and designing (computerized modeling) & fabrication of exhibition stalls etc. | <p>1. Empanelment Letters for carrying out creative jobs as per the tendered scope of work in the (FY 2022-23, FY 2023-24 and FY 2024-25)</p> <p>2. Individual job completion and work orders of value of at-least Rs. 1,50,000/- (one lakh fifty thousand only) per submitted job completion / work order.</p> <p>*For both 1 and 2, self-attested copies to be submitted.</p> |
| 4 | Bidder should have Minimum Average Annual Financial Turnover of INR 3.0 Crore (Rupees Three Crore only) from Business of Advertising during the last three (3) financial years (FY 2022-23, FY 2023-24 and FY 2024-25).  | A Certificate from Chartered Accountant along with UDIN should be submitted.  |
| 5 | Bidder should have made profits in the past 3 financial years (FY 2022-23, FY 2023-24 and FY 2024-25) in the business of advertising.  | CA certificate (along with UDIN) stating profits have been made in the past 3 financial years (FY 2022-23, FY 2023-24 and FY 2024-25) in the business of advertising.   |

*MSEs who are eligible for preference and Startups that are recognized by Department for Industry & Internal Trade (DPIIT) will be given a relaxation of 15% in Financial Turnover criteria for cases of Goods and Services procurement with estimated value upto Rs. 5 Crores. However both MSE and Startups shall have to meet eligibility conditions for quality & technical specifications/requirement.*

### 3.0 PRICE BID

Bidder(s) should quote all-inclusive price after taking all aspects into consideration as per scope and technical specifications of the work at para 5.0. Sample Price bid format is placed as **PART II**. The rates quoted in price bid shall remain firm during entire contract period.







Price bid to be quoted in excel sheet attached at **Enclosure I**. Bidders are required to submit signed & stamped excel sheet as well as PDF document along with **Part II** only. In case of discrepancy in rates in the excel sheet and the PDF document, rates quoted in the PDF document shall be considered for price evaluation.

It is to be noted that Goods & Services Tax (GST) shall be chargeable as per the prevailing rates and rules of Govt. of India and shall be indicated in the Price bid Format.

Please note that the rates quoted should be mentioned in the Price Bid only and not on any other page of the tender document. Any mention of price in the techno-commercial bid shall lead to the offer to be summarily rejected

#### 4.0 EVALUATION CRITERIA

##### Step 1: Technical Qualification Stage

The techno-commercial evaluation will be based on submission of documents as per the eligibility criteria as mentioned above. Only those bidders /agencies that submit all the requisite documents will qualify for the Presentation stage. Only bidders who qualify the techno-commercial bid evaluation stage will be considered for the second stage for the presentation round.

##### Step 2: Presentation Stage

The techno-commercially qualified agencies shall have to make a presentation before a Senior-level Presentation Committee. The committee shall evaluate the agencies on the basis of the creativity displayed during the presentation. The presentation will be evaluated on the following criteria:

| Sl No   | Criteria  | Marks<br>(out of a maximum of 100) |
|---|---|------------------------------------|
| <b>Quality Based: Presentation and Creative Ability</b> |   |                                    |
| 1   | Designing jobs (Advertisements/ Calendars /Notebooks/ /Banners/Hoardings/Audio-Visuals developed and exhibition stall designs and fabricated) made by them in past for various clients. | 40                                 |
| 2   | Creatives on Print Advertising Calendars/ Notebooks/ Brochures/ Banners/ Hoardings designs on theme given by SAIL   | 20                                 |
| 3   | Exhibition stalls based on theme given by SAIL  | 20                                 |
| 4   | AV content (Scratch or story Board) based on theme given by SAIL.   | 30                                 |
|   | <b>Total</b>  | <b>100</b>                         |

**NOTE:** On the basis of Presentation Committee recommendations, the top 15 agencies will be selected as per the order of merit and the shortlisted agencies will be considered for the third step i.e. Price Bid Opening.





In case of a tie while ranking the agencies in the order of merit amongst the top 15 agencies, the eligible bidder will be decided based on a draw of lots.

### Step 3: Opening of price bids and finalization of the rate card

- The price bids of only those agencies will be opened who are shortlisted/ qualified in Step 2 i.e. Presentation Stage.
- Based on the opening of the Price Bids, the item-wise rates will be compiled and Lowest (L-1) rates for each individual item will be finalized. In the price discovery, the Conditional Rates will not be accepted and if an agency submits conditional bids for any item it shall be disqualified.
- Thereafter, the agencies will be requested to match all the individual item-wise L-1 rates as mentioned in price bid format for empanelment. Only those agencies will be empaneled who agree to match the item-wise lowest (L-1) rates.
- Order will be placed on only those agencies which match the Item-wise L-1 rates and the selected agencies shall be empaneled for a period of three years.

## 5.0 SCOPE OF WORK

5.1 The Advertising/ Creative Agency shall render the following services to SAIL

5.1.1 All creative jobs to SAIL as and when it is specifically asked

5.1.2 Any other services customarily provided by Advertising/ Creative agencies and work assigned and agreed from time to time.

| Sl No. | Item   | Items   | Unit                        |
|--------|--|---|-----------------------------|
| 1      | Advertisement design for print and digital media | Upto Quarter page i.e., upto 400 Sq CM                      | Per design                  |
|        |  | Quarter Page to half page i.e., from 400 Sq CM to 800 Sq CM | Per design                  |
|        |  | Above 800 Sq CM   | Per design                  |
|        |  | Adaptation charges  | Per design                  |
| 2      | Designing Charges                                | Cover Design (Including front, Back and two inside covers)  | Per cover                   |
|        |  | Calendar design (Of 12 pages + Fly leaf + Envelope)         | Per Calendar                |
|        |  | Poster  | Per Poster                  |
|        |  | Illustration / graphics making                              | Per illustration / graphics |
|        |  | Inside page design (per print ready page)                   | Per page                    |
|        |  | Type setting including editing and proof reading            | Per page                    |

|   |  |  |             |
|---|--|--|-------------|
|   |  | Designs of tent card / invitation cards / <b>Complimentary cards / CD Roundel / Pen drive branding and designing for other pleasantries etc.</b> | Per design  |
|   |  | Design of Envelopes  | Per design  |
|   |  | Design of Logos  | Per design  |
|   |  | Designing or Adaptation for Social Media   | Per design  |
|   |  | Notice/Tender/Recruitment Advt (upto 100 words)  | Per design  |
|   |  | Notice/Tender/Recruitment Advt (More than 100 words)   | Per design  |
| 3 | Scanning Charges                       | Rate per page of upto A3 size  | Per page    |
| 4 | Printing                               | Single side multi colour digital printing on A4 Size Art Paper (This rate will be applicable for printing of colour dummies / leaflets etc)      | Per page    |
|   |  | Black and white dummy (Single side printing on <b>A4 size</b> paper)   | Per page    |
|   |  | Single side multi Colour digital printing on A4 Size Art Paper <b>with lamination.</b>   | Per page    |
|   |  | Digital multi colour printing of A1 size posters with adhesive on the reverse for pasting.   | Per posters |
|   |  | Digital multi colour printing of A2 size posters with adhesive on the reverse for pasting.   | Per posters |
|   |  | Digital multi colour printing of A3 size posters with adhesive on the reverse for pasting.   | Per posters |
|   |  | Digital multi colour printing of A4 size posters with adhesive on the reverse for pasting.   | Per posters |
| 5 | Language Translation                   | English to foreign languages - per word  | Per word    |
| 6 | Designing for Outdoors & Miscellaneous | Design for Hoardings / Banners / Back drops  | Per design  |
|   |  | Adaptation charges   | Per design  |



