



Tender: IndianOil/FPO/2010
Date: 26th November, 2010

Indian Oil Corporation Limited

Open Tender Enquiry

for the

**Engagement of an Advertising Agency for
Managing/Undertaking the campaign for the
“Further Public Offer of IOCL Shares”**

(Last Date for submission of Tender: 09.12.2010, 15:00(IST))

Registered Office: G9, Ali Yavar Jung Marg,
Bandra East, Mumbai 400051

Invitation to Bid for IndianOil – FPO Campaign

IndianOil **invites bids from eligible Advertising Agencies for managing/undertaking the campaign for its Further Public Offer** in the domestic market and offer for sale of its shares held by Government of India. Prospective bidders are requested to carefully study this Request for Proposal and respond accordingly.

Indian Oil Corporation Limited, **a Maharatna public sector undertaking, hereinafter referred to as 'Company or IOCL or IndianOil'**, is operating under the administrative control of the Ministry of Petroleum & Natural Gas, Government of India.

IOCL is primarily engaged in the business of refining, transportation and marketing of petroleum products and petrochemicals with a n installed refining capacity of 51.2 0 million metric tonnes, pipeline network of over 1 0,541 kilometres, marketing infrastructure of over 35,000 selling points and petrochemical facilities at its Panipat & Gujarat Refineries. IOCL is also engaged in exploration & production of crude oil and the marketing of natural gas. For more information on IndianOil kindly visit our website www.iocl.com.

The existing paid up capital of IOCL is Rs.2427.95 crore comprising 2,42,79,52,482 shares of face value of Rs.10 each. Presently, the Government of India is holding **78.92%** of the paid up equity capital of IOCL and the balance is held by institutions/FIIs/public etc. The shares of IOCL are listed on the BSE and NSE in India.

The Government of India has approved fresh equity issue of 10% of existing paid up capital by IOCL and alongwith this, the Government of India also intends to disinvest 10% of the pre-issue equity capital of IOCL through a Further Public Offer (FPO) in the domestic market, hereinafter referred as "Further Public Offer of IOCL Shares". A part of the Public Offering will be reserved for employees of IOCL. The above public offering is however subject to the approval of the Cabinet Committee of Economic Affairs (CCEA) and subject to receipt of all applicable regulatory and statutory approvals.

IOCL invites bids only from reputed Advertising Agencies with experience and expertise of handling such campaigns for equity public offerings in domestic capital markets and fulfilling all the eligibility criteria to act as Advertising Agency hereinafter referred as "Agency" for "Further Public Offer of IOCL Shares".

1. Scope of Work:

The detailed scope of work is enclosed as Annexure A and summarized hereunder:

- 1.1 To develop a **“Corporate/Issue Campaign Plan” for Multimedia release (Print/Electronic Media/Others)** and release of advertisements accordingly for “Further Public Offer of IOCL Shares”. The Agency will be required to finalise the rates after negotiation with media for release of advertisements.
- 1.2 Formulate and undertake a **public relations campaign** for “Further Public Offer of IOCL Shares”
- 1.3 Formulate and undertake **statutory/issue related advertisements** for the FPO
- 1.4 To organize **domestic Road Shows** for Press, Analysts, Investors and Brokers for attracting investment for “Further Public Offer of IOCL Shares”
- 1.5 Design, print and **produce collaterals/below the line activities** for “Further Public Offer of IOCL Shares”

2. Sharing of cost between IOCL and the Book Running Lead Managers (BRLMs):

2.1 Cost to be borne by IOCL:

a) Corporate advertisements : (as per the approved media plan)

- Designing, developing and publication of advertisements for the print media
- Composing, producing and airing Radio jingles
- Conceptualizing, designing, developing and airing TV Commercials.
- Conceptualizing, designing and placement of advertisements for Multiplex/Internet/Portals
- Conceptualizing, designing, preparations and cost of display of select outdoor hoardings and signage.

b) Statutory/issue related advertisements: (as per the approved media plan)

Publication/telecast/broadcast etc of statutory/issue related advertisements through the Print, TV, Radio, hoardings and other media.

- c) The travel and accommodation expenses** related to IOCL, MoP&G and other Government officials.

2.2 Cost to be borne by the BRLMs

- For **planning organizing and conducting** domestic road shows; facilitating communication about the growth potential of the Company and articulating the key marketing themes and positioning of the Company.
- For **preparing, designing and developing** the statutory advertisements for publication/broadcast/Display. (Note: The cost of the preparation will be borne by the BRLMs and the cost of publication/broadcast/Display will be borne by the Company.)

