



बामर लॉरी एण्ड कं. लिमिटेड  
(भारत सरकार का एक उद्यम)  
**Balmer Lawrie & Co. Ltd.**  
(A Government of India Enterprise)

**Expression of Interest**  
**for Creative & Advertising Agency / Media Planning & Buying Agency /**  
**Digital Marketing Agency / PR Agency /**

Balmer Lawrie wishes to engage the services of Agencies to support in various Creative & Advertising, Media Planning & Buying, Digital Marketing, PR and other related initiatives of the Company. Interested agencies with relevant experience and expertise (expertise could be in any one of the areas, in multiple or all of the areas) may apply by 11.03.2020 in the prescribed Proformas (I, II & III) under "Tenders" menu in our corporate website, [www.balmerlawrie.com](http://www.balmerlawrie.com). The documents will also be available on the Central Public Procurement Portal <https://eprocure.gov.in/cppp/> and GeM <https://gem.gov.in/> .

**BALMER LAWRIE & CO. LTD.**  
**CORPORATE COMMUNICATIONS DEPARTMENT**

**DATE: 20.02.2020**

**REF: CORPCOMM/EMPANELMENT/2020**

**Expression of Interest for Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency**

***About Balmer Lawrie:** Founded by two Scotsmen, Stephen George Balmer and Alexander Lawrie, in Kolkata, Balmer Lawrie & Co. Ltd. started its corporate journey as a Partnership Firm on 1st February 1867. Traversing the 153 years gone by, today Balmer Lawrie is a Miniratna - I Public Sector Enterprise under the Ministry of Petroleum and Natural Gas, Government of India. Along with its five Joint Ventures and two subsidiaries in India and abroad, today it is a transnational diversified conglomerate with presence in both manufacturing and service sectors. Balmer Lawrie's Strategic Business Units (SBUs) include Greases & Lubricants (G&L), Industrial Packaging, Leather Chemicals, Travel & Vacations, Logistics and Refinery & Oil Field Services. The Company is a market leader in most of the businesses it operates.*

Balmer Lawrie & Co. Ltd. wishes to engage the services of Agencies to support in various Creative & Advertising, Media Planning & Buying, Digital Marketing, PR and other related initiatives of the Company. The agency should possess adequate experience and expertise (expertise could be in any one of the areas, in multiple or all of the areas) as mentioned in Annexure A, Annexure B and Annexure C – Scope of Work for Agency, Eligibility Criteria etc.

The selected agency will be engaged to provide support to the Corporate AND / OR Strategic Business Units as per their respective areas of expertise. SBU: G&L wants to aggressively grow its channel business and enhance its retail presence. The needs of the holidays business, Vacations Exotica (VE) are also specific. In view of this the Scope of Work and Eligibility Criteria are specific to the needs of SBU: G&L and VE. The same has been mentioned in Annexure B and Annexure C respectively.

**Nature of Engagement:**

The Company depending on the suitability of the agency and its own needs and area of expertise, may engage the services of the Agency either on case to case assignment specific basis or on a retainership basis. In either case the fee to be paid will be mutually negotiated, depending on the scope and nature of the work assigned. However, in case of SBU: G&L the engagement will be on retainership basis only.

**Term of Engagement:**

03 (three) years. Extendable further upto 02 (two) years (one plus one) based on performance and mutual agreement.

**Eligibility Criteria:**

Eligibility criteria is enlisted separately under each work/area in Annexure A. In case of SBU: G&L please refer eligibility criteria in Annexure B. In case of Vacations Exotica, please refer Annexure C. The shortlisted Agencies meeting the eligibility criteria will be required to make a presentation of their credentials and capabilities to the Company. In case of Creative & Advertising Agencies and Digital Marketing Agencies, the short-listed agencies will be given topic(s) for presentation specific to brand Balmerol / Vacations Exotica / or any other product or service of the Company. The selection criteria for are mentioned in detail in Annexure B.

Our Company representatives may visit the offices of Agencies to ascertain the facilities / infrastructure available. Based on the presentation and other supporting information / documents, the Company may select one or more Agencies for empanelment. The Company's decision in this regard will be final and will not be subject to any dispute whatsoever. In case of Media Planning & Buying and PR, limited tendering will be done for the shortlisted agencies.

