

**THE H.P. STATE COOPERATIVE BANK LIMITED
HEAD OFFICE, THE MALL, SHIMLA-171001**

REQUEST FOR PROPOSAL (RFP)

FOR

**Empanelment of Advertising Agency for Publication of
Advertisements/TENDERS/Notices/EOIs etc. issued by the H.P.
State Cooperative Bank Limited**

Sealed tenders are invited for empanelment as Agency for Publication of Advertisements/TENDERS/Notices/EOIs etc. issued by the Bank.

The Bids in this regard should reach in the office of Assistant General Manager, Estate & Procurement Section, Head Office, The Mall Shimla on or before 06/08/2025 by 5:00 PM positively clearly super scribing on the envelope **"Confidential: Empanelment of Advertising Agency for Publication of Advertisements/Tenders/Notices/EOIs etc. issued by the Bank"**

The Bids will be opened on 08/08/2025 at 11:00 AM in the Bank's Head Office, The Mall Shimla in the presence of the Bidders, who choose to be present.

The Bank reserves the right to accept or reject any/all Bids and also cancel the TENDER/RFP without assigning any reason at any stage. No correspondence in this regard shall be entertained.

Sd/-

Assistant General Manager

Schedule of RFP (Request for Proposal)

| | | |
|-----------|--|---|
| 1. | Name of Work | Request for Proposal (RFP) for Empanelment of Advertising Agency for Himachal Pradesh State Cooperative Bank Limited for Publication of Advertisements/ Tenders/Notices/EOIs etc. issued by the Bank. |
| 2. | Earnest Money | Rs. 20,000/- in form of Demand Draft drawn in the favour of General Manager, The H.P. State Cooperative Bank Ltd. payable at Shimla. |
| 3. | Period of Contract | Three years from the date of award of contract/empanelment i.e. signing of Service Level Agreement between the Bank and the selected bidder. |
| | Key Dates | |
| 4. | Date of Online Publication download start date | 16/07/2025 |
| 5. | Date of Pre-Bid meeting | 23/07/2025 |
| 6. | Bid submission start date | 16/07/2025 |
| 7. | Bid submission close date | 06/08/2025 |
| 8. | Date of opening of Bids | 08/08/2025 |

Interested agencies can submit the Bid on or before the last date and time mentioned above. The TENDER/RFP must be accompanied with an Earnest Money Rs. 20,000/- (Rupees Twenty Thousand Only) in form of Demand Draft drawn in the favour of General Manager, The H.P. State Cooperative Bank Ltd. payable at Shimla. The TENDER/RFP without Earnest Money or short or not in form specified above will be rejected summarily.

Sd/-

Assistant General Manager

1. Introduction

The Himachal Pradesh State Cooperative Bank Limited (HPSCB) is an Apex Scheduled State Cooperative Bank working in Himachal Pradesh since 1954. The HPSCB is one of the fastest growing Co-operative Bank in India having 238 branches and 24 extension counters spread across six districts i.e. Chamba, Shimla, Mandi, Sirmour, Kinnaur and Bilaspur of the State. The HPSCB offers a full range of financial products and services including deposit acceptance, loan disbursement, mobile and internet banking etc. The Bank mainly caters to the needs of the farmers directly by advancing loans under various schemes or through the Cooperative Societies viz. Primary Agricultural Cooperative Societies, District Federations, Tehsil Unions and Apex Cooperative Societies etc. Apart from this, the Bank also caters to the needs of individuals and Government employees/Companies.

2. Instructions to the Bidders:

2.1 General:

- All information supplied by the bidders may be treated as contractually binding on the bidders, on successful award of the assignment by the Bank on the basis of this TENDER/RFP.
- No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of Bank.
- This TENDER/RFP supersedes and replaces any previous public documentation & communication and bidders should place no reliance on such communications.

2.2 Completeness of Response:

- The bidders are advised to study all the instructions, terms & conditions and other information in the TENDER/RFP document carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the TENDER/RFP document with full understanding of its implications.
- Bidders must include all documentation and follow the format specified in this TENDER/RFP and respond to each element in the order as set out in this TENDER/RFP.
- Failure to comply with the requirements of this paragraph may render the proposal non compliant and the proposal may be rejected.