3. **Eligibility:**

To be eligible for this transaction, the Advertising Agency should have the following qualifications:-

- 3.1 Fully Accredited Advertising Agency with INS
- 3.2 Must have had the experience of handling at least **one equity public offering by an Indian issuer in domestic market (IPO/FPO) of size of more than Rs.1000 crore during the period 01.4.2007 to 30.09.2010.**

4. **Instructions to Bidders on submission of Proposal:**

The Proposal to be submitted, containing 3 envelopes as indicated below:

a) **Envelope 1 (Unsealed)** containing the following:

- **Earnest Money Deposit** (Refundable) of Rs. 1,00,000 /- (Rupees One Lakh only) - by way of a demand draft drawn in favour of Indian Oil Corporation Ltd., payable at Delhi. The EMD of the successful tenderer will be converted into a non-interest bearing Security Deposit which will be refunded only after the final payments made after completion of all the jobs related to the FPO. However, the EMD of the successful tenderer will be forfeited if it fails to accept the letter of intent/ order for this job.
- **Authority letter** authorizing the authorized signatory of the bidder to sign the proposal and other documents.
- **Copy of attested documents** satisfying the criteria/format mentioned in para 3 above.
- **Undertakings** duly signed by the authorized signatory of the bidder as per para 11.

b) **Envelope 2 (Sealed)** containing clear prints/hard copies of the entire Technical Bid presentation as per format/details given in para 7. Envelopes should be marked as **“IOCL FPO Ad Agency Technical Bid”** in bold letters.

c) **Envelope 3 (Sealed)** containing the **Financial Bid**, to be opened only after the Technical Bid presentation mentioned in para 7, and of only those parties who qualify in the technical bid. Please note that bids with conditionality clauses will be summarily rejected. The envelope should be marked as **“IOCL FPO Ad Agency Financial Bid”** in bold letters.

5. The proposal (**all the three envelopes mentioned above at 4 a), b) & c), put in a single sealed envelope**) marked **“IOCL FPO Ad Agency Final Bid”** must be submitted **not later than 15:00 hrs on 9th December 2010** to General Manager(CC), Indian Oil Corporation Limited, Plot no. 3 079/3, J. B. Tito Marg, Sadiq Nagar, New Delhi, 11 0049. No proposal will be entertained after the appointed time and date. The Company will not be responsible for any postal/courier delay. The proposals received after the appointed time and date will be summarily rejected.

6. The Company reserves the sole right to accept or reject any or all Proposals thus received, without assigning any reasons thereof.

7. **Format of the Technical Bid Presentation:**

The Technical Bid Presentation should be structured as per the following format. The weightage given for each of the criteria is given in the brackets.

7.1 Profile and Network of the organization **(weightage for evaluation 10%)**

7.2 Experience of handling IPO/FPO by Indian issuer in domestic market of size of more than Rs.1000 crore during the period 01.4.2007 to 30.09.2010. A detailed list along with documents authenticating the same to be submitted **(weightage for evaluation 30%)**.

7.3 Capability/experience of organizing conferences for the press, analysts and brokers during the domestic road show and press conference for IPOs/FPOs**(weightage for evaluation 20%)**.

7.4 Past innovations/competence in engaging in positive PR including organizing interviews, panel discussions etc on business news channels with company officials, BRLMs and other experts **(weightage for evaluation 10%)**.

7.5 Comprehensive Thematic/Strategic/Creative Plan for the campaign of "Further Public Offer of IOCL Shares" **(weightage for evaluation 30%)**.

8. **Procedure for selection of Advertising Agency:**

8.1 Qualified interested Advertising Agency will make the Technical Bid presentation for the "**Further Public Offer of IOCL Shares**" as per the format mentioned in para 7 above before an empowered Committee comprising of officers from the Government of India and IOCL, hereinafter termed as "**IOCL FPO Committee**" at Indian Oil Corporation Limited, Plot No. 3079/3, J.B. Tito Marg, Sadiq Nagar, New Delhi. **The schedule of the Technical Bid Presentation will be communicated to the Agencies and details hosted on www.iocl.com and www.indianoiltenders.com.**

8.2 The "IOCL FPO Committee" will evaluate the applicants on the criteria mentioned in paragraph 7 above and based on their proposal and presentation, shortlist them for the purpose of opening of their Financial Bids. **The parties scoring 70 marks out of 100 only will be technically short listed and the "IOCL FPO Committee" will open the Financial Bids of only those technically short listed applicants.** If the number of short listed bidders after the technical bid stage is less than two, then the "IOCL FPO Committee" reserves the right to relax the marks to short list two bidders, if required. **The date and time of opening of the Financial Bids would be announced at the time of the Technical Bid presentations.** The applicants, if they so desire, may be present at the time of opening of the financial bids.

8.3 The technically short listed bidder quoting the lowest fee (L1) in the Financial Bid shall be appointed as Advertising Agency for "Further Public Offer of IOCL Shares".