|   |                        |   |                 |
|---|------------------------|---|-----------------|
| 7 | Designing and Printing | Designing of Back drops / banners, printing on 300 GSM star flex, mounting on metal frame, transportation, installation at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.]                   | Per Sq Ft       |
|   |                        | Designing of Back drops / banners, printing on 300 GSM star flex, affixing eyelets on the flex to enable tying it, transportation, fixing at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.] | Per Sq Ft       |
|   |                        | Designing of Panels, digital printing, mounting on 3mm Sun Board, transportation and installation at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.]   | Per Sq. Ft      |
|   |                        | Roll Up Standee (6x3 feet)  | Per Piece       |
|   |                        | Poster in Sunboard (2x1 feet)   | Per Piece       |
|   |                        | MDF cut outs as per design with printing/ painting, pasting and installation.   | Per sq feet     |
|   |                        | <b>Digital Publicity Mediums</b>  |                 |
|   |                        | LED Clip-on Boards (Including Design, Fabrication, Transportation in Delhi/NCR and Installation)  | Per Sq Feet     |
|   |                        | Cost of medium for Clip-on board  | Per Sq Feet     |
|   |                        | Rental for transportation, installation and operation of LED Wall/Screen  | Per Sq Feet/Day |



2018



|   |                                    |   |   |
|---|------------------------------------|---|---|
|   |                                    | <b>Self Sticking Items</b>  |   |
|   |                                    | Digital multi colour printing of A3 size posters with adhesive on the reverse/front for pasting.                                    | Per poster  |
|   |                                    | Design, Printing and Fabrication of self gumming stickers (colour)  | Per 50 pieces   |
| 8 | Audio / Visual content development | <b>Concept / approach paper / scratch of TV Commercials (This does not include the actual production cost of the commercial)</b>    |   |
|   |                                    | 10 second commercial  | Per 10 Second   |
|   |                                    | 20 second commercial  | Per 20 Second   |
|   |                                    | 30 second commercial  | Per 30 Second   |
|   |                                    | 60 second commercial  | Per 60 Second   |
|   |                                    | <b>Concept / approach paper / scratch of radio Commercials (This does not include the actual production cost of the commercial)</b> |   |
|   |                                    | 10 second commercial  | Per 10 Second   |
|   |                                    | 20 second commercial  | Per 20 Second   |
|   |                                    | 30 second commercial  | Per 30 Second   |
|   |                                    | 60 second commercial  | Per 60 Second   |
|   |                                    | <b>Corporate Documentary Film</b>   |   |
|   |                                    | Concept and approach note   | per film  |
|   |                                    | Script alongwith story board  | per film  |
|   |                                    | <b>Animation</b>  | <b>[ i. With Voice Over and Background Score</b>        |
|   |                                    |   | <b>ii. Formats .mp4/.gif/any other suitable format}</b> |
|   |                                    |   | 1-30 seconds duration                                   |
|   |                                    |   | 30-60 seconds   |
|   |                                    |   | 60-90 seconds   |
|   |                                    |   | 90 -120 seconds   |
|   |                                    |   | 120 -300 seconds  |
|   |                                    |   | 300-450 seconds   |
|   |                                    |   | 450-600 seconds   |
|   |                                    |   | <b>[ i. Without Voice Over and Background Score</b>     |
|   |                                    |   | <b>ii. Formats .mp4/.gif/any other suitable format}</b> |
|   |                                    |   | 1-30 seconds duration                                   |

|    |                                       |   |   |
|----|---------------------------------------|---|---|
|    |                                       |   | 30-60 seconds   |
|    |                                       |   | 60-90 seconds   |
|    |                                       |   | 90 - 120 seconds  |
|    |                                       | <b>Graphics</b>   | 0 - 10 seconds (for Reels/shorts only)  |
|    |                                       |   | 10-20 seconds (for Reels/shorts only)   |
|    |                                       |   | 0 -2 minutes  |
|    |                                       |   | 2-4 minutes   |
|    |                                       |   | 4-6 minutes   |
|    |                                       |   | 6-8 minutes   |
|    |                                       |   | 8-10 minutes  |
|    |                                       |   | 10-12 minutes   |
|    |                                       |   | 12-14 minutes   |
|    |                                       |   | 14-16 minutes   |
|    |                                       |   | 16-18 minutes   |
|    |                                       | <b>Video Editing (With Voice Over, without Shoot)</b>   | 0-10 seconds for reels only (* Agency will be paid in multiple of 10 seconds) |
|    |                                       |   | 0-2 minutes   |
|    |                                       |   | 2-5 minutes   |
|    |                                       |   | 5-10 minutes  |
|    |                                       |   | 10-15 minutes   |
|    |                                       |   | Additional 5 minutes duration above 15 minutes                                |
| 9  | Computerised 3-D modeling             | Development of 3-D computer models of exhibition stalls / exclusive SAIL shops etc.   | Per Computer Model  |
| 10 | Supervision Charges for Printing jobs | As a percentage of printing cost. (Excluding transportation, boarding and lodging charges for assignments outside Delhi / Gurgaon / Faridabad / Ghaziabad / GautamBudh Nagar.) {For supervision in other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.} | % of total printing cost  |
| 11 | Digital Conversion                    | MS Word/PDF equivalent formats to Flip Book formats   | Per Issue/ File   |
|    |                                       | MS Word/PDF equivalent formats to formats for Kindle or any other   | Per Issue/File  |



|    |           | reading platforms  |           |
|----|-----------|--|-----------|
| 12 | Pendrives | 16 GB Pendrive with Rectangular plastic case and printing on both sides of the plastic case and the pendrive body. | Per Piece |

5.1.3 The Advertising / Creative Agency shall render Creative services for SAIL's Corporate Office, Delhi. Central Marketing Organization, Kolkata. Plants & units, etc. may also use their services or ask for quotes, etc.