**Application:**

Interested parties should submit their proposals by **11.03.2020 (5:00 pm)** in the prescribed Proforma (separately for Proforma I, Proforma II and Proforma III) in closed envelopes by post or hand to Ms. Mohar Mukhopadhyay, Head [Corporate Communications], Balmer Lawrie & Co. Ltd., 21, Netaji Subhas Road, Kolkata – 700 001, superscribing the envelope as:

**“PROFORMA I – Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency”**

**AND/OR**

**“PROFORMA II – Creative & Advertising Agency / Digital Marketing Agency for SBU:G&L”**

**AND/OR**

**“PROFORMA III – Creative & Advertising Agency / Digital Marketing Agency for Vacations Exotica”**

The proforma can also be sent by email with scanned copies of supporting documents to [corpcomm@balmerlawrie.com](mailto:corpcomm@balmerlawrie.com) .

**PROFORMA I**

Ref:  
Date:

To:  
Head [Corporate Communications]  
Corporate Communications Dept.  
Balmer Lawrie & Co. Ltd.  
21, Netaji Subhas Road  
Kolkata – 700 001

Dear Madam,

**Ref: Tender Notice Ref: CORPCOMM/EMPANELMENT/2020      Date 20.02.2020**

**Sub: Expression of Interest for Creative & Advertising Agency / Media Planning & Buying Agency / Digital Marketing Agency / PR Agency**

Reference to the above, we wish to be considered for selection as an empanelled Agency of your Company. Details in respect of our Agency are given below:

1. Name of organization: .....
2. Nature of organization: Company / Partnership Firm / Proprietorship Firm / Other
3. Experience profile : Details of experience (Please tick the areas of expertise in the table below) – refer Annexure A: Scope of work for Consulting Agency

Area of Expertise	(Please tick the area of expertise)	Names of major Clients Handled in the last five years in the respective area of expertise	Period of experience in the respective area of expertise
Creative and Advertising			
Media Planning / Buying			
Digital Marketing			
PR / Media Relations & Management			

4. Assignments handled for the Clients mentioned above – Mention details and provide supporting documents/ppts (Please attach details and supporting documents as Annexure)
5. A short write-up with visuals on the best campaign handled in 1) FMCG / Any other Product OR 2) Services. The agency may submit pen Drive/ DVD of creatives / AVs.
6. Any awards received from Mumbai Advertising Club, Kolkata Advertising Club or any other Institute of similar repute. Mention year and the category.
7. Any rating received from premier Media Houses / Market Research Agencies / Industry Associations in the specified areas of expertise.
8. Professional / Trade accreditation: Name of body / bodies:.....  
Registration No.:.....
9. Nature of Engagement:

The company depending on the suitability of the agency and its own needs and area of expertise, may engage the services of the consulting agency either on case to case assignment specific basis or on a retainership basis. (Please fill details below):

	Nature of Engagement	Yes/No
a.	Only on assignment specific basis	
b.	Only on retainership basis	
c.	Agreeable to both options	

10. Any other relevant information:

Signature: .....

Name: .....

Designation: .....

11. List of Enclosures to be mentioned below:

(Note: Please attach separate sheet if required)

**PROFORMA II**

*(SBU: Greases & Lubricants)*

Ref:

Date:

To:

Head [Corporate Communications]

Corporate Communications Dept.

Balmer Lawrie & Co. Ltd.

21, Netaji Subhas Road

Kolkata – 700 001

Dear Madam,

**Ref: Tender Notice Ref: CORPCOMM/EMPANELMENT/2020      Date: 20.02.2020**

**Sub: Expression of Interest for Creative & Advertising and Digital Marketing Agency for SBU: Greases & Lubricants**

Reference to the above, we wish to be considered for selection as Creative & Advertising and /or Digital Marketing Agency for SBU: Greases & Lubricants. Details in respect of our Agency are given below:

1. Name of organization: .....
2. Nature of organization:      Company / Partnership Firm / Proprietorship Firm / Other
3. Experience profile :      Details of experience (Please tick the areas of expertise in the table below) – refer Annexure B: Scope of work for SBU: Greases & Lubricants.

Area of Expertise	(Please tick the area of expertise)	Names of major Clients Handled in the last five years in the respective area of expertise	Period of experience in the respective area of expertise
Creative & Adverting			
Digital Marketing			

4. List of enclosures as mentioned under eligibility criteria to be mentioned below

5. Any other relevant information:

Signature: .....

Name: .....

Designation: .....

(Note: Please attach separate sheet if required)

**PROFORMA III**

*(Vacations Exotica)*

Ref:

Date:

To:

Head [Corporate Communications]

Corporate Communications Dept.