9. Requirements for Financial Bids:

The bid should include the following costs:-

Advertising Agency fees for the works to be done for the two parties namely IOCL and the BRLMs **separately**, commensurate with the work given by each as stated at 2-1 & 2,2 above:

- 9.1 Negotiated rates for release of Corporate ads as per media plan given in Annexure 1A & 1B
- 9.2 Negotiated rates for release of mandatory/statutory ads and issue related advertisements as per media plan given in Annexure 2 & 3
- 9.3 Negotiated rates for Corporate/Issue related ads on TV as per plan given in Annexure 4A & 4B
- 9.4 Negotiated rates for Corporate/Issue related ads on Radio (jingles) as per plan given in Annexure 5A & 5B
- 9.5 Negotiated rates for Web Adverts on the Internet/Blogs/Sites as per plan given in Annexure 6
- 9.6 Negotiated rates for screening advertisements in multiplex in Annexure 7
- 9.7 Negotiated rates for hoardings as per plan given in Annexure 8
- 9.8 Cost of Organizing Road Shows as given in Annexure 9
- 9.9 Cost of the Collaterals as per the specifications and plan given in Annexure 10

The summary of costs to be summed up as per Annexure 11

10. Terms and Conditions:

- 10.1 The bid quoted should be unconditional and **inclusive of all expenditure and all applicable taxes, cess, duties etc.** The different taxes should be indicated separately while raising the bills for payment of fee.
- 10.2 It may be noted that the Bidders cannot prescribe any time limit for the validity of all the rates quoted in the financial bid. **However, the price offered/quoted by the agency for the Media will be valid for Six months from the date of the submission of RFP.**
- 10.3 Agency shall mean the bidder whose bid will be accepted by IOCL for the award of various works and include successful agency's legal representative, successors and premised assigns.
- 10.4 The Agency team shall look after all logistics and project management and report progress on a day-to-day basis
- 10.5 The agency should be effectively ready to handle any crisis which is likely to develop before, during and after the issue.
- 10.6 All kinds of dues, liabilities and insurance for its personnel and related people shall be taken care by the agency.
- 10.7 The bid amount shall be paid in Indian Rupees after the successful completion of the entire transaction.

- 10.8 The Company reserves the right to call off the transaction at any stage, without assigning any reasons thereof.**
- 10.9 In the event of FPO being called off, the agency will be entitled to payments limited to the actual job(s) done as per rates quoted.**
- 10.10 The Agency shall ensure that all advertisements prepared and released in connection with the issue will conform to the SEBI(Issue of Capital and Disclosure Requirements) Regulations, 2009 and the instructions given by the Lead merchant banker from time to time.
- 10.11 This Agreement and any dispute arising under this Agreement shall be governed by the Laws of India.
- 10.12 For any further clarification, please contact GM(CC) at sethis@iocl.co.in (01126260140) or CM(CC) at tripathisanjay@iocl.co.in (01126260142)**
- 10.13

Settlements of Disputes / Arbitration

- a. All questions, disputes or differences of any kind whatsoever arising out of or relating to the contract shall be referred by the parties to this contract for decision within 45 days from occurrence of difference or dispute to a Sole Arbitrator who shall be the Chairman of IOCL or any officer of IOCL nominated by the Chairman on his behalf. In the event of such an Arbitrator to whom the matter is originally referred, is transferred or vacates his office by resignation or otherwise or refuses to act or is incapable of acting for any reasons whatsoever, the Chairman shall appoint an other person to act as Arbitrator in his place in accordance with the terms of this contract. Such persons shall be entitled to proceed from that stage at which it was left by his predecessor.

There shall be no objection to any such appointment that the Arbitrator appointed is an officer of IOCL or that he had any occasion to deal with the matter to which this contract relates or that in the course of his duty as such officer has expressed views on all or any of the matters in dispute or difference. No person other than the Chairman or his nominee can act as an Arbitrator. The venue of arbitration shall be corporate office of IOCL at New-Delhi or any other place as decided by the Arbitrator.

11. Undertakings

The bidders are to be furnished following undertakings along with the proposal:

Undertaking I

“We certify that there has been no conviction by a Court of Law or indictment/adverse order by any regulatory authority for a grave offence against us or any of our sister concern. It is further certified that there is no investigation pending against us or our sister concern or the CEO / Directors / Managers / Employees of our concern or of our sister concern. It is certified that no conflict of interest exists as on date and if in future such a conflict of interest arise, we will intimate the Government and Company of the same immediately.”

*Signature of the Authorised Signatory
Name, Company Seal*

Undertaking II

We hereby undertake that we have examined/perused the bid document completely and have submitted the bid without any deviation. We understand the scope of work is indicative only and not exhaustive in any manner and the final scope of work and specification will be decided by IOCL at their discretion.

We hereby undertake that we comply with the scope of work and tender terms and conditions completely without any deviations of any manner. We undertake to be the single point of contact for IOCL and shall be solely responsible for all activities and work.

We hereby undertake that we do understand our bid should be as per the tender document and IOCL has got the sole discretion for considering or disqualifying our bid and we shall not have any claim of any sort on the same.

We hereby declare that our company has not been banned or disqualified by any Government or any government agencies for PSUs for any period during the last five years.

*Signature of the Authorised Signatory
Name, Company Seal*

Annexure A

Detailed Scope of Work under various head for the Advertising Agency to the FPO of IOCL: Corporate Campaigns, Public Offer / Issue, Brokers/ Analysts/ Employees/ Press Meet etc.