2.3 Pre-Bid Clarification:

- The queries, if any, should necessarily be submitted in following format, three days before the date of Pre-Bid meeting, through e-mail on sps@hpscb.com:-

| Sr. No. | TENDER/RFP Document Reference Page Number | Content of TENDER/RFP requiring clarification(s) | Points of clarification |
|---------|---|--|-------------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |

- The Bank shall not be responsible for ensuring that the bidder's queries have been received by them. Any request for clarifications post the indicated date and time may not be entertained by the Bank.

2.4 Responses to Pre-Bid Queries and issue of corrigendum:

- (a) The Bank will endeavour to provide timely response to all queries received from the applicants, in response to this TENDER/RFP. However, the Bank makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does the Bank undertake to answer all the queries that have been posted by the bidders.
- (b) At any time prior to the last date for receipt of bids, the Bank may, for any reason, whether at its own initiative or in response to a clarification requested by the prospective bidder modify the TENDER/RFP document by a corrigendum.
- (c) The corrigendum (if any) & clarifications to the queries from all bidders will be posted on the Bank's website.
- (d) Any such corrigendum shall be deemed to be incorporated into this TENDER/RFP.
- (e) In order to provide prospective bidders reasonable time for taking the corrigendum into account, the Bank may, at its discretion, extend the last date for the receipt of proposals.

2.5 Duration of Empanelment:

The term of empanelment shall be for a period of three years from the date of award of contract/empanelment i.e. signing of Service Level Agreement between the Bank and the selected bidder.

2.6 Key requirements of the Bid:

Right to terminate the process

- (a) The Bank may terminate the Tender Process at any time and without assigning any reason. The Bank makes no commitments, express or implied, that the process will result in a business transaction with anyone.
- (b) This TENDER does not constitute an offer by the Bank. The bidder's participation in the process may result the Bank selecting the bidder to engage towards execution of the contract.

2.7 Tender Document Fees:

TENDER/RFP can be downloaded free of cost from the Banks website.

2.8 Earnest Money Deposit:

The bidder is required to deposit a demand draft of Rs. 20,000/- (Rupees Twenty Thousand only) drawn in the favor of General Manager, The H.P. State Cooperative Bank Ltd. payable at Shimla, as Earnest Money in a sealed envelope super scribing '**Earnest Money for empanelment as Advertising Agency**'. Name of the bidder and detail of courier service including phone number be written on back side of the Demand Draft. The EMD should be enclosed with the Technical Bid. No interest will be paid on the Earnest Money by the Bank. Earnest Money deposited by the bidder(s) shall be forfeited in the following events, namely:-

- (a) A modification or withdrawal of TENDER/RFP after the deadline for submission of TENDER/RFP and during the validity period;
- (b) Refusal by the tenderer to accept an arithmetical error or otherwise appearing on the face of TENDER/RFP;
- (c) Failure on the part of the successful bidder to sign the contract in accordance with the terms and conditions stipulated in the TENDER/RFP documents;
- (d) Failure on the part of the successful bidders to provide performance security; and
- (e) Failure on the part of the successful bidders to execute the contract as per terms

and conditions stipulated in the TENDER/RFP document.

- (f) If the bidder withdraws or amend its tender or impairs or derogate from the TENDER/RFP in any respect within the period of TENDER.

2.9 Submission of Proposals:

- (a) The bidders should submit proposals in two parts:-

1. Technical Bid.
2. Financial Bid.

The Technical and Financial Bids shall be sealed by the bidder in separate cover duly super scribed. Cover-I shall contain all required technical documents along with EMD and Cover-II shall contain only Financial Bid. Both the sealed covers shall be put in a bigger cover which shall also be sealed and duly super scribed and captioned as **"Confidential: Empanelment of Advertising Agencies for Publication of Advertisements/Tenders/Notices/EOIs etc. issued by the Bank"**.

