

Sr. no	Criteria	Documentary requirement
1	<p>The Bidder should be a company registered in India under the Indian Companies Act or a registered partnership company / firm / society and have been in operation for a minimum period of 5 years, as on 30-09-2021, working in the following field:</p> <p>1) Offline and digital media buying 2) Media planning for offline and digital platforms</p>	Copy of the certificate of incorporation issued by the Registrar of Companies or MCA and Memorandum & Articles of Association
2	The bidder must have a cumulative turnover of INR 100 crores in the last 3 financial years 2018-19, 2019-20 and 2020-21	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
3	The bidder must have registered net profit (after tax) continuously for the last 3 financial years 2018-19, 2019-20 and 2020-21	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
4	<p>The Bidder must have successfully completed the following number of digital and offline marketing campaigns in the BFSI sector, during the last 3 years as on 30-09-2021, of value specified herein:</p> <ul style="list-style-type: none"> • One campaign with marketing spend not less than INR 50 crores. <p>OR</p> <ul style="list-style-type: none"> • Two campaigns with marketing spend not less than INR 30 crores each. 	Self-attested copy of relevant work order issued by client to be submitted along with the bid
5	The Bidder should have at least 40 professionally qualified personnel working cumulatively across the functions of media buying and planning across offline and digital media as on 30-09-2021	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
6	The Bidder should neither have been Debarred and/ or blacklisted by any Central/ State Govt. Department nor should have any litigation enquiry pending and/ or initiated by any of these Department or Court of Law.	<p>Self-attested copy</p> <p>The bidder shall furnish an undertaking duly attested by notary in a non-judicial stamp paper of value Rs. 100/-</p>
7	The Bidder should necessarily furnish an affirmative statement as to existence of, absence of, or potential for conflict of interest on the part of the bidder, due to prior, current, or proposed contracts, engagements, or affiliations with any of the clients – that may have an impact on the contract with the Client	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
8	The Bidder should have successfully executed offline and digital media campaigns (buying and planning) in the BFSI sector in the last 5 years	Self-attested copy of relevant work order issued by client to be submitted along with the bid
9	The bidder must have a registered office in Mumbai with CEO based in Mumbai office	Self-attested certificate on the bidder's letterhead signed by an authorized HR representative of the Bidder(s) to be submitted
10	Agency Billings [2019-20 and 2020-21]	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.
11	Digital Revenues as a % of overall agency revenues	Statutory auditor's certificate & self-attested certificate from CFO along with copy of audited balance sheets and profit and loss accounts.

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12	Number of clients where AVB commitments are clearly outlined in contract with % of volume bonus by channel	Self-attested copy with the relevant details
13	Exposure level: Top 3 clients as % of overall activity/billings	Self-attested copy with the relevant details
14	Tenure of CEO and Head of Mumbai offices	Self-attested copy with the relevant details
15	Pitch participation over three years & new-biz balance	Self-attested copy with the relevant details
16	Total staff in Mumbai	Self-attested copy of number of staff
17	IAC conflict clients	List of BFSI clients
18	List of proprietary tools & awards won in the last 3 years	Self-attested copy with the relevant details
19	Number of clients having annual media spends in excess of 100 cr.	Self-attested copy with the relevant details
20	Experience in handling PR campaigns for BFSI clients & number of clients having PR spends in excess of 10 cr annually	Self-attested copy with the relevant details