Balmer Lawrie & Co. Ltd.

21, Netaji Subhas Road

Kolkata – 700 001

Dear Madam,

**Ref: Tender Notice Ref: CORPCOMM/EMPANELMENT/2020      Date: 20.02.2020**

**Sub: Expression of Interest for Creative & Advertising and Digital Marketing Agency for holidays business Vacations Exotica**

Reference to the above, we wish to be considered for selection as Creative & Advertising and /or Digital Marketing Agency for Vacations Exotica. Details in respect of our Agency are given below:

1. Name of organization: .....
2. Nature of organization:      Company / Partnership Firm / Proprietorship Firm / Other
3. Experience profile :      Details of experience (Please tick the areas of expertise in the table below) – refer Annexure C: Scope of work for Vacations Exotica.

Area of Expertise	(Please tick the area of expertise)	Names of major Clients Handled in the last five years in the respective area of expertise	Period of experience in the respective area of expertise
Creative & Adverting			
Digital Marketing			

4. List of enclosures as mentioned under eligibility criteria to be mentioned below

5. Nature of Engagement:

The company depending on the suitability of the agency and its own needs and area of expertise, may engage the services of the consulting agency either on case to case assignment specific basis or on a retainership basis. (Please fill details below):

	Nature of Engagement	Yes/No
a.	Only on assignment specific basis	
b.	Only on retainership basis	
c.	Agreeable to both options	

6. Any other relevant information:

Signature: .....

Name: .....

Designation: .....

(Note: Please attach separate sheet if required)



## **Annexure A**

### **Scope of work for Agency**

The Agency can have either one, multiple or all of the expertise in the areas mentioned below:

#### **A. Creative & Advertising (Brand Identity Management & Brand Enhancement)**

- End-to-end brand campaigns for products or services
- Marketing Communication - developing and designing the copy and creative for branding collaterals like Corporate or Business specific Manuals, Brochures, Leaflets, Mailers, Standard Advertisement Artworks, E-Stationery / E-Mailers, Branding on Merchandise, Event specific collaterals etc.
- Design and composition of annual report
- Office branding ideas / creative support
- Design of Calendar and greeting cards
- Films / AV productions / Jingles: end-to-end services
- Website / Intranet design and content development
- On ground end-to-end BTL activations (design to execution)
- Exhibitions: Designing, fabrication & installation of corporate pavilions/stalls
- Marketing and Consultancy services like legal metrology etc.

#### **Eligibility Criteria**

1. A minimum of five year's continuous experience in branding as on 01.04.2019. Copy of Certificate of Incorporation / Memorandum to be furnished.
2. The Average Annual Turnover of Rs. 50 lakh for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted.
3. Should have carried out work in the area of branding for corporate sector. The agency must have handled major all-India / Regional advertisement campaign(s). Agency should have handled brand campaigns for FMCG / Lubricant/ Automotive / Cement / Petroleum industry brands / Holidays brands. Support with 3 (three) work orders received during the last five financial years from companies with minimum Rs. 50 crore turnover in each of the five years.
4. Agencies to have a presence any of the metro cities. Please provide addresses along with proof of the same.
5. Should have proficiency in translation and proof-reading facilities in major Indian languages. Self-certification of the languages that can be handled to be provided.

#### **B. Media planning / buying**

- Specializes in ad planning and releasing
- Liaison with media across India for ad releases

#### **Eligibility Criteria**

1. A minimum of five year's continuous experience as a full INS accredited agency as on 01.04.2019. Copy of Certificate of Incorporation / Memorandum & articles of Association and copy of INS accreditation to be furnished.
2. The Average Annual Turnover of Rs. 10 crores with cumulative turnover of Rs. 30 crores for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted.
3. Should have carried out work for the corporate sector. Support with 3 (three) work orders received during the last five financial years from companies with minimum Rs. 50 crore turnover in each of the five years.

4. Agencies to have a presence in the four metro cities; office in Kolkata is mandatory. Please provide addresses along with proof of the same.
5. Should have proficiency in translation and proof reading facilities in major Indian languages. Self-certification of the languages that can be handled to be provided.