S I . N O .	Headi ng	Description	Timelines
1	Advertisement Plan	<p>Conceptualizing, St rategizing, d esigning, Formulating a nd presenting t o IOCL and Book Ru nning L ead M anagers the ov erall advertisement campaign for t he FPO in line with enclosed media plan including pre-issue image-building c ampaign, sta tutory advertisements, issu e-related advertisements, alo ng with the timing, frequency, si ze and publi cation details such as positioning etc.</p> <p>Production/Artwork o f TVCs, Radio Commercials, Print, Multi plex and Outdoor Ads and si gnages as w ell as p ublicity material, wherever required.</p> <p>Releasing the ap proved a dvertisements in the specified m edia as per th e ap proved schedule/media plan</p>	<p>All t imelines and materials to be within statutory p rocedures, including Fast Track Issue as declared b y SEBI and cleared b y legal counsel / BRLMs.</p> <p>Agency to be in a position to c omplete initiation of the execution plan in ti me fo r completion w ithin timeframes</p>
2	Publicity campaign	<p>Developing a nd u nderstanding of the Company's business and launching a Corporate PR Campaign in the Media.</p> <p>Conceptualizing, Arr anging and Dr afting Interviews, Featur ed Articles, Talk Sh ows, Press Conferences, Press Releases etc.</p> <p>The Agency shall c omply with th e PR PI an as t e n d e r e d and f u r t h e r w i l l b e r e q u i r e d t o formulate a p ublic r elations p lan for t he Company i n th e pre-SEBI filing, Post-SEBI Filing, Issue-Period and Post-Issue Period.</p> <p>The Agency will be required to arrange select media inte ractions / emp loyee awa reness</p>	<p>All tim elines and materials to b e within statutory p rocedures as declared by SEBI and cleared by legal co unsel / BRLMs.</p> <p>Agency t o be in a position to c omplete initiation of the execution plan in time fo r completion w ithin timeframe issued in the work order</p>

		<p>initiatives (Select IOC locations spread over at least 10 cities) / campaigns / teach-ins and ensure enough and proper coverage for “Further Public Offer of IOCL Shares” in various mass communication media.</p> <p>The Agency will be required to arrange select site visits for media personnel etc.</p> <p>The Agency will be required to conceptualize, design and draft all communications to the media such as press releases etc.</p> <p>The Agency shall produce and submit a daily written report to IOCL / BRLMs from the date of award with the details of daily news coverage of the company in the media and also the BRLMs during book-building period.</p>	
3	Statutory/ issue related advertisements	<p>Coordinating with BRLMs for conceptualization, designing and preparation of the statutory advertisements relating to Book Building as per the regulatory requirements.</p> <p>Conceptualizing, Designing and preparation of other FPO related advertisements such as Bid Advertisement, price indicative advertisements, offer opening, offer closing, price discovery advertisement and Basis of allotment etc.</p> <p>The Agency shall be responsible for Conceptualizing, Designing and preparation of final artworks for all advertisements and their timely release. Release of above advertisement as per the IOC L approved Plan.</p> <p>Production/Artwork of TVCs, Radio Commercials, Print and Outdoor Ads and signages as well as publicity material, wherever required.</p> <p>Releasing the advertisements approved by lawyers / BRLMs and Company in the specified media as per the approved schedule/media plan within statutory procedures as declared by SEBI</p>	Agency to be in a position to complete initiation of the execution plan in time for completion within timeframe issued in the work order