5.1.4 List of SAIL Offices/ Plants/ Units

- Corporate Office, Delhi
- Central Marketing Organization, Kolkata
- Bhilai Steel Plant, Bhilai, Chattisgarh
- Bokaro Steel Plant, Bokaro, Jharkhand
- Rourkela Steel Plant, Rourkela, Orissa
- Durgapur Steel Plant, Durgapur, West Bengal
- Alloy Steels Plant, Durgapur, West Bengal
- IISCO Steel plant, Burnpur, West Bengal
- Salem Steel Plant, Salem, Tamil Nadu
- Visvesvaraya Iron and Steel Plant, Bhadravati, Karnataka
- Chandrapur Ferro Alloy Plant, Chandrapur, Maharashtra
- Research & Development Centre for Iron & Steel, Ranchi
- Other SAIL Units

In addition to the above the empaneled agency/ies will be required to provide designs, mockup, fabrication services etc for various events and exhibitions as per SAIL's requirement. The agencies can be contracted by any of the SAIL offices as mentioned above for inviting quotations, mockups and designs for events and exhibitions. Based on which the agency shall be assigned the job as per clauses mentioned in the Post Empanelment procedure of SAIL. The same is restated in the subsequent paras.

## 6.0 PERIOD OF CONTRACT

The agencies will be empanelled for a period of three (3) years with a provision for further extension of the contract by up to 6 months at SAIL's option at the same rates, terms and conditions.

## 7.0 TERMS OF PAYMENTS:

- Since, the parties will work on a rate card basis - the payment will be made on completion of the job assigned. No advance payment will be made.
- Payment will be released within 30 days of the successful completion of the work as assigned by the executing authority.







- c) For all the jobs assigned by individual plant/unit, payment shall be made by the respective plant/unit and the agency shall have to follow it up with the concerned unit for payment. SAIL Corporate Office shall neither be billed not be responsible for the payments from plants/units.

## 8.0 SPECIAL TERMS & CONDITIONS

- 8.1 **Security Deposit:** The successful bidder shall be required to deposit Security Deposit of Rs. 60,000/- in the form of Bank Guarantee (BG) through any Scheduled Commercial Bank (except Cooperative and Gramin Bank) at New Delhi/ Delhi or DD/NEFT/Bankers Cheque/FDR in favour of "Steel Authority of India Limited, New Delhi", within 15 days from the date of issue of Work Order. The Bank Guarantee shall be submitted as per the **Annexure VI**. In case of any extension(s), the validity of security deposit will be accordingly extended. The Security Deposit would be kept valid up to 42 months from the date of issue of work order.

In case the contractor delays submission of Security Deposit beyond the period allowed for submission of the same, a penalty of 0.2% of the original SD amount per completed day of delay, limited to an amount not exceeding 5% of the original SD / PG amount shall be applicable. Payment for executed portion of order/contract shall commence on submission of requisite SD. No payment shall be released against the contract/order till the Security deposit is submitted.

- 8.2 **Penalty clause:** In order to ensure that the empanelled agencies take interest and submit designs for various works requested by CAD, the performance of the agencies will be reviewed and if an agency/ies is/are not found to be responding to atleast 6 requests during the year they shall be put off the panel for a duration of one year. The agency which has been temporarily removed from the SAIL panel will be given the option of being reinstated on the panel after a duration of one year. Such exclusion or reinstatement of the agencies will be made based on the decision of Head of Corporate Affairs/ CGM (CAD).
- 8.3 In case of lapse in timely delivery of material or services or delivery of substandard or faulty material, the agency shall be liable to forfeiture of the Security deposit of the agency and also for de-empanelment of the agency for a period of one year, based on the recommendation of the executing authority
- 8.4 **Post Empanelment :-**
- 8.4.1 Once empanelled, during the contract period, the agencies will be asked to submit designs/ concepts etc. as per SAIL's requirement and work will be given to the selected agency whose creative is selected. The job assignment will be done on case to case basis. Thus, there is no assurance of any quantum of work to any of the finally empaneled creative agencies during the tenure of the contract.
- 8.4.2 Since, assignment of any job to an empanelled agency will be based on the selection of design there is no possibility of apportionment of work between the empanelled agencies. Allocation of work will be based on creative assessment.







सेल SAIL

- 8.4.3 Since, the selection of designs will be strictly on creative evaluation, MSMEs or Women entrepreneurs will not be given preference in design selection and related job placement.
- 8.4.4 Since, exhibitions involve variables which cannot be preempted and thus rates of such elements are not part of the rate card. However, to select the best creative agency for the job all the empanelled agencies will be informed an estimated budget and invited to submit designs/ mock-up / computerized design for the SAIL stall along with quotations in a sealed envelope within the given budget. One or more designs will be shortlisted and the quote/s of only those agency/ies will be opened whose design will be shortlisted. Rates may be negotiated if deemed fit.
- 8.4.5 In order to ensure that the empanelled agencies take interest and submit designs for various works requested by CAD, the performance of the agencies will be reviewed and if an agency/ies is/are not found to be responding to atleast 6 requests during the year they shall be put off the panel for a duration of one year. The agency which has been temporarily removed from the SAIL panel will be given the option of being reinstated on the panel after a duration of one year.
- 8.5 Other General terms & Conditions as per "GENERAL TERMS & CONDITIONS OF CONTRACT FOR PROCUREMENT OF SERVICES (SAIL – S1)" shall apply for this tender. Copy of the same is available at <https://sailtenders.co.in/STDocs/DynamicPages/FileSDPchild9827714.pdf>.



## 9.0 CHECK LIST & DOCUMENTS TO BE ATTACHED

NAME OF THE BIDDER: \_\_\_\_\_

| Sl No | Annexure / Document  | Details / Description                            | Page No. | Whether attached |
|-------|--|--|----------|------------------|
| 1     | <b>Declaration as per Annexures</b>  |  |          |                  |
| a)    | Annexure-I   | Undertaking                                      |          | Yes/No           |
| b)    | Annexure-II  | Profile of the Bidder                            |          | Yes/No           |
| c)    | Annexure-III   | MSE – Form VI                                    |          | Yes/No           |
| d)    | Annexure-IV  | List of supporting documents and contact details |          | Yes/No           |
| e)    | Annexure-V   | Declaration for Make In India                    |          | Yes/No           |
| 2     | <b>Self-attested photocopies of the following documents:</b>   |  |          |                  |
| a)    | GST Registration   |  |          | Yes/No           |
| b)    | PAN card   |  |          | Yes/No           |
| 3     | <b>Documents in support of Eligibility Criteria</b>  |  |          |                  |
| a)    | Self-attested copy of any of the following documents (refer para 2.0 (1)):<br>1. Certificate of incorporation<br>2. Certificate of registration<br>3. Memorandum & Articles of Association                             |  |          | Yes/No           |
| b)    | Details of Registered Office and list of Branches with complete details on a letter head (including City, Address, Contact person, Contact details, Phones/Mobiles/fax/Email, Requisite Manpower) (refer para 2.0 (2)) |  |          | Yes/No           |
| c)    | Empanelment Letters for carrying out creative jobs as per the tendered scope of work in the FY 2022-23, FY 2023-24 and FY 2024-25 (refer para 2.0 (3))   |  |          | Yes/No           |
| d)    | Individual job completion or work orders of value of at-least Rs. 1,50,000/- per submitted job completion / work order. (refer para 2.0 (3))   |  |          | Yes/No           |
| e)    | A Certificate from Chartered Accountant along with UDIN for Average Annual Financial Turnover during the last three (3) financial years (FY 2022-23, FY 2023-24 and FY 2024-25). (refer para 2.0 (4))                  |  |          | Yes/No           |
| f)    | CA certificate (along with UDIN) stating profits have been made in the past 3 financial years (FY 2022-23, FY 2023-24 and FY 2024-25) (refer para 2.0 (5))   |  |          | Yes/No           |