### **C. Digital Marketing**

- Provide customized internet marketing solutions that deliver enhanced reach, better visibility, more conversions, high customer engagement and better ROI.
- Search engine optimization and analytics
- Digital Advertising – Online + Mobile Advertising
- Social Media Marketing – Provide social media marketing services that can make a quantifiable difference to the business — target audience engagement and higher online visibility; Query Management, Gate Keeping, Media Tracking, Tagging on social media pages
- Developing and managing content for the social media campaigns - Uploading posts on a daily basis, posts shall include banners, videos, animation, GIF infographics. The Agency to develop all the creatives (English and Hindi) for the campaigns.
- Digital / Social media campaign management including content development and target audience engagement (for specific product or service OR corporate campaign)
- Provide creative mobile application ideas

### **Eligibility Criteria**

1. A minimum of five year's continuous experience in Digital Marketing as on 01.04.2019. Copy of Certificate of Incorporation / Memorandum & articles of Association to be furnished.
2. The Average Annual Turnover of Rs. 50 lakhs for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted.
3. Should have carried out work in the area of Digital Marketing / Branding & Communication for corporate sector. Support with 3 (three) work orders received during the last five financial years.
4. Agencies to have a presence in any of the metro cities. Please provide addresses along with proof of the same.

### **D. PR / Media Relations & Management**

- Media Training for company spokesperson
- Profiling opportunities for spokesperson
- Organise press / media meets, conferences, visits etc. as required
- Ensure desired coverage in press / media through articles, features, editorials, industry stories etc.
- Assist in development and release of suitable press release / stories & QFRs
- Monitor coverage about the company and its businesses / products in the press / media and competition
- Manage the media / press in times of crisis and ensure negative publicity, if any is restricted to the very minimum / diluted to the extent possible.
- Communicating / propagating the persona to all stakeholders through external (print / electronic media, outdoor advertisement, events, sponsorships, CSR activities etc.)

### **Eligibility Criteria**

1. A minimum of five year's continuous experience as on 01.04.2019. Copy of Certificate of Incorporation/Memorandum & articles of Association to be furnished.
2. The Average Annual Turnover of Rs. 1 crore for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted.
3. The firm should have previous experience in PR consultancy / media coordination / PR related solutions for Government Departments / Central PSUs / State PSUs / State Governments /

Corporate Sector. In support of their eligibility under this criterion, firms should furnish 03 (three) work order/ copies of Certificates issued by clients in the last five financial years.

4. Agencies to have a presence in all four metro cities; PR team in Kolkata office is mandatory. Please provide addresses along with proof of the same.
5. Should have proficiency in translation and proof reading facilities in major Indian languages. Self-certification of the languages that can be handled to be provided.

## **Annexure B**

### **Creative & Advertising Agency for SBU: Greases & Lubricants**

**About Brand Balmerol:** - Balmer Lawrie (BL) is engaged inter-alia in the business of manufacturing and distribution of “Greases and Lubricants” with range of products including automotive / industrial and specialty lubricants under the brand ‘Balmerol’ and is desirous to engage the services of creative and advertising agencies for the purpose of advertising and branding of their products.

The target audience for brand ‘Balmerol’ are mechanics / retailers / garage owners / multi brand outlets / fleet owners / Drivers / two wheeler owners / B2B / Government and Non-Government agencies and other stakeholders.

SBU: Greases & Lubricants (G&L) is looking to engage one or more than one Creative & Advertising agency on Retainership Model and not on agency commission.

**The Eligibility criteria** for an agency that would be managing brand ‘Balmerol’ are as follows:

- A. The following entities may be allowed to participate in the bid process:
  - Companies registered under Companies Act 2013
  - Partnership firms registered under Limited Liability Partnerships (registered under LLP Act, 2008)
  - Partnership firms registered under Indian Partnership Act, 1932
- B. A minimum of 5 (five) year’s continuous experience as a Creative and Advertising Agency as on 31.12.2019. Copy of the Partnership deed / Bye Law / Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office and indicating main line of business.
- C. The Average Annual Turnover of Rs. 30 lakhs for last 3 (three) financial years only on creative agency billing [NO media billing] for FY 2016-17, 2017-18 and 2018-19. Please attach copies of the audited balance sheet / P&L account / financial statements. In case of combined gross billing of creative and media work, a certificate from a Chartered Accountant to be produced on the creative component of the gross billing.
- D. Applicants must have handled major all-India / Regional advertisement campaign(s) for brands. Preference would be given to agencies who have handled brand campaigns for FMCG / Lubricant / Automotive / Cement / Petroleum brands. Support with minimum 06 (six) work orders / AOR letter / Engagement letter / LOI / Contract received during the last three financial years from reputed companies for servicing their brands.
- E. Applicants to submit a brief profile of the agency including major clients being handled (in not more than 300 words). A short write-up along with visuals on the best campaign handled in 1) FMCG / Any other Product OR 2) Services. The agency may submit pen Drive / DVD of show reel /creative job undertaken in last 5 (five) years. (Please attach details and supporting documents as Annexure)
- F. Mention year and the category of any award / recognition / accreditations or mentions while handling the brand for the client.
- G. The creative advertising agency must have the main / full-fledged office in Kolkata, complete with qualified and dedicated resources for art studio facilities, client servicing team, visualiser, copywriter, creative supervisor etc.
- H. The agency needs to provide a dedicated team for servicing SBU: G&L on a day-to-day basis. Agencies to submit brief profile of the team members as supporting documents demonstrating sufficient experienced manpower for handling the work.