- (b) The **First Envelope** must contain the Technical proposal in the prescribed proforma given at **Annexure-I** and must be super scribed in bold letters as **"TECHNICAL BID"**, and shall contain the documents as prescribed in the Check List for Technical Bid.
- (c) The **Second Envelope** must contain the Financial proposal in the prescribed proforma given at **Annexure-II containing Sheet-1&Sheet-2** (should be submitted in separate sealed cover not with the Technical Bid) duly filled in and must be super scribed in bold letters as **"FINANCIAL BID"**. Financial Bids only of the technically acceptable offers shall be opened for further evaluation and ranking before awarding the contract.
- (d) Bidders/Agency quoting NIL rates/consideration shall be treated as unresponsive and will not be considered.
- (e) The agency/bidder is required to attach copy of first page of Bank Pass Book/statement.

2.10 Authentication of Bids:

A Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal issued by the agency/Firm.

2.11 Language:

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.

2.12 Consortium:

No consortium, subletting or hiring services of other agency/firm for execution of this job shall be allowed.

2.13 Evaluation Process:

- (a) The Bank shall constitute a Proposal Evaluation Committee to evaluate the responses of the bidders.
- (b) The Proposal Evaluation Committee constituted by the Bank shall evaluate the responses to the TENDER/RFP and all supporting documents/documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

- (c) The decision of the Proposal Evaluation Committee in the evaluation of responses to the TENDER/RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
- (d) The Proposal Evaluation Committee may recommend for rejection of any or all proposals on the basis of any deviations.
- (e) Each of the responses shall be evaluated as per the criterion and requirements specified in this TENDER/RFP.

3 Tender Validity:

The offer submitted by the Bidders should be valid for minimum period of 90 days from the date of submission of Tender.

3.1 Tender Evaluation:

- (a) All the bids received shall first be scrutinized to identify unresponsive bids, if any. A bid may be declared as unresponsive and be ignored during evaluation, if the proposals:
 - The bid is not in the prescribed format or is unsigned or not signed as per the stipulations in the TENDER/RFP document.
 - The required EMD has not been provided.
 - The bid departs from the essential requirements specified in the TENDER/RFP document.
 - The bidder has quoted conditional bids/partial offers or more than one bid or alternative bids.
 - Non submission of requisite documents/declarations, as stipulated in the TENDER/RFP document.
 - Are found with incomplete information, subjective or suppression of details.
 - Received without the Letter of Authorization (Power of Attorney).
 - Have non-compliance of any of the clauses stipulated in the TENDER/RFP document.
- (b) Only substantively responsive Bids shall be considered for further evaluation by a committee according to evaluation process as defined in the TENDER/RFP document. The Bank will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the TENDER/RFP document. The decision of the Committee will be final in this regard.

3.2 Financial Bid Evaluation:

- (a) The Financial Bids of technically qualified bidders in technical evaluation criteria will be opened on the prescribed date.
- (b) The bidder which has the lowest qualifying financial bid will be declared as L1 and may be considered.
- (c) Errors & Rectification: If there is any discrepancy between words and figures in the financial bid, the amount in words will prevail.

4 Appointment of successful bidder:

4.1. Award Criteria

- (a) The Bank will award the contract to the lowest evaluated bidder whose bid has been found to be responsive and who is eligible and qualified to perform the contract satisfactorily as per the terms and conditions and process outlined in this document.

4.2. Notification of Award:

The successful bidder will be notified by the Bank in writing by a registered letter/mail or any other acknowledgeable method that his bid/proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, the Bank may like to request the bidders to extend the validity period of the bid. The notification of award will constitute the formation of the contract. Upon the successful bidder furnishing the signed Service Level Agreement and Performance Security, each unsuccessful bidder will be promptly notified by the Bank, and their EMD/bid security shall be returned without any interest.

4.3 Failure to Agree with the Terms and Conditions of the TENDER/RFP:

Failure of the successful bidder to agree with the Terms & Conditions of the TENDER/RFP shall constitute sufficient grounds for the annulment of the award, in which event the Bank may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the Bank shall invoke the EMD of the selected bidder.

5 Performance Security Deposit:

The successful bidder shall have to deposit Rs. 50,000/- (Rupees Fifty Thousand Only) as the performance security deposit within one week from the date of receipt of acceptance letter. The Earnest Money deposited earlier shall be adjusted in it. The amount will be refunded on completion of the contractual period successfully or after two months from the payment of last bill whichever is later. No interest will be paid on the performance security deposit by the Bank. The Bank reserves the right to forfeit/en-cash the performance security on failure to provide satisfactory services/works.