**FORMAT FOR UNDERTAKING TO BE UPLOADED / SUBMITTED BY THE AUTHORIZED  
SIGNATORY OF THE BIDDER ON ITS LETTERHEAD ALONG WITH THE TENDER DOCUMENTS**

**(On the Letterhead of the Bidder)**

**Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059 Dated  
27.11.2025**

I ..... (Name and Designation) duly authorized to sign the bid for and on behalf of M/s ..... (herein after called the bidder) for the purpose of above mentioned tender No. of SAIL Corporate Office, New Delhi, do hereby solemnly affirm and state, on the behalf of the bidder including its constituents, as under:

I/We have read the contents of the above mentioned tender carefully and understand that my/ our offer will be evaluated based on the documents/ credentials submitted along with the offer and same shall be binding upon me/us. I/We undertake and warrant that in relation to the aforesaid tender, our bid was developed genuinely, independently and made with the intention to accept the Contract, if awarded.

**1. BID SECURING DECLARATION:**

I/ We agree that if I/We withdraw or modify our Bid during the period of validity, or if I / We are awarded the contract and I/ We fail to sign the contract, or to submit a performance security before the deadline defined in the request for bids document, I/We will be liable to be suspended for a period of six months from being eligible to submit bids against all future tenders of SAIL Corporate Office, New Delhi.

**2. UNDERTAKING FOR NON-COLLUSIVE TENDERING:**

I/We undertake and warrant that our bid was not prepared with any agreement, arrangement, communication, understanding, promise of undertaking with any person (including any other bidder or competitor) regarding i) prices; ii) methods, factors or formulas used to calculate prices; iii) an intention or decision to submit a bid; iv) an intention or decision to withdraw a bid; v) the submission of bid that does not conform with the requirements of the tender; vi) the quality, quantity, specifications or delivery particulars of the products or services to which this tender relates; and vii) the terms of the bid, and we also undertake that we will not, prior to the award of the Contract, enter into or engage in any of the foregoing.

**3. SUB-CONTRACTING, WHEREVER APPLICABLE:**

**Disclosure in case of Job/ Project Contracts:** I/We warrant that we have duly disclosed and will continue to disclose all intended sub-contracting arrangements relating to the Tender that we are required to disclose, including those which are entered into after the Contract is awarded.



#### 4. AUTHENTICITY OF DOCUMENTS SUBMITTED FOR BID EVALUATION:

I/We declare that the information and documents submitted along with the tender documents by me/ us are complete and correct and I/we are fully responsible for the authenticity and correctness of the submitted information and documents. I/We declare and certify that I/we have not made any misleading or false representation anywhere in the tender submitted including the annexures thereto.

I/We understand that at any time during process of evaluation of tender or at any time after award of contract, if any information / document submitted by me / us are found to be suppressing facts / forged / false / fabricated / fudged or incorrect, it shall lead to forfeiture of the EMD/SD and Performance Guarantee, if submitted, besides any other action provided in the contract including banning under the extant Guidelines for Banning of Business Dealings of SAIL and initiating any legal action as deemed fit. Further, I/we and all my/ our constituents understand that my/ our offer shall be summarily rejected.

#### 5. REPRESENTATION OF SINGLE / MULTIPLE FIRMS BY THE AUTHORIZED PERSON:

I/We hereby declare that I/we are not representing any other firm participating against this tender.

OR

I/We hereby declare that I/we also represent the following firm(s) participating against this tender:-

| S.No. | Name of the firm |
|-------|------------------|
| 1.    |                  |
| 2.    |                  |

(Strike-off the portion which is not applicable)

#### 6. RELATIONSHIP WITH ANY EMPLOYEE WORKING IN PLANT / UNIT CONCERNED OR DIRECTORS OF SAIL INCLUDING ITS SUBSIDIARIES:

a) I/We hereby declare that the Proprietor or any Partner of the Company or Director of our company has no relationship (within the meaning of Section-2 (77) of the Companies Act 2013) with any employee working in SAIL Corporate Office, New Delhi /any of the Directors of SAIL including its subsidiaries

OR

I/We hereby declare that the following Proprietor/Partner/Director of our company (has relationship (within the meaning of Section-2 (77) of the Companies Act 2013) with following employee working in SAIL Corporate Office, New Delhi / Directors of SAIL including its subsidiaries:-

| Name of Proprietor/ Partner/Director of our company | Name of SAIL employee/ Director of SAIL | Type of relationship |
|---|---|----------------------|
|   |   |                      |
|   |   |                      |



(Strike-off the portion which is not applicable)

b) I/We further declare that if the contract is awarded to me/us, I/we shall inform if any of my/our relative(s) as defined above, join/joins the Plant/Unit concerned or joins as Director of SAIL including its subsidiaries at any time subsequent to the award and during continuance of the contract.

**7. ANTI BRIBERY MANAGEMENT SYSTEM (ABMS) DECLARATION:**

I/We undertake that we shall not give or take any financial or non- financial bribe, to or from any one during the tender or during the execution of the contract thereafter and if I/We notice any such incident happening, I/We shall report to SAIL Vigilance.

**8. MINIMUM LOCAL CONTENT AS APPLICABLE & LAND BORDER SHARING REQUIREMENTS, IF APPLICABLE**

I/ We declare that I/We comply with the provisions of the revised Public Procurement (Preference to Make In India), Order 2017 dated 16.09.2020, as amended from time to time and also comply with the provisions of DoE Order dated 23.07.2020 with respect to the compliance related to land border sharing requirements and subsequent amendments thereto as applicable, on the date of submission of tender and at the time of Placement of Contract.

**9. CONFLICT OF INTEREST (IF APPLICABLE):**

I/We undertake that we shall not make any improper use of information obtained from the Purchaser with intent to gain unfair advantage in the Tender Process or for personal gain including that of our affiliates and that I/we shall suo-moto proactively declare any conflict of interest (coming under the definition mentioned above - pre-existing or as soon as these arise at any stage) in any Tender Process or execution of the contract. I/We understand that failure to do so shall amount to a violation of the code of integrity.

**10.** I/We declare that I /We have disclosed any previous transgressions of code of integrity with any entity in any country during the last three years or of being debarred by any other procuring entity in our bid documents. Failure to do so would amount to violation of the code of integrity.

**11.** I/We undertake that we have read, understood and accepted the General Terms and Conditions of Contract for Procurement of Services (SAIL S-1), as applicable and shall be binding on us in addition to other terms and conditions mentioned in the tender document.