- I. Physical visits for verification may be taken by SBU: G&L team to assess the infrastructure, team size and capability.
- J. The applying agency should preferably not be servicing any other competing lubricant or petrochemical brand. However, if they handle any other competing brand, if selected to be empanelled, they would be required to execute confidentiality and Non-Disclosure Agreement (NDA) with respect to the marketing information shared with them for planning advertising campaigns.
- K. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. [Bidder should specifically confirm on their letter head in this regard.]
- L. The Agency shall not have been blacklisted / debarred by Central / State Government / Public Sector Undertakings or any related bodies of the media / advertising industry. [Agency should specifically confirm on their letter head in this regard.]

#### **Agency Scope of work:**

- I. Creative development for all brand communication tools e.g. print, digital, POSM, in-house event, internal communications, OOH, POP's, Exhibitions, Distributor Meet, Dealer Meet, Mechanic Meet, Industrial Customer Meet, office branding, creatives for Digital campaign on social media / Balmerol website for engaging TG etc.
- II. Translation and proof-reading facilities in major Indian languages. Language adaptations of the creative/product text as and when required.
- III. Design BTL campaign for engaging TG for Automotive and Industrial Customers.
- IV. Preparation of story board / pre & post production for Corporate Film, Techno commercial films etc. as and when required.
- V. Packaging /Labels/Carton artwork, design for the product range of Brand Balmerol so as to make it look uniform "belonging to a family", in conformity with packaging legal metrology rules and industry standards.
- VI. Facilitating participation in sponsorships, experiential marketing, exhibitions and trade shows: Designing to execution.
- VII. Media Planning & buying capability (Plan cost effective, innovative and responsive media plans. w.r.t. Outdoor/sports property/Radio etc.
- VIII. Facilitating brand Balmerol with sharing of insights from research or paid information of customer Insight/Category Insight/Competition Insight to help in differentiating the communication design.
- IX. Any other activity for publicity and brand building exercise that may be mutually agreed.

#### **Period of empanelment and method of selection**

- I. The period of empanelment will ordinarily be three (3) years. However, BL reserves the right to review the empanelment based on performance of empanelled party as per its own requirement. BL reserves its rights to take suitable action upon default/deficiency in service, non-participation in the quotation process etc. The actions taken include but not limited to imposing fine or de-empanelment of the party as per the BL policy. With consequential debarment from the future projects/tenders of BL for a period of 02 years and forfeiture of SD and EMD.
- II. Shortlisted agencies after EOI shall be invited to present a mock plan as per the brief shared by the SBU: G&L for brand Balmerol along with financial offer.
- III. The method of final selection after EOI is: Quality cum Cost Based System (QCBS), Technical – 70% and Commercial – 30%.
- IV. It may be noted that the information in this EOI is indicative only and is liable to change. The actual Scope of Work will be available in the Request for Proposal (RFP) document which will be issued to the eligible/ shortlisted agencies selected through this EOI. Only agencies shortlisted through this EOI will be eligible to respond to the RFP.

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### **Digital Marketing Agency for SBU: Greases & Lubricants**

SBU: G&L is looking to engage one or more than one Digital Marketing Agency on Retainership Model and not on agency commission. The Digital Marketing Agency will be responsible for managing SBU: G&L's brand "Balmerol" across all digital and social media channels including but not restricted to creative asset creation, video creation, campaign, content and online reputation management as per defined scope of work.

- The agency should be a reputed and should be working for advertisers /brands in India or overseas.
- A comprehensive understanding of Digital Media in India with connections with leading players like Google, Programmatic platforms, Facebook, Twitter, LinkedIn and affiliates (among others).
- Experience with negotiating budgets and deliverables with media publishers.
- Understanding of technology requirements for analytics, tracking and measurement – ability to communicate the same internally.
- Analyse data and reports and derive actionable insights for forward planning.