6 Procedure for Empanelment:

- (a) Complete documents as requisitioned in the TENDER/RFP document, duly super scribed as **"Confidential: Empanelment of Advertising Agencies for Publication of Advertisements/Tenders/Notices/EOIs etc. issued by the Bank"** shall be submitted on or before 06/08/2025 up to 5:00 PM in the office of Assistant General Manager, Estate & Procurement Section, Head Office, The Mall Shimla-171001 (H.P.).
- (b) The entire submission of documents along with relevant support sheets of A4 Size should be properly spiral bound, each page duly serial numbered, and all the pages duly signed by the authorized signatory with company's seal. No loose/separate sheets will be accepted.
- (c) The Bids submitted by the agencies will be opened on (tentative) 08/08/2025 at 11:00 AM in the Head Office, The Mall Shimla. The bidders who wish to attend may be present at the venue.

7 Qualifying/Eligibility Criteria:

The agencies shall be of repute with enough experience and competence to deliver the requisite inputs at short notices and shall meet the requirements as mentioned in the TENDER/RFP document. An agency, not meeting any one of the following criteria shall be summarily rejected and shall not be considered for evaluation. A certificate duly signed by Authorized Signatory shall be given for correctness of the information:

- (a) Agency must be in business for the last 10 years, having turnover not less than Rs. 30 lakh per annum during the financial year 2022-23, 2023-24 and 2024-25

(audited figures) out of which 50% shall be in respect of Print Media. The turnover/net worth during these financial years should be positive. The turnover certificate also indicating 50% turnover is from print media shall be duly signed & authenticated by the Chartered Accountant shall be attached.

- (b) The agency/bidder should not be black listed or defaulter from any of Govt. Department/Institution. A declaration in this regard should be attached with Technical Bid. Any deviation/violation if found later on will attract the forfeiture of EMD/Performance Security and legal action accordingly. The bidders shall be required to furnish details of litigation, if any, pending before any of the courts in Himachal Pradesh or elsewhere in which it/ he is a party.
- (c) The agency/tenderers having full-fledged working establishment / office registered in Himachal Pradesh are only eligible to participate in this TENDER/RFP. Latest utility bill like electricity, telephone bill not more than 3 months old should be enclosed.
- (d) The bidders shall have valid registration regarding GSTIN, PAN etc. issued by the concerned authority/government as applicable to the subject services.
- (e) The bidders shall have reputed clients with state presence and currently empanelled with at least three establishments viz. State PSU/Departments/ Companies. A list of clients duly attested shall be attached.
- (f) The bidders shall have to submit at-least three latest invoices from the clients and self certification that service/supply against said invoices has been satisfactorily executed. Satisfactory Performance Certificate by the client organization shall also be attached.

8 Evaluation Criteria:

All the applications will be scrutinized to assess their eligibility based on the "Eligibility Criteria" as mentioned at Para 5. The offers not meeting the said criteria shall be summarily rejected. All the eligible applications will be evaluated based on the 'Parameters', referred in Para 7(a) – 7(f).

9 Scope of Work:

Empanelment contract for publishing Bank's advertisement/Tender/EOIs/notices etc. in the leading newspapers published/ circulated in H.P. and other parts of India, as decided by the Bank.

10 Submission of TENDER/RFP:

The Bidders shall submit the requisite documents complete in all respect, duly supported by the relevant attachments mentioned and certificate duly signed by the Chartered Accountant & Authorized Signatory incorporating all the parameters mentioned in the TENDER/RFP document at various clauses.

11 Bills and Payment Terms:

- (a) The bill must be raised by the concerned agency for the complete release order as per approved rates. Bills not accompanied with tear sheets of the newspapers containing published advertisements will not be considered.
- (b) The Bank reserves right to disallow a part or full payment against any bill, if any of the general or special condition, is violated.