4	Organizing Domestic Road Shows	<p>The Agency will be required to organize road shows for the Press, Analysts and Brokers in India in co-ordination with BRLMs.</p> <p>The Agency has to make all the required arrangements for successful conduct of the domestic road shows.</p> <p>The agency has to book the venue at the hotels as decided by IOCL for successful conduct of Brokers'/Analysts'/Press Conference which shall invariably include all logistics like Decoration, Press Compendium, Banners, Backdrops, Corporate Film, Audio-Visual Equipments and 4 2" LCD Displays, Aids etc, Photocopy/Internet / E-mail facilities/Conference facilities etc.</p> <p>The agency should arrange successful coverage of the events in the Print and Electronic media (TV, Radio, Internet (blog, banner etc).</p> <p>Conceptualizing, Designing and Drafting of communications to invitees (journalists, brokers, analysts etc) for various Road Shows in consultation with BRLMs and IOCL, as per prevalent SEBI Regulations.</p> <p>Ensuring wide and active participation by leading brokers, media personnel and analysts in the meets and conferences.</p> <p>Detailed and Extensive Photo and Video coverage of the roadshows to be submitted to IOCL (both edited and unedited).</p> <p>In case the hotel specified in the bid document is not available on the particular day for holding conference, the conference should be held at a hotel of equal status as mentioned in the bid documents in consultation and approval of IOCL on prior production of original non-availability certificate issued by the hotel under its authorized signatory signatures and seal.</p>	<p>Agency to be in a position to complete initiation of the execution plan in time for completion within timeframe issued in the release order</p>
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5	Collaterals	<p>The Agency will be required to print and supply the following collaterals for conferences:</p> <ol style="list-style-type: none"> a. Print invitation cards, Folders/Brochures, format for press releases and sending invitation to all concerned. b. Procurement of writing pads, pens, mementos c. Arrangement of photographers, videographers etc for all press meets and Brokers, Analyst conferences including the domestic road shows etc. d. Preparation of Banners, Backdrops, Corporate Film, Multimedia presentation, standees and signages, TVCs, Jingles as per Annexure 1 to 10. 	<p>Agency to be in a position to complete initiation of the execution plan in time for completion within timeframe issued in the release order</p>
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I. Corporate Image Build-Up Media Plan			(Primary list of Newspapers/Magazines - Print medium)				Annexure 1 A			
Print Media (half page =200 CC or equal SQC, Qp = Quarter page = 100 CC or equal SQC) on Page 5 only										
Newspapers										
Name of Publication No.	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5 e= (axbxd)	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7	Offer /Neg Total Amt. for Page 7 h= (axbxg)
		a	b	c	d		f	g		
TOI, ET (E+H+G), NBT, MM, MT - All Editions	HP/ Colour	2	823							
IE, NIE, FE, JS, Loksatta,Dinamani, Kannada	HP/ Colour	2	830							
Prabha - All Editions										
The Hindu, BL All Editions	HP/ Colour	1	825							
Eenadu -All Editions	HP/ Colour	1	830							
HT, HH, Mint - All Editions	HP/ Colour	2	830							
DNA (Mumbai)	HP/ Colour	2	825							
Business Standard - All Editions	HP/ Colour	2	825							
Gujarat Samachar - All Editions	HP/ Colour	2	200 cc							
Dainik Bhaskar, Divya Bhaskar, Business Bhaskar - All Editions	HP/ Colour	1	830							
Sandesh - All Editions	Qp/b/w	1	400 cc							
Deccan Chronicle, Asian Age, FC - All Editions	HP/ Colour	1	830							
Lokmat, Lokmat Samachar, Lokmat Times	HP/ Colour	2	830							
Rajasthan Patrika -All Editions	HP/ Colour	1	830							
Punjab Kesari	Qp/Colour	1	400							
Dina Thanti	Qp/Colour	1	400							
Malyala Manorama	Qp/b/w	1	400							
Mathrubhumi	Qp/b/w	1	400							
Ananda Bazar Patrika/Telegraph	Qp/Colour	1	400							
Dina Mallar	Qp/Colour	1	400							
The Tribune, Chandigarh	Qp/b/w	1	400							
Dainik Jagran All Editions	Qp/Colour	1	400							
Amar Ujala - All Editions	Qp/Colour	1	400							
Gujarat Vaibhav & Virat Vaibhav - All Editions	Qp/b/w	1	400							
Sambad- All Editions	Qp/b/w	1	400							
Samaj- All Editions	Qp/b/w	1	400							
Dharitri - All Editions	Qp/b/w	1	400							
Deccan Herald, Prajavani Bangalore	Qp/ b/w	1	400							
Gomantak, Panaji	Qp/ b/w	1	400							
Political & Business Daily -All editions	Qp/ b/w	1	400							
The Excelsiar, J&K	Qp/ b/w	1	400							
Prabhat Khabar - All editions	Qp/ b/w	1	400							
Assam Tribune - All Editions	Qp/b/w	1	400							
Asomiya Pratidin - All Editions	Qp/b/w	1	400							
Sentine(E+H+A) All Edition	Qp/b/w	1	400							
Arunachal Times(E) Itanagar	Qp/ b/w	1	100 cc							
<i>Size is in Sq.CM unless other wise specified</i>										
Magazines (Colour)										
Name of Publication No.	Size (b/w / colour)	No. of ads	Card Rate cc/sqc	Offer/ Neg Rate.cc/sqc	Offer /Neg Total Amt.					
Business World	F/P Colour	1								
Business Today(Fortnightly)	F/P Colour	1								
Business India(Fortnightly)	F/P Colour	1								
Dalal Street	F/P Colour	1								
Capital Market(Fortnightly)	F/P Colour	1								
Outlook Money	F/P Colour	1								
Fortune India(Corporate India)	F/P Colour	1								
Outlook Profit	F/P Colour	1								
Outlook Business	F/P Colour	1								
Forbes India	F/P Colour	1								
Swagat	F/P Colour	1								
Namaskar	F/P Colour	1								
Jetwings	F/P Colour	1								
Financial plus	F/P Colour	1								
India Today	F/P Colour	1								
Outlook	F/P Colour	1								
Spice (Spice Jet Magazine)	F/P Colour	1								
Go Air Magazine	F/P Colour	1								
King Fisher Airlines Magazine	F/P Colour	1								
Economic & Political Weekly	F/P B/W	1								
SUB-TOTAL for A & B										
Taxes and levies										
TOTAL										