**SCOPE OF WORK:** The scope of work includes but is not limited to the following:

- Redesign and revamp Balmerol website making it more contemporary and user friendly. Plan & execute programme to generate traffic to the website and increase conversions.
- Analyse Balmerol present and potential social media strategy; develop social media pages / programs for brand Balmerol
- Create, prepare, and submit to SBU: G&L for approval, digital marketing ideas and programs along with cost
- Social Media Marketing – Provide social media marketing services that can make a quantifiable difference to the business – target audience engagement and higher online visibility; Query Management, Gate Keeping, Media Tracking, Tagging on social media pages
- Developing and managing content for the social media campaigns – Uploading posts on a routine basis (on mutually agreed T&C), posts shall include banners, videos, animation, GIF infographics.
- The Agency to develop all the creatives (English and Hindi / or any other Indian language) for the campaigns.
- The Agency should be capable of running both performance as well as brand campaigns; along with creative team and should be willing to work in collaboration with the mainline / primary creative and media agency.
- Create media plans with 360-degree digital coverage including, search, display, OTT, native, social, content, PR, influencers and other forms of digital marketing techniques that may be available / evolve with time.

### **Eligibility Criteria**

1. The following entities may be allowed to participate in the bid process:
  - a. Companies registered under Companies Act 2013
  - b. Partnership firms registered under Limited Liability Partnerships (registered under LLP Act, 2008)

c. Partnership firms registered under Indian Partnership Act, 1932

2. A minimum of 3 (three) year's continuous successful experience in digital / social media advertising as on 31.12.2019. Copy of Certificate from chartered accountant to be furnished. [Copy of the Partnership deed / Bye Law / Certificate of Incorporation issued by Registrar of Companies along with Memorandum & Articles of Association and full address of the registered office.]
3. The Agency should have a total turnover of at least INR 50 Lakhs from the last 3 (three) financial years (FY 2016-17, 2017-18, 2018-19) from Digital Marketing / Social Media Management Business. [Audited financial statements (reflecting overall turnover) / annual report containing financial statement OR a certificate duly certified by the statutory auditor / CA of the Agency clearly mentioning the average annual turnover of the Agency from Digital Media communication services / Creative services / Promotional services. (The Clients can be based out of India or overseas).
4. **Digital Marketing Media Management Experience:** In the last 3 (three) years, the Agency must have been conceptualising & implementing digital marketing & social media strategy inclusive of creative development, media buying & content distribution of at least 3 (three) projects in Digital / Social Platform Management for any Central Government, PSU, State Government organisations or reputed private sector organisations.  
Client Work Order / Client certificate / Agreement / LOI / Contract clearly mentioning the scope of work under Digital Marketing / Social Media Management.  
\*\*Only completed work will be considered for evaluation. In case of ongoing, the work order start date should be two years before the date the EOI.
5. **Experience in content creations / response management:** The Agency should have successfully handled work on Social Media platforms (Content creation and response management) like Facebook / Twitter handle for more than 3 (three) years for at least 3 reputed organisations. Client Work Order / Client certificate / Agreement / LOI clearly mentioning the scope of work under Social Media Management. The bidder should mention the total cost of each project separately.  
\*\*Only completed work will be considered for evaluation. In case of ongoing, the work order start date should be two years before the date the EOI
6. **Recognition** in the form of industry acclaimed awards /mentions specific to Digital & Social Marketing campaigns. Details of Awards / mentions received and brief of the campaign.
7. The Agency should have a proprietary tool / licensed tool / preferred partnership for social media listening / monitoring tool and have an affiliation with the Google partner program and or any other such industry level partnership. Copy of the order or Certificate as proof of partnership and affiliation with the Google / other partner(s) has to be submitted.
8. The digital advertising agency must have the main/full-fledged office in Kolkata or in any other metro with qualified and dedicated resources and infrastructure. Proof of office address to be submitted in the form of electricity bill, landline bill or any other document stating the registered address.
9. The Agency needs to provide a dedicated team for servicing SBU: G&L on a day-to-day basis. Agency to furnish the list of personnel who will be assigned to service the brand "Balmerol" account along with their brief profile /career experience.