- (c) The Bank reserve the right to deduct taxes/surcharges imposed by Govt./State Govt./Local Body and penalties imposed by the Bank, etc. which becomes due, directly from the bills submitted by the agency.
- (d) The rates quoted will be exclusive of GST/Taxes and will remain in force for a period of three years. If, the GST/Tax rates are subsequently revised, the payment shall be released after giving effect of such revised GST/ Taxes, accordingly.
- (e) The payment against advertising bills of newspapers will be released by the agency immediately upon receipt of payments from the Bank, positively. At the end of the month the agency will submit an undertaking to the effect that all the payments due to newspapers have been settled and released.

12 Mode of Release of Advertisement:

- (a) The Advertising Agency shall release the advertisement only to the publications as indicated in the release orders issued by the Bank.
- (b) The bidders shall have to accept and get advertisement published at a very short notice in the specified newspapers on the specified date as indicated by the Bank, whenever required.
- (c) Agency shall ensure that Bank's advertisements appear in the specified newspapers on a prominent position in a conspicuous and impressive manner while occupying minimum space as approved by the Bank.
- (d) It is the responsibility of the agency to ensure that correct and readable advertisement is published in the newspaper. If correct advertisement is not published or is not legible, the Bank may refuse to release payment for such advertisement.
- (e) No incidental charges of any nature will be payable by the Bank to cover any such cost incurred by the agency during the process of execution of release orders issued by the Bank.
- (f) Agency shall also ensure that advertisements are published in time, as stipulated in Release Orders. It should be published in the newspapers immediately without loss of time at any stage. It should be properly positioned and correctly reproduced as per release order copy. In case of late publication of the advertisements after stipulated period / date, it will be the discretion of the Bank to impose a penalty of Rs. 1000/- for each lapse and/or disallow partial/total payment, subject to maximum of 10% of awarded publication.
- (g) In case any portion of the advertisement matter as contained in the release order is not clearly understood, the agency shall immediately obtain a clarification, ensuring that there is no mistake, and this process should not delay the publication of the advertisement.
- (h) The agency will ensure timely delivery of advertisement material and release order to the newspapers. The agency shall ensure publication of advertisements within specified time limit as stipulated by the Bank, failing which said agency shall be held liable for the delay. The delay in this regard shall lead to breach of agreement.
- (i) In case there is an error in publication of the advertisements as compared to advertisements text material provided by the Bank, agency shall arrange to publish the corrigendum immediately, under advice to the Bank, at its own cost. No bills shall be raised to the Bank and the Bank will not pay any charges for publication of the published corrigendum, whatsoever. If considered necessary, the Bank may ask the Agency to publish correct advertisement again for which no payment shall be

made by the Bank.

- (j) The Agency will ensure that the language of advertisements published in the newspapers of other languages should be same as the language of the newspapers in English until and unless specially instructed by the Bank on the Release Order.
- (k) Translation of material for various newspapers and in various languages and proof reading will be the responsibility of the Agency.
- (l) The Agency shall collect the advertisement material for publication in the newspaper in which publication has been ordered to be made by deputing its executives/staff whenever required, without levying extra charges and publish the same on the approved rates and submit the bills along with tear sheet by which the advertisements are published.

13 Governing Law and Disputes:

All disputes or differences whatsoever arising between the parties out of or in relation to the construction, meaning and operation or effect of this TENDER/RFP document or breach thereof shall be settled amicably. If however the parties are not able to solve them amicably, in that event, the same shall be referred for arbitration under section 72,73 of the HP Cooperative Societies Act, 1968 (Act No 3 of 1969) to Registrar Cooperative Societies, HP for decision and his decision will be final and binding on the parties. The selected bidder shall have to take the "B class nominal membership" of the bank by depositing of Rs. 500/-. The venue of the arbitration shall be at Shimla.

14 Force Majeure:

Neither Party shall be responsible for any failure or delay in the performance of any of its obligations under this agreement, which were due to, any unforeseeable cause beyond the reasonable control of the party shall promptly inform the other of the existence of a Force Majeure Event " means any event due to any cause beyond the reasonable control of either party, including, without limitation, unavailability of any communication system, virus in processes, an endemic, epidemic, or pandemic, sabotage, fire, flood, explosion, acts of God, civil commotion, strikes or industrial action of any kind, riots, insurrection, war, acts of government which restrict the performance of any obligations under this agreement which restrict the performance of any obligations under this agreement.