(SIGNATURE OF TENDERER)

WITH SEAL AND DATE



**PROFILE OF THE BIDDER**

Tender Notice No.: Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059

Dated 27.11.2025

|    |   |  |              |
|----|---|--|--------------|
| 1. | <b>About Agency</b>   |  |              |
| A  | Name and Postal Address of Company                          |  |              |
| B  | Contact Nos. (Landline & Mobile)                            |  |              |
| C  | E-mail id   |  |              |
| D  | Name of Contact Person<br>Telephone no./mobile no. / e-mail |  |              |
| G  | Nature of Firm  | Tick as applicable<br>a) Registered under Companies Act<br>b) Registered under Shops and Establishment Act<br>c) Proprietorship / Partnership firm. Any other (please specify)<br>d) Sister concern of _____<br>(Please Specify) |              |
| H  | No. of Permanent Employees in your establishment.           |  |              |
| I  | Nature of Business of Establishment                         |  |              |
| J  | Permanent Account Number (PAN)                              |  |              |
| K  | GST Registration Number                                     |  |              |
| L  | ESI Registration Number                                     |  |              |
| M  | EPF Registration Number                                     |  |              |
| N  | Any other relevant Registration, if any                     |  |              |
| 2. | <b>Details of Turnover and Profit status</b>                |  |              |
|    | Financial Year :  | Turnover (Rs.)   | Profit (Rs.) |
|    | 2022-23   |  |              |
|    | 2023-24   |  |              |
|    | 2024-25   |  |              |
| 3. | <b>Bank Account Details</b>                                 |  |              |
| A  | Name of Account Holder                                      |  |              |
| B  | Name of The Bank  |  |              |



|    |   |      |    |   |
|----|---|------|----|---|
| C  | Address of the Bank                                 |      |    |   |
| D  | 9-DIGIT MICR Code / IFSC Code                       |      |    |   |
| E  | Type of Account (SB, Current. Cash Credit A/e. etc) |      |    |   |
| 4. | List of Major Clients                               |      |    |   |
|    | Particulars   | From | To | Volume of business (in lakhs per annum) |
| A  | Gov. Department / Ministries                        |      |    |   |
| B  | Public Sector Undertaking                           |      |    |   |
| C  | Private Ltd. Company                                |      |    |   |
| D  | Any Other   |      |    |   |

Date:

Place:

For and on behalf of bidder

(AUTHORISED SIGNATORY)

Name: \_\_\_\_\_

(SIGNATURE OF TENDERER)  
WITH SEAL AND DATE





**ANNEXURE - III**

**(On the Letterhead of the Bidder)**

**Tender Notice No.: Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059  
Dated 27.11.2025**

| S.No. | Particulars  | Response  |
|-------|--|---|
| 1     | Whether the Tenderer is registered as Micro/Small Enterprises as per Public Procurement Policy (PPP) for Micro & Small Enterprises (MSEs) Order 2012 | (Yes/No)<br>If yes, kindly indicate Whether Micro/Small                                   |
| 2     | Udyam Registration Certificate no. (in line with extant directives of Ministry of MSME with effect from 01.07.2020)                                  | UDYAM-.....-.....-.....<br>(Copy of valid Udyam Registration Certificate to be submitted) |
| 3     | Whether owned by SC/ST/Woman   | (Yes/No)<br>If yes, kindly indicate Whether SC/ST/Women                                   |
| 4     | Confirm that you are registered for the Service Code relevant to the tendered service.   | (please provide the relevant service code)  |

Signature with date: \_\_\_\_\_

Duly authorized to sign for and on behalf of \_\_\_\_\_

(IN BLOCK LETTERS)

**LIST OF SUPPORTING DOCUMENTS**

**Tender Notice No.: Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059**  
**Dated 27.11.2025**

**(On the Letterhead of the Bidder)**

| Sl | Type of document<br>(for e.g. work order/job<br>completion certificate/<br>Invoice/RA bill/Final Bill etc.) | Issuing authority<br>Company Details<br>(with full postal<br>address) | Contact official<br>Name, Designation<br>& email address of<br>Issuing Authority | Contact Official Land<br>Line & Mobile Number<br>of Issuing Authority |
|----|---|---|--|---|
| 1  |   |   |  |   |
| 2  |   |   |  |   |
| 3  |   |   |  |   |
| 4  |   |   |  |   |

For and on behalf of bidder

(SIGNATURE OF TENDERER)  
WITH SEAL AND DATE

**Format for Declaration to be given by a Make In India Supplier**  
**To be submitted on the Letter head of the Bidder**  
**Self-Certification (for Procurement values equal to/less than Rs 10 crs)**

**Tender Notice No.: Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059**  
**Dated 27.11.2025**

Certificate for M/s. Steel Authority of India Ltd., .....  
With reference to SAIL-..... Tender No. ....dt..... and our offer no.  
.....

In line with the revised Public Procurement (Preference to Make In India), Order 2017 dated 16-09-2020, as amended from time to time and as applicable on the date of submission of tender, we hereby certify that we M/s \_\_\_\_\_ (Bidder name) are local suppliers and item wise local content as defined in above orders for the material to be supplied by us against abovementioned Tender No \_\_\_\_\_ is furnished as below:

| Item No. | Item Description | Local Content (%) |
|----------|------------------|-------------------|
| 1.       |                  |                   |
| 2.       |                  |                   |
| 3.       |                  |                   |
| 4.       |                  |                   |
| 5.       |                  |                   |

Details of location at which local value addition will be made is as follows:  
.....

We also understand, false declaration will be in breach of the Code of Integrity under Rule 175(1)(i)(h) of the General Financial Rule for which a bidder or its successors can be debarred for up to two years as per Rule 151 (iii) of the General Financial Rules along with such other actions as may be permissible under law.

Note: entries to be made separately for all items as per tender)

Seal and Signature of Authorized Signatory



**ANNEXURE - VI**

**BANK GUARANTEE FORMAT FOR SECURITY DEPOSIT**

(To be executed on Non Judicial Stamp Paper of appropriate Value from a Scheduled Bank except Co-operative Bank & Gramin Bank)

..... (Name of the Bank)

Address .....

.....  
Guarantee Number .....

A/C M/s..... (Name of the Contractor)

Date of Expiry: ---

Limit of the Liability (Currency and Limit) - ....% of the Contract Value i.e. Rs.----

Contract Number .....Dated .....

Name of Work- .....

Subject: Performance Bank Guarantee for Security Deposit

Dated .....2025

To,  
Steel Authority of India Limited  
Ispat Bhavan, Lodi Road  
New Delhi – 110003

Dear Sir,

In consideration of the Steel Authority of India Limited (hereinafter called Company), which expression unless repugnant to the subject or context include its successors and assigns having awarded the Contract for above work to M/s ..... (hereinafter called Contractor) and that the tender documents, bid submitted by the party & LOI and work order issued by SAIL forms a binding Contract between the said two parties. That in terms thereof, the Contractor is obliged to furnish a Performance Guarantee bond towards fulfillment of its contractual obligations towards SAIL for an amount of Rs. ----- (Rupees ) equivalent to ....% of the Contract Value.

1. We .....(Name of the Bank) do hereby expressly irrevocably and unreservedly undertake to unconditionally pay to you merely on your written demand, without referring it to the Contractor and without any protest, demur or question an amount not exceeding ....% of the Contract Value . Any such demand made on us will be

conclusive as regards the amount due and payable by us under this guarantee. However our liability under this guarantee shall be restricted to ....% of the Contract Value.