**Period of empanelment and method of selection**

- I. The period of empanelment will ordinarily be three (3) years. However, BL reserves the right to review the empanelment based on performance of empanelled party as per its own requirement. BL reserves its rights to take suitable action upon default / deficiency in service, non-participation in the quotation process etc. The actions taken include but not limited to imposing fine or de-empanelment of the party with consequential debarment from the future projects / tenders of BL for a period of 02 years and forfeiture of SD and EMD.
- II. Shortlisted Agencies after EOI shall be invited to present the plan as proposed by the SBU: G&L for brand Balmerol along with financial offer.

- III. The method of final selection after EOI is: Quality cum Cost Based System (QCBS), Technical – 70% and Commercial – 30%.
- IV. It may be noted that the information in this EOI is indicative only and is liable to change. The actual Scope of Work will be available in the Request for Proposal (RFP) document which will be issued to the eligible/ shortlisted Agencies selected through this EOI. Only Agencies shortlisted through this EOI will be eligible to respond to the RFP.



## Annexure C

### **About Vacations Exotica**

We, at Vacations Exotica, believe that it is the stories that make a vacation last a lifetime. Each vacation, no matter the format, is a personal, enriching experience that leaves you, the traveller, with a lifetime of stories, and cherished memories. Our aim, is only to ensure that each vacation you take with us is one where you #CollectStories.

To make sure that we deliver on our promise each time, we have a team of handpicked travel-professionals nationwide, who are equipped to understand every vacation and travel need. Our partners around the world ensure that your vacation is personalized, has a local flavour, and is tailored to suit to your taste.

We want you to have a vacation that you can talk about for a long time to come, which is why, there aren't any hidden costs, no gimmicks, or worries whatsoever, just beautiful stories to collect through your journey.

There are no limits to a cherished vacation, or to the stories that come with it, so we have every perceivable kind of vacation ready for you. Be it group vacations, themed vacations, or even vacations customized to your specific needs, we have you covered. Take your pick from destinations around the world, be it US / Canada, Europe, Asia, Africa, Australia, New Zealand and South America. Choose the kind of vacation you'd like to have be it a honeymoon, adventure, family, pilgrimage, cruise, rail or self-drive. Take the off-beat path with our customized vacations around the world, even to remote locations that most haven't even thought about, including enchanting locations like Antarctica, Greenland, exquisite locations like the French Polynesia (Bora Bora, Tahiti), Tanzania, Iceland etc. and our very own 'Incredible India'.

To ensure that amazing vacations belong to everyone, we also cater to corporate holidays with MICE options.

A Balmer Lawrie brand, we at Vacations Exotica are equipped with years of travel experience to ensure that every vacation you take with us, no matter who you are, is one that great stories are made of.

### **Products**

Vacations Exotica operates in the following segments of the travel industry:

- GIT (**Group Inclusive Tours**) – ~30% of revenue
- FIT / Personalised (**Frequent Independent Travellers**) – ~30% of revenue
- Corporate Travel – ~20% of revenue
- MICE (**Meetings, Incentives, Conferences & Events**) – ~20% of revenue

### **Brand Positioning**

We, at Vacations Exotica, believe that it is the stories that make a vacation last a lifetime. Each time someone travels with us, we make sure that it is a personal, enriching experience that leaves the traveller, with a lifetime of stories, and cherished memories. Our aim is to ensure that each journey taken with us is one where travellers #CollectStories

A Balmer Lawrie brand, Vacations Exotica is equipped with decades of travel experience to ensure that every time anyone travel with us, they are left with a great experience and stories for a lifetime.

## Brand Values

- Customer first
- Quality in every experience delivered
- More value for every rupee spent with us
- Reliability
- Transparency

## Brand Promise

- See more, do more, experience a lot more, at prices you love.

## Why Vacations Exotica

When a customer chooses Vacations Exotica, they are assured of:

- **High level transparency:** No hidden charges, no cutting corners to make extra profit, no misleading price gimmick, absolute transparency in everything we do
- **Reliability:** We deliver on promises made, every time without exceptions
- **Value for money:** More value for every rupee spent with Vacations Exotica
- **Customer centricity:** Be it business or leisure, we take care of every minute detail that really matters, high level of customer support (hand holding) every step of the way
- **All of the above to deliver an end-to-end delightful customer experience, every single time. Giving our customers reasons to come back for more.**

## Target Audience

Our present TG is 45-70 years, male & female, across Tier 1 & Tier 2 cities, and across various professions. We also have a fair percentage of travellers / vacationers from PSUs and government organisations.