15 Confidentiality:

The concerned agency shall acknowledges that all materials and information which has or will come into its possession or knowledge in connection with this agreement or the performance hereof, consists of confidential and proprietary data, whose disclosure to or use by third parties will be damaging or may cause loss to the Bank. The concerned agency shall agree to hold such material and information in strictest confidence, not to make use thereof other than for the performance of this agreement.

16 Terms and Conditions:

- (a) The Bank will not make any payments over and above those as quoted in the TENDER/RFP document.
- (b) The bidders shall be required to furnish details about his/its present business, permanent address, complete networking in the country, audited accounts for the

past three years, experience in the field of advertising services along with list of valued/ important clients.

- (c) Conditional tenders will not be entertained and shall summarily be rejected.
- (d) Alternate bids shall not be considered. Only one tender can be applied by the person/agency/bidder or in partnership. Failure to comply this condition will attract the cancellation of participation of concerned agency and forfeiture of EMD.
- (e) Even after awarding the said contract, the Bank reserves the right to terminate the award of contract, if the services of contractor are not as per the required standard or specified quality. The entire expenses for TENDER/RFP will be recovered from the contractor who committed default and the work will be entrusted to another contractor.
- (f) No query shall be entertained after the last date mentioned for submission of TENDER/RFP quotations.
- (g) The bidders shall be required to quote the rates of all the editions of prominent newspapers (both English & Hindi) circulated in North India. The bidders shall be required to quote their rates exclusive of any commission that may be applicable, GST and taxes and rates of the concerned newspapers separately, in the prescribed proforma given at **Annexure-II (Sheet-1 & Sheet-2)**.
- (h) The bidders shall be required to specifically mention the details of areas/locations covered by various editions of newspapers, in the in the prescribed proforma given at **Annexure-III**.
- (i) Any alteration, change, modification, deletion or omission in these conditions may be done by the mutual consent of the both the parties.
- (j) The bidder shall submit photocopies of Enlistment/Registration documents, valid GST registration certificate, PAN.
- (k) Every page of the TENDER/RFP shall be signed by the bidder with stamp (Seal) of his firm/organization and shall be submitted in the sealed envelope as a complete TENDER/RFP. Cutting and overwriting should be avoided, however, if any, shall be signed.
- (l) A Service Level Agreement (SLA) will be executed with the agency to whom the contract is awarded, outlining the scope of services to be provided and other terms and conditions.

Sd/-
Assistant General Manager

Annexure-I

Check list of Technical bid (Envelope –I)

The technical bid should contain following documents (self attested) sealed in separate cover. The financial bid will be opened only of those bidders who qualify the technical

parameters based on the following documents. All the documents must contain in envelope-I.

| Sr. No. | Documents required | Attached (Yes/No) |
|---------|--|-------------------|
| 1. | Earnest Money Deposit (EMD) | |
| 2. | Copy of GST Certificate | |
| 3. | Copy of PAN | |
| 4. | Details regarding permanent business address, complete networking in the country, audit accounts for the past three years, experience in the field of advertising services, as stipulated. | |
| 5. | Self Declaration regarding not black listed from Govt. Department/Institution etc. and details of litigation, if any, as stipulated. | |
| 6. | Copy of 1 st page of Bank Passbook/Statement | |
| 7. | Experience Certificates, as required (relevant documents) | |
| 8. | Copy of Turnover, as stipulated. | |
| 9. | Copy of Latest utility bills, as required. | |
| 10. | Duly attested list of reputed clients with state presence and currently empanelled with at least three establishments viz. State PSU/Departments/ Companies. | |
| 11. | At-least three latest invoices from the clients and self certification that service/supply against said invoices have been satisfactorily executed. Satisfactory Performance Certificate by the client organization. | |
| 12. | Copy of Tender/RFP documents duly signed each page with stamp/seal of agency/firm. | |
| 13. | Details of areas/locations covered by various editions of newspapers in the stipulated format. | |
| 14. | Power-of-attorney in the name of the signatory of the Proposal issued by the agency/Firm, as stipulated. | |
| 15. | Certificate duly signed by Authorized Signatory regarding correctness of the information, as stipulated. | |
| 16. | Details as required under Annexure-III | |
| 17. | Undertaking regarding Annexure-IV | |

Note: All the papers should be self attested.