2. Notwithstanding anything contrary we agree that your decision as to whether the contractor has committed breach of any terms and conditions of the contract shall be final and binding on us and we shall not be entitled to ask you to establish your claim or claims under the Guarantee but shall pay the same forthwith without any objection or excuse.
3. We undertake to pay to you any money so demanded notwithstanding any dispute or disputes raised by the Contractor in any suit or proceeding pending before any court or tribunal or arbitration relating thereto, our liability under these presents being absolute and unequivocal and notwithstanding the fact that the demand notice does not specifically mention about the breach of terms and conditions of the said contract.

The payment so made by us under this Guarantee shall be valid discharge of our liability for payment there under.

4. We .....(name of the bank) further agree with you that Company shall have the fullest liberty to claim payment of amounts from time to time under this guarantee subject to the ceiling limit of ....% of the Contract Value, and this guarantee shall not become invalid or in fructuous because of the partial demand(s) made by the Company upon us for payment under the circumstances stipulated above and it is further declared that this Guarantee shall hold good in favour of the Company to the extent of the remaining amount of balance covered under this guarantee. Any such demand or demands made on the Bank shall be conclusive as regards the amount due and payable to the Company by the Bank under this guarantee, without our consent and without affecting in any manner our obligations hereunder. The Company shall also have liberty to vary any of the terms and conditions of the said contract and we shall not be relieved from our liability by reason of such variation.
5. We .....(name of the bank) further agree with the Company that the Company shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said agreement or to extend time for performance by the said contractor(s) from time to time or to post phone for any time or from time to time any of the powers exercisable by the Company against the said contractor(s) and to forbear or enforce any of the terms and conditions relating to the said agreement and we shall not be relieved from our liability by reason of any such variation or extension being granted to the said contractor(s) or for any forbearance, act or commission on part of the Company or any indulgence by the Company to the said contractor(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.
6. It shall not be necessary for Company to proceed against the Contractor before proceeding against the bank and the Guarantee herein contained shall be enforceable

against the bank, notwithstanding any security which Company may have obtained from the Contractor at this time when proceedings are taken against Bank hereunder, being outstanding and unrealized.

7. Notwithstanding anything contained herein before our liability under this Guarantee is restricted up to a sum of ....% of the Contract Value and shall expire after .... months from the date of LOI or in the event of any dispute till the same is settled fully unless a claim or demand is made on us in writing within six months of expiry date of this Bank Guarantee thereafter or till all the obligations under the said contract are discharged by the contractor or disputes if any, resolved all your rights shall be forfeited and we shall stand relieved and discharged from our liability hereunder.
8. We the said bank lastly undertake not to revoke this Guarantee during its currency except with the previous consent of Company in writing and agree that any change in constitution of Company or Contractor or the said Bank shall not discharge our liability hereunder
9. In order to give effect of the Guarantee herein contained, you shall be entitled to act as if we were your principal debtor in respect of all your claims against the Contractor, hereby guaranteed by us as aforesaid and we hereby expressly waive all our surety ship and other rights, if any which are in any way inconsistent with the above or any other provision of this guarantee.
10. This guarantee and the provisions contained are in addition to and not by way of limitation or substitution for any other guarantee or guarantees heretofore given to you by us (whether jointly with or alone) and now existing unconcealed and that this guarantee is not intended to and shall not revoke or limit such guarantee or guarantees.
11. We have power to issue this guarantee under the provisions of ..... (Name of the bank).....Act. General regulations made there under and undersigned has full power to sign this guarantee under the delegation of power and notification made under general regulation..... (Reference number).....of the resolution of the executive committee or the Central Board of Bank in the Central Govt. Gazette.

Dated .....day of .....202.....for .....Bank Limited

Yours Faithfully

For .....  
(Name of the Bank)



**CONFIDENTIAL MUTUAL NON-DISCLOSURE AGREEMENT**

**(To be entered on a Non-Judicial Stamp Paper of Rs. 100)**

**Tender Notice No.: Tender Notice No.: SAIL/CMMG-CC/2025-26/OTE/CAD-Creative/059  
Dated 27.11.2025**

This mutual NON DISCLOSURE AGREEMENT ('this Agreement) is entered into effective as of the <DATE>, between <Name and Address first party> which expression shall unless repugnant to the context include its successor, representatives, administrators and permitted assigns and <Name and Address second party> which expression shall unless repugnant to the context include its successor, representatives, administrators and permitted assigns WHEREAS, the Parties have entering into discussions/ Contract regarding the following proposed business arrangements:

<Nature of Business/Services>

In the course of this Agreement, the party disclosing confidential information will hereinafter be referred to as the 1<sup>st</sup> Party (i.e., "Disclosing Party") and the party receiving information will be referred to as the 2<sup>nd</sup> Party ( i.e. "Receiving Party").

The 2<sup>nd</sup> Party ( i.e. "Receiving Party") and the 1<sup>st</sup> Party (i.e., "Disclosing Party") are jointly referred to as "Parties" and individually as a "Party".

WHEREAS, the Parties are required to disclose to each other, confidential information in connection with such proposed business arrangement as aforesaid.

The parties recognize that careful protection and non-disclosure of the Confidential Information by the Receiving Party is absolutely necessary.

This NDA will be valid for a period of Ten years from the date of signature.

**NOW IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES HERE TO AS FOLLOWS:**

**Definitions:-** Confidential Information means communications or data information disclosed by the Disclosing Party to the Receiving Party which includes concept, idea, know-how, process, technique, data classification techniques, data structures, technology, features and enhancements, software, business plans, marketing materials and plans, technical or financial information, proposals, sketches, models, samples, computer programs and documentation, drawings, specifications, data, databases, price lists, prices etc. disclosed by either party, whether conveyed in oral, written, graphic, or electronic form or otherwise.

1. The term "Representatives" shall mean, the directors, officers, employees, consultants, bankers, attorneys, agents and advisors of either Party.

2. The Receiving Party agrees that it will treat the Confidential Information as confidential using reasonable safeguards against the unauthorized disclosure of the Confidential Information and that it will protect such Confidential Information at least as securely as it protects its own proprietary and confidential information, which in any event shall not be less than a reasonable standard of care.
3. Within a period of 15 days after signing of this Agreement, the parties will exchange name of person(s) authorized to give and receive the confidential information

It shall be obligatory on both the parties to intimate the other party, any change of name of the persons so authorized to disclose and/or receive the Confidential Information. However, responsibility of Non-disclosure will remain upon receiving party.