We want to expand our audience base into the following: (SEC A, A+ to B+) men & women, in the age group of 35+ years. They must have an annual income of over Rs. 20 lacs.

In the travel space, apart from the backpackers, we are looking to target everyone else who intends to or is considering travel.

### **Scope of work for Agency**

The agency can have either one, multiple or all of the expertise in the areas mentioned below:

#### **A. Advertising & Branding (Brand Identity Management & Brand Enhancement)**

- Strategizing, planning, conceptualizing creative campaigns across all mediums
- Strategy planning, insight generation, developing brand, communication & Sales campaigns throughout the year. This is applicable across both the Leisure and Corporate business
- Developing and designing the copy and creative for branding collaterals like B2C, B2B , Channel or Business specific Print Advertisements, Standard Advertisement Artworks, E-Stationery Radio Scripts, Brochures, Leaflets, Mailers / E-Mailers, Branding on Merchandise, Event specific collaterals etc.
- Office branding ideas / creative support
- Films / AV production
- Preparation of presentations
- Assignments involving photography
- Market research assignments
- BTL Activities including: Conceptualizing and executing activations, and all related collaterals

#### **Eligibility Criteria**

1. A minimum of five year's continuous experience in branding. Copy of Certificate of Incorporation/Memorandum to be furnished
2. The Average Annual Turnover of INR 5 crore for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted
3. Should have carried out work in the area of branding for B2C sectors and a preference will be given to experience in the travel sector. Support with 3 (three) work orders received during the last five financial years from companies with minimum INR 50 crore turnover in each of the five years.
4. Agencies to have a presence in Mumbai, the team working on the brand should also be based in Mumbai. Please provide addresses along with proof of the same
5. Should have proficiency in translation and proof-reading facilities in major Indian languages. Self-certification of the languages that can be handled to be provided

#### **B. Media planning / buying**

- Specializes in ad planning and releasing
- Liaison with media across India for ad releases

#### **Eligibility Criteria**

1. A minimum of five years continuous experience as a full INS accredited agency as on 01.04.2015. Copy of Certificate of Incorporation/Memorandum & articles of Association and copy of INS accreditation to be furnished
2. The Average Annual Turnover of INR 10 crores with cumulative turnover of INR 30 crores for last 3 financial years (2016-17, 2017-18, 2018-19), (Certificate from the Chartered Accountant should be submitted)

3. Should have carried out work for the HNI consumer sector with a preference toward travel. Support with 3 (three) work orders received during the last five financial years from companies with minimum INR 50 crore turnover in each of the five years.
4. Agencies to have a presence Mumbai, the team working on the brand should also be based in Mumbai. Please provide addresses along with proof of the same

### **C. Digital Marketing**

- Digital specific campaign to help in building the brand and improving conversions
- Provide customized digital marketing solutions that deliver enhanced reach, better visibility, more conversions, high customer engagement and better ROI for both B2C & B2B
- Search engine optimization and analytics
- Digital Media Planning & Buying – Buying and optimizing media on a real time basis, across various channels such as Facebook, Instagram Twitter, LinkedIn Google Display Network, Search Marketing, Affiliates, and anything new / emerging that will be relevant to the brand, etc.)
- Social Media Management – Updating, monitoring and reporting our social media channels. Adding any new channels as per requirement.
- Content creation for all channels, all touch points in the consumer journey including the regular content feed of company owned channels, any media campaign, any support campaign that needs to run in parallel to mainline creative. The above needs to be done for both B2C & B2B (both channels are responsible for generating sales.)
- Influencer identification and management
- Blog creation and maintenance
- Website hosting and maintenance
- Provide monitoring and analytics for all of the digital assets, along with suggestions for course correction where needed
- Development & maintenance of website
- Have experience in creating mobile applications
- Digital innovations which can span across other media

### **Eligibility Criteria**

1. A minimum of five year's continuous experience in Digital Marketing as on 01.04.2019. Copy of Certificate of Incorporation/Memorandum & articles of Association to be furnished
2. The Average Annual Turnover of INR 3 Crores for last 3 financial years (2016-17, 2017-18, 2018-19). Certificate from the Chartered Accountant should be submitted
3. Should have carried out work in the area of Digital Marketing / Branding & Communication / BTL for HNI consumer sector with a preference toward travel. Support with 3 (three) work orders received for a client with a Turnover of INR 25 CR during the last five financial years in each of the five years.
4. Agencies to have a presence in Mumbai. Please provide addresses along with proof of the same.