Signature of the Bidder

Annexure-II (Sheet-1)

Financial Proposal Template (Envelope –II)

The bidders shall be required to quote the rates of all the editions of prominent newspapers for **English language newspapers** circulated in North India (additional sheets may be added).

| S. No. | Name of Newspaper | Edition | Base Rates per sq.cm for publication of Advertisements/Tenders/Notices/EOIs | | | | | Base Rates per sq.cm for publication of SARFAESI Notices | | | | |
|--------|---------------------------|-------------|---|---------------------------------|--------------------------|---------------------------|------------|--|---------------------------------|--------------------------|---------------------------|------------|
| | | | Base Rates of concerned Newspaper | Base Rates quoted by the Bidder | Commission of the Bidder | Applicable GST@5 %/ Taxes | Total | Base Rates of concerned Newspaper | Base Rates quoted by the Bidder | Commission of the Bidder | Applicable GST@5 %/ Taxes | Total |
| | | | | I | II | III | (I+II+III) | | I | II | III | (I+II+III) |
| 1. | The Tribune | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 2. | The Indian Express | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 3. | The Hindu | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 4. | Times of India | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 5. | Economic Times | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 6. | Hindustan Times | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 7. | Financial Express | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 8. | Business Standard | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |

Signature of the Bidder

Annexure-II (Sheet-2)

The bidders shall be required to quote the rates of all the editions of prominent newspapers for **Hindi language newspapers** circulated in North India (additional sheets may be added).

| S. No. | Name of Newspaper | Edition | Base Rates per sq.cm for publication of Advertisements/Tenders/Notices/EOIs | | | | | Base Rates per sq.cm for publication of SARFAESI Notices | | | | |
|--------|------------------------|-------------|---|---------------------------------|--------------------------|---------------------------|------------|--|---------------------------------|--------------------------|---------------------------|------------|
| | | | Base Rates of concerned Newspaper | Base Rates quoted by the Bidder | Commission of the Bidder | Applicable GST@5 %/ Taxes | Total | Base Rates of concerned Newspaper | Base Rates quoted by the Bidder | Commission of the Bidder | Applicable GST@5 %/ Taxes | Total |
| | | | | I | II | III | (I+II+III) | | I | II | III | (I+II+III) |
| 1. | Amar Ujala | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 2. | Dainik Bhaskar | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 3. | Dainik Jagran | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 4. | Divya Himachal | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 5. | Himachal Dastak | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 6. | Punjab Kesari | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 7. | Dainik Savera | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |
| 8. | Aapka Faisla | HP | | | | | | | | | | |
| | | North India | | | | | | | | | | |
| | | All India | | | | | | | | | | |

Signature of the Bidder

Details of areas/locations covered by various editions of newspapers (additional sheets may be added):-

| Sr. No. | Name of Newspaper | Areas/locations covered under Himachal Edition. | Areas/locations covered under North India Edition. | Areas/locations covered under all India Edition. |
|---------|--------------------|---|--|--|
| 1. | The Tribune | | | |
| 2. | The Indian Express | | | |
| 3. | The Hindu | | | |
| 4. | Times of India | | | |
| 5. | Economic Times | | | |
| 6. | Hindustan Times | | | |
| 7. | Financial Express | | | |
| 8. | Business Standard | | | |
| 9. | Amar Ujala | | | |
| 10. | Dainik Bhaskar | | | |
| 11. | Dainik Jagran | | | |
| 12. | Divya Himachal | | | |
| 13. | Himachal Dastak | | | |
| 14. | Punjab Kesari | | | |
| 15. | Dainik Savera | | | |
| 16. | Aapka Faisla | | | |

Signature of the Bidder

Annexure-IV

UNDERTAKING

I _____ (Name & address of the agency/Bidder) hereby declare that I have read the TENDER/RFP document thoroughly and understand the scope of work before quoting the rates. I also declare that I will perform all the work up to the satisfaction of the authorities of the Bank and for any violation penalty can be imposed on me as per the term & conditions of Tender document and prevailing law.

Signature & Address of the Bidder