(Secondary list of Newspapers - Print medium)

Annexure 1 B

Name of Publication No.	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7
		a	b	c	d	e= (axbxd)	f	g	h= (axbxd)
Mail Today, Delhi	Qp/Colour	1	400						
Navajyoti -All Editions	HP/ Colour	1	830						
Rastradoot	HP/ Colour	1	830						
Navakaal -All editions	Qp/Colour	1	400						
Hamara MahaNagar, Mumbai	Qp/Colour	1	400						
Urdu Times, (Urdu), Mumbai	Qp/Colour	1	400						
Hindustan (Urdu), Mumbai	Qp/Colour	1	400						
PratahKaal, Mumbai	Qp/Colour	1	400						
Mid day, Mumbai	Qp/Colour	1	400						
Jagruk Times, Mumbai	Qp/Colour	1	400						
Sakal, All editions	Qp/Colour	1	400						
Nava Bharat- All Editions	Qp/Colour	1	400						
Punya Nagari - All editions	Qp/Colour	1	400						
Sandhya Kaal, Mumbai	Qp/Colour	1	400						
Rastriya Sahara- All editions	Qp/Colour	1	400						
Aaj - All Editions	Qp/Colour	1	400						
Nai Duniya-All Editions	Qp/Colour	1	400						
Swantantra Bharat- All editions	Qp/Colour	1	400						
Sahara Urdu, Kucknow	Qp/Colour	1	400						
Desh Ki Roshni, Sitapur	Qp/Colour	1	400						
Siyasat Jadid, Urdu, Lucknow	Qp/Colour	1	400						
Aag, Urdu, Lucknow	Qp/Colour	1	400						
SUB-TOTAL									
Taxes and levies									
TOTAL									
Grand Total for Annexure1A & 1B									
Notes :									
Activity period -From _____. Onwards till expected dates of launch of FPO (to be advised later)									
Rates for Page 7 shall not be considered for evaluation.									
The discount percentage which works out for Page 5 shall be the minimum discount percentage to be made available for Page 7 also.									
In the event the Agency is unable to provide space on Page 5 then IndianOil, at its discretion,									
may ask the Agency to publish at Page 7 and in that case applicable rate shall be lowest of the following:									
Negotiated rate quoted by Agency for Page 5									
The rate determined based on the higher discount offered either of Page 5 or Page 7 on the card rate of Page 5.									
Further, as Agency is unable to provide space on Page 5, then advertisement shall be published on Page 7 and a penalty of 2% on negotiated rates of page 7 shall be levied and deducted from page 7 negotiated rates as arrived at point No.5 of this note above.									
In case IndianOil is able to arrange publication on Page 5, the differential in rate, if any, shall be borne by the Agency.									
Expected activity period - _____(to be advised later) Dates of release will be decided by IndianOil									
IndianOil reserves the right to reduce the scope of work at its sole discretion									
No advertisement would be put in any supplements/other pull-outs									
The dates of publication would be decided by IndianOil									
Wherever Colour pages are not published, b/w rates should be quoted									
Payment shall be made as per actual work done,against the bills with supporting documents/bills from the media									
No advertisement should be published in any of the international edition of any newspaper mentioned above.									
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard									
					(Signature of the Authorised Signatory with date and seal of the agency)				