4. The Parties agrees that:
  - i. The documents provided hereunder containing Confidential Information shall be used solely for the purpose of evaluating its interest in the proposed business arrangements.
  - ii. It will not use such Confidential Information for any purpose other than for which it has been provided.
  - iii. It will not distribute, disclose or disseminate Confidential Information to anyone except it's Representatives with a need to know who are involved in the consideration or performance of the proposed business arrangements described herein or as required by law.
5. This Agreement shall not apply to Confidential Information that:
  - (a) Is now or in the future enters into the public domain through no fault of the Receiving Party; or
  - (b) Has been disclosed to the Receiving Party by a third party without restriction; or
  - (c) Is known to the general public through publication or otherwise ;or
  - (d) Is already known to Receiving Party at the time of its disclosure ;or
  - (e) Is independently developed by the Receiving Party
6. Receiving Party may disclose Confidential Information as part of judicial action provided; Receiving Party gives the Disclosing Party advance written notice of such proposed disclosure and receives its consent for the same.
7. Receiving Party shall have, or shall enter into, agreements with its parent, divisions, subsidiary companies, partners, contractors, subcontractors and



Solution Providers that it will safeguard the Confidential Information received hereunder consistent with the terms of the Agreement.

8. The Confidential Information shall remain the sole property of Disclosing Party.
9. Except as expressly provided herein, no license or right is granted by Disclosing Party under any patent, patent application, trademark, copyright, software or trade secret.
10. Disclosing Party acknowledges that it has endeavored to include in its Confidential Information all information known to it which it believes to be relevant for the purpose of assessment of potential business arrangements.
11. Any modifications or amendment to this Agreement must be in writing and signed by authorized officials of each Party. No failure or delay in exercising any right under this Agreement shall operate as a waiver thereof.
12. All Confidential Information of the Disclosing Party in tangible form that is in the possession of the Receiving Party shall be returned upon completion of the purpose or destroyed upon request of the Disclosing Party to which it pertains.
13. If any clause, provision or term of this Agreement is declared illegal, invalid, or unenforceable under applicable present or future laws, then those of the clauses of this agreement which are distinguishable and separable shall not be affected and, in lieu of any such clause ,provision, or term, there shall be added with mutual consent as a part hereof a substitute clause, provision or term as similar in substance to such illegal, invalid or unenforceable clause, provision or term as may be possible.
14. This Agreement shall be binding on and inure to the benefit of the Parties hereto and their respective successors and assigns. It is understood that the affected party may seek remedy in accordance with the terms and conditions of the subject agreement and Law
15. This Agreement shall be governed by the laws of India.
16. The Parties warrant and represent that the signatory has the authority to enter into this Agreement on behalf of the Disclosing Party and Receiving Party respectively.
17. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and all of which shall constitute the same instrument. This Agreement shall become effective when signed by the Parties in accordance with this paragraph.
18. The Disclosing Party makes no representation or warranty, express or implied, including as to the quality, accuracy and completeness of the Confidential Information disclosed pursuant to this Agreement. The First Party (I.e. Disclosing Party), its affiliates and their representatives shall have no liability whatsoever



with respect to the use of or reliance upon the Confidential information by the Receiving Party.

19. Any notice or written communication other than those made in usual performance of this contract, provided for in this agreement by any party to the other shall be made in English and delivered in person or email and followed by registered post/ Speed post.
20. The parties shall attempt in good faith to resolve promptly any dispute arising out of or relating to this Agreement by negotiation. If the matter cannot be resolved in the normal course of business, within ten (10) days after the dispute arises, any interested Party shall give to the other party, written notice of any such dispute not resolved, after which the dispute shall be referred to the representatives of both the parties who will jointly resolve the dispute in a spirit of independence, mutual respect, and shared responsibility. In case an amicable settlement of any disputes arising out of or relating to this Agreement is not achieved within 30 days after written notice is received, such dispute shall be referred to Arbitration in accordance with the provisions of Arbitration and Conciliation Act, 1996 (as amended from time to time) by one Sole Arbitrator who will be appointed by the procedure prescribed in this document. The Arbitration shall be conducted in the English language and the Award shall be final and binding upon the parties. Each party shall bear its own cost of Arbitration unless the Arbitrator otherwise directs.
21. All additions or modifications to this Agreement must be made in writing and must be executed by both the parties.

**For<First Party>**

**For<Second Party>**

Signature

Signature

Name:

Name:

Designation:

Designation:

1. Witness

2. Witness

Signature

Signature

Name

Name

Address

Address

## PART II

### PRICE BID FORMAT

(NOT TO BE QUOTED HERE)

Prices to be quoted for each item in Rupees. No conditional bids are to be submitted and will be rejected. Item at Sl.no. 10 to be quoted in Percentage.

| Item Wise Rates |  |  |                             |                                       |
|-----------------|--|--|-----------------------------|---------------------------------------|
| Sl No.          | Service  | Items  | Unit                        | Quoted Price (in Rs.) (excluding GST) |
| 1               | Advertisement design for print and digital media | Upto Quarter page i.e., upto 400 Sq CM   | Per design                  |                                       |
|                 |  | Quarter Page to half page i.e., from 400 Sq CM to 800 Sq CM  | Per design                  |                                       |
|                 |  | Above 800 Sq CM  | Per design                  |                                       |
|                 |  | Adaptation charges   | Per design                  |                                       |
| 2               | Designing Charges                                | Cover Design (Including front, Back and two inside covers)   | Per cover                   |                                       |
|                 |  | Calendar design (Of 12 pages + Fly leaf + Envelope)  | Per Calendar                |                                       |
|                 |  | Poster   | Per Poster                  |                                       |
|                 |  | Illustration / graphics making   | Per illustration / graphics |                                       |
|                 |  | Inside page design (per print ready page)  | Per page                    |                                       |
|                 |  | Type setting including editing and proof reading   | Per page                    |                                       |
|                 |  | Designs of tent card / invitation cards / <b>Complimentary cards / CD Roundel / Pen drive branding and designing for other pleasantries etc.</b> | Per design                  |                                       |
|                 |  | Design of Envelopes  | Per design                  |                                       |
|                 |  | Design of Logos  | Per design                  |                                       |
|                 |  | Designing or Adaptation for Social Media   | Per design                  |                                       |
|                 |  | Notice/Tender/Recruitment Advt (upto 100 words)  | Per design                  |                                       |
|                 |  | Notice/Tender/Recruitment Advt (More than 100 words)   | Per design                  |                                       |
| 3               | Scanning Charges                                 | Rate per page of upto A3 size  | Per page                    |                                       |

|   |  |   |                |  |
|---|--|---|----------------|--|
| 4 | Printing                               | Single side multi colour digital printing on A4 Size Art Paper (This rate will be applicable for printing of colour dummies / leaflets etc)   | Per page       |  |
|   |  | Black and white dummy (Single side printing on <b>A4 size</b> paper)  | Per page       |  |
|   |  | Single side multi Colour digital printing on A4 Size Art Paper <b>with lamination.</b>  | Per page       |  |
|   |  | Digital multi colour printing of A1 size posters with adhesive on the reverse for pasting.  | Per posters    |  |
|   |  | Digital multi colour printing of A2 size posters with adhesive on the reverse for pasting.  | Per 10 posters |  |
|   |  | Digital multi colour printing of A3 size posters with adhesive on the reverse for pasting.  | Per posters    |  |
|   |  | Digital multi colour printing of A4 size posters with adhesive on the reverse for pasting.  | Per posters    |  |
| 5 | Language Translation                   | English to foreign languages - per word   | Per word       |  |
| 6 | Designing for Outdoors & Miscellaneous | Design for Hoardings / Banners / Back drops   | Per design     |  |
|   |  | Adaptation charges  | Per design     |  |
| 7 | Designing and Printing                 | Designing of Back drops / banners, printing on 300 GSM star flex, mounting on metal frame, transportation, installation at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.]                   | Per Sq Ft      |  |
|   |  | Designing of Back drops / banners, printing on 300 GSM star flex, affixing eyelets on the flex to enable tying it, transportation, fixing at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.] | Per Sq Ft      |  |



|   |                                    |   |                 |  |
|---|------------------------------------|---|-----------------|--|
|   |                                    | Designing of Panels, digital printing, mounting on 3mm Sun Board, transportation and installation at the venue and dismantling in Delhi/ NCR. [Note: This rate will also be applicable in places where the agency has its office (s) / printing facilities / tie-ups. In other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.] | Per Sq. Ft      |  |
|   |                                    | Roll Up Standee (6x3 feet)  | Per Piece       |  |
|   |                                    | Poster in Sunboard (2x1 feet)   | Per Piece       |  |
|   |                                    | MDF cut outs as per design with printing/ painting, pasting and installation.   | Per sq feet     |  |
|   |                                    | <b>Digital Publicity Mediums</b>  |                 |  |
|   |                                    | LED Clip-on Boards (Including Design, Fabrication, Transportation in Delhi/NCR and Installation)  | Per Sq Feet     |  |
|   |                                    | Cost of medium for Clip-on board  | Per Sq Feet     |  |
|   |                                    | Rental for transportation, installation and operation of LED Wall/Screen  | Per Sq Feet/Day |  |
|   |                                    | <b>Self Sticking Items</b>  |                 |  |
|   |                                    | Digital multi colour printing of A3 size posters with adhesive on the reverse/front for pasting.  | Per poster      |  |
|   |                                    | Design, Printing and Fabrication of self gumming stickers (colour)  | Per 50 pieces   |  |
| 8 | Audio / Visual content development | <b>Concept / approach paper / scratch of TV Commercials (This does not include the actual production cost of the commercial)</b>  |                 |  |
|   |                                    | 10 second commercial  | Per 10 Second   |  |
|   |                                    | 20 second commercial  | Per 20 Second   |  |
|   |                                    | 30 second commercial  | Per 30 Second   |  |
|   |                                    | 60 second commercial  | Per 60 Second   |  |
|   |                                    | <b>Concept / approach paper / scratch of radio Commercials (This does not include the actual production cost of the commercial)</b>   |                 |  |
|   |                                    | 10 second commercial  | Per 10 Second   |  |
|   |                                    | 20 second commercial  | Per 20 Second   |  |
|   |                                    | 30 second commercial  | Per 30 Second   |  |

|  |  |                                   |   |  |
|--|--|-----------------------------------|---|--|
|  |  | 60 second commercial              | Per 60 Second   |  |
|  |  | <b>Corporate Documentary Film</b> |   |  |
|  |  | Concept and approach note         | per film  |  |
|  |  | Script alongwith story board      | per film  |  |
|  |  | <b>Animation</b>                  | <b>[ i. With Voice Over and Background Score</b>        |  |
|  |  |                                   | <b>ii. Formats .mp4/.gif/any other suitable format}</b> |  |
|  |  |                                   | 1-30 seconds duration                                   |  |
|  |  |                                   | 30-60 seconds   |  |
|  |  |                                   | 60-90 seconds   |  |
|  |  |                                   | 90 -120 seconds   |  |
|  |  |                                   | 120 -300 seconds  |  |
|  |  |                                   | 300-450 seconds   |  |
|  |  |                                   | 450-600 seconds   |  |
|  |  |                                   | <b>[ i. Without Voice Over and Background Score</b>     |  |
|  |  |                                   | <b>ii. Formats .mp4/.gif/any other suitable format}</b> |  |
|  |  |                                   | 1-30 seconds duration                                   |  |
|  |  |                                   | 30-60 seconds   |  |
|  |  |                                   | 60-90 seconds   |  |
|  |  |                                   | 90 - 120 seconds  |  |
|  |  |                                   | 0 - 10 seconds (for Reels/Shorts                        |  |
|  |  | <b>Graphics</b>                   |   |  |

|  |   |  |  |  |
|--|---|--|--|--|
|  |   |  | only)  |  |
|  |   |  | 10-20 seconds<br>(for Reels/Shorts only)   |  |
|  |   |  | 0 -2 minutes   |  |
|  |   |  | 2-4 minutes  |  |
|  |   |  | 4-6 minutes  |  |
|  |   |  | 6-8 minutes  |  |
|  |   |  | 8-10 minutes   |  |
|  |   |  | 10-12 minutes  |  |
|  |   |  | 12-14 minutes  |  |
|  |   |  | 14-16 minutes  |  |
|  |   |  | 16-18 minutes  |  |
|  | <b>Video Editing (With Voice Over, without Shoot)</b> |  | 0-10 seconds<br>for reels only (* Agency will be paid in multiple of 10 seconds) |  |
|  |   |  | 0-2 minutes  |  |
|  |   |  | 2-5 minutes  |  |
|  |   |  | 5-10 minutes   |  |
|  |   |  | 10-15 minutes  |  |



|    |                                       |  |  |  |
|----|---------------------------------------|--|--|--|
|    |                                       |  | Additional<br>5 minutes<br>duration<br>above 15<br>minutes |  |
| 9  | Computerised 3-D modeling             | Development of 3-D computer models of exhibition stalls / exclusive SAIL shops etc.  | Per Computer Model   |  |
| 10 | Supervision Charges for Printing jobs | As a percentage of printing cost. (Excluding transportation, boarding and lodging charges for assignments outside Delhi / Gurgaon / Faridabad / Ghaziabad / Gautam Budh Nagar.) {For supervision in other locations, transportation/boarding / lodging will be paid extra on actuals, subject to prior approval of CAD.} | % of total printing cost                                   |  |
| 11 | Digital Conversion                    | MS Word/PDF equivalent formats to Flip Book formats  | Per Issue/ File  |  |
|    |                                       | MS Word/PDF equivalent formats to formats for Kindle or any other e-reading platforms  | Per Issue/File   |  |
| 12 | Pendrives                             | 16 GB Pendrive with Rectangular plastic case and printing on both sides of the plastic case and the pendrive body.   | Per Piece  |  |

Signature + Stamp  
of the Agency

**Note:**

1. Price bid to be submitted in excel sheet attached at **Enclosure I**. Bidders are required to submit signed & stamped excel sheet as well as its PDF document. In case of discrepancy in rates in the excel sheet and the PDF document, rates quoted in the PDF document shall be considered for price evaluation.
2. The rates quoted should be in the price bid format only and not on any other page of the tender document. Any mention of price in the techno-commercial bid shall lead to the offer summarily rejected.