II Media Plan for Mandatory/Statutory Advertisements										Annexure -2	
To be published in B/W on Page 5											
(Types of the ads)											
i. Issue Opens today											
ii. Issue Open (Reminder)											
iii. QIB Closes Today											
iv. Issue Closes Today											
Sl. No.	Name of Publication	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc for Page 5	Offer/ Neg Rate.cc/sqc for Page 5	Offer /Neg Total Amt. for Page 5	Card Rate cc/sqc for Page 7	Offer/ Neg Rate.cc/sqc for Page 7	Offer /Neg Total Amt. for Page 7	
			a	b	c	d	e= (axbxd)	f	g	h= (axbxg)	
1	TOI, ET (E+H+G) - All Editions	B/W	4	600 sq.cm							
2	IE,FE,Loksatta - All editions	B/W	3	600 sq.cm							
3	The Hindu, BL All Editions	B/W	2	600 sq.cm							
4	Eenadu -All Editions	B/W	2	600 sq.cm							
5	HT, HH, Mint - All Editions	B/W	2	600 sq.cm							
6	DNA (Mumbai)	B/W	3	600 sq.cm							
7	Business Standard - All Editions	B/W	4	600 sq.cm							
8	Gujarat Samachar - All Editions	B/W	4	600 sq.cm							
9	Divya Bhaskar, Business Bhaskar -All editions	B/W	3	600 sq.cm							
10	Sandesh - All Editions	B/W	2	600 sq.cm							
11	Deccan Chronicle, FC - All Editions	B/W	2	600 sq.cm							
12	Lokmat, Lokmat Samachar, Lokmat Times	B/W	2	600 sq.cm							
13	Rajasthan Patrika -All Editions	B/W	2	600 sq.cm							
14	Punjab Kesari, Jalandhar	B/W	2	600 sq.cm							
15	Dina Thanti	B/W	2	600 sq.cm							
16	Malyala Manorama	B/W	2	600 sq.cm							
17	Ananda Bazar Patrika/Telegraph	B/W	2	600 sq.cm							
18	Dainik Jagran All Editions	B/W	2	600 sq.cm							
19	Amar Ujala - All Editions	B/W	2	600 sq.cm							
20	Gujarat Vaibhav & Virat Vaibhav - All Editions	B/W	2	600 sq.cm							
21	Samaj- All Editions	B/W	2	600 sq.cm							
22	Prajavani Bangalore	B/W	2	600 sq.cm							
23	Asomiya Pratidin - All Editions	B/W	2	600 sq.cm							
24	Rastriya Sahara - All Editions	B/W	2	600 sq.cm							
SUB-TOTAL											
Taxes and levies											
Total											
Notes :											
1	Activity period -From _____, Onwards till expected dates of launch of FPO (to be advised later)										
2	Rates for Page 7 shall not be considered for evaluation.										
3	The discount percentage which works out for Page 5 shall be the minimum discount percentage to be made available for Page 7 also.										
4	In the event the Agency is unable to provide space on Page 5 then IndianOil, at its discretion, may ask the Agency to publish at Page 7 and in that case applicable rate shall be lowest of the following:										
	(i) Negotiated rate quoted by Agency for Page 5										
	(ii) The rate determined based on the higher discount offered either of Page 5 or Page 7 on the card rate of Page 5.										
5	Further, as Agency is unable to provide space on Page 5, then advertisement shall be published on Page 7 and a penalty of 2% on negotiated rates of page 7 shall be levied and deducted from page 7 negotiated rates as arrived at point No.5 of this note above.										
6	In case IndianOil is able to arrange publication on Page 5, the differential in rate, if any, shall be borne by the Agency.										
7	Expected activity period - _____ (to be advised later) Dates of release will be decided by IndianOil										
8	IndianOil reserves the right to reduce the scope of work at its sole discretion										
9	No advertisement would be put in any supplements/other pull-outs										
10	The dates of publication would be decided by IndianOil										
11	Wherever Colour pages are not published, b/w rates should be quoted										
12	Payment shall be made as per actual work done, against the bills with supporting documents/bills from the media										
13	No advertisement should be published in any of the international edition of any newspaper mentioned above.										
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard											
(Signature of the Authorised Signatory with date and seal of the agency)											

III Media Plan for Issue Related Advertisements						Annexure - 3	
To be published in B/W - No Specific page, good position desirable)							
(Types of the ads)							
i. Announcement ad							
ii. Price Band ad							
iii. Thank you Investors							
iv. Price Discovery ad							
v. Basis of allotment ad							
Sl. No.	Name of Publication	Size (b/w / colour)	No. of ads	SIZE cc/sqc	Card Rate cc/sqc	Offer/ Neg Rate.cc/sqc	Offer /Neg Total Amt.
			a	b	c	d	e= (axbxd)
i. Announcement ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
ii. Price Band ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
iii. Thank you Investors							
1	IE,FE,Loksatta - All editions	B/W	1	400 sq.cm			
2	Financial Chronicle- All editions	B/W	1	400 sq.cm			
3	Business Standard-All editions	B/W	1	400 sq.cm			
4	HT, HH, Mint All editions	B/W	1	400 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	400 sq.cm			
iv. Price Discovery ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	600 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	600 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	600 sq.cm			
4	HT, HH, Mint All editions	B/W	1	600 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	600 sq.cm			
v. Basis of allotment ad							
1	TOI, ET (E+H+G),NBT, MT - All Editions	B/W	1	700 sq.cm			
2	IE,FE,Loksatta - All editions	B/W	1	700 sq.cm			
3	Divya Bhaskar, Business Bhaskar -All editions	B/W	1	700 sq.cm			
4	HT, HH, Mint All editions	B/W	1	700 sq.cm			
5	Business Standard (H+E), All editions	B/W	1	700 sq.cm			
		SUB-TOTAL					
		Taxes & levies					
		Total					
Notes :							
1	Date of release for the above ads will be decided by IndianOil						
2	Agency to make efforts to get good position for these ads						
3	If required, ads may have to be carried on weekends, at no extra cost to IndianOil						
4	IndianOil reserves the right to reduce the scope of work at its sole discretion						
5	No advertisement would be put in any supplements/other pull-outs						
6	Payment shall be made as per actual work done, against the bills with supporting documents/bills from the media						
7	No advertisement should be published in any of the international edition of any newspaper mentioned above.						
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard							
(Signature of the Authorised Signatory with date and seal of the agency)							

IV Electronic Media -TV							Annexure - 4-A	
Corporate Image Building Advertisement								
Sl. No.	Name of Channel	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	DD News	7 to 11PM	30	10	20			
2	Aaj Tak	7 to 11PM	30	10	20			
3	NDTV 24x7	7 to 11PM	30	10	20			
4	CNBC TV 18, CNBC Awaz	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
5	ET Now	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
6	Bloomberg UTV	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
7	Zee Business	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
8	NDTV Profit	10 AM to 3 PM & 8PM to 10.30PM	30	25	20			
9	ETV Marathi, ETV Gujarati	7 to 11PM	30	15	20			
10	CNN IBN	7 to 11PM	30	15	20			
SUB-TOTAL- 4A								
Taxes and levies								
Total-4A								

IV Electronic Media -TV							Annexure - 4-B	
Issue Related Advertisement							Page 2-TV	
Sl. No.	Name of Channel	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	DD News	7 to 11PM	20	10	5			
2	Aaj Tak	7 to 11PM	20	10	5			
3	NDTV 24x7	7 to 11PM	20	10	5			
2	CNBC TV 18, CNBC Awaz	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
3	ET Now	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
4	Bloomberg UTV	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
5	Zee Business	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
6	NDTV Profit	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
7	ETV Marathi, ETV Gujarati	7 to 11PM	20	10	5			
8	CNN IBN	7 to 11PM	20	10	5			
SUB-TOTAL- 4B								
Taxes and levies								
Total-4B								
Grand Total - 4A & 4 B								
Notes :								
1	Date of release and allocation of spots with in the time slots for telecast will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the TVCs to 10 seconds.							
3	If required, TVCs may have to be telecast on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each TV Channel as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	TVC will be in English and Hindi and shall be telecast as applicable							
6	Broadcast certificate from all TV Channels including channel telecast/broadcast logs clearly indicating the date and time of telecast should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to telecast the TVC as per time and duration specified by IndianOil and /or the TVC is telecast at a different time and /or duration, liquidated damages @2.5% per day for particular TV channel for all cities of telecast shall be levied on the agency.							
9	If the agency fails to telecast the TVC in one or more cities of telecast for each TV station as specified by IndianOil no payment for the particular TV station shall be made for the particular day. In addition,a penalty @1% of total value of work order pertaining to TV media for that day shall be levied for non-performance.							
10	Recording of all telecast to be provided for processing of bills.							
<p>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</p>								
<p>(Signature of the Authorised Signatory with date and seal of the agency)</p>								

							Annexure - 5A	
V Electronic Media - Radio								
Corporate Image Building Advertisement								
Sl. No.	Name of Radio Station	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	Radio Mirchi - 98.3: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Surat, Jaipur,Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	30	30	20			
2	Red FM - 93.5: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Jaipur,Hyderabad, Bangalore, Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	30	30	20			
3	Radio City - 91.1: Mumbai, Delhi, Ahmedabad, Surat, Jaipur, Baroda,Kolkata, Bangalore	7AM to 11 AM and 5PM to 11PM	30	30	20			
4	Big FM - 92.7: Mumbai, Ahmedabad,Baroda,Rajkot, Jaipur	7AM to 11 AM and 5PM to 11PM	30	20	20			
5	95 FM : Delhi	7AM to 11 AM and 5PM to 11PM	30	20	20			
6	AIR Rainbow - 102.6: Mumbai, Delhi, Baroda, Jaipur	10 AM to 3 PM & 8PM to 10.30PM	30	30	20			
7	AIR FM Gold - 106.40: Mumbai, Delhi, baroda, Jaipur	7AM to 11 AM and 5PM to 11PM	30	30	15			
SUB-TOTAL- 5A								
Taxes and levies								
Total-5A								

V Electronic Media - Radio							Annexure - 5B	
Issue related advertisements							Page 2-Radio	
Sl. No.	Name of Radio Station	Time Band	Duration (Seconds)	No of Spots per day	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-rata per sec rate	Offer /Neg Total Amt.
			a	b	c	d	e	
1	Radio Mirchi - 98.3: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Surat, Jaipur,Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	20	30	5			
2	Red FM - 93.5: Mumbai, Delhi, Ahmedabad, Baroda,Rajkot, Jaipur,Hyderabad, Bangalore, Chennai, Kolkata	7AM to 11 AM and 5PM to 11PM	20	25	5			
3	Radio City - 91.1: Mumbai, Delhi, Ahmedabad, Surat, Jaipur, Baroda,Kolkata, Bangalore	7AM to 11 AM and 5PM to 11PM	20	25	5			
4	Big FM - 92.7: Mumbai, Ahmedabad,Baroda,Rajkot, Jaipur	7AM to 11 AM and 5PM to 11PM	20	25	5			
5	95 FM : Delhi	7AM to 11 AM and 5PM to 11PM	20	20	5			
6	AIR Rainbow - 102.6: Mumbai, Delhi, Baroda, Jaipur	10 AM to 3 PM & 8PM to 10.30PM	20	25	5			
7	AIR FM Gold - 106.40: Mumbai, Delhi, baroda, Jaipur	7AM to 11 AM and 5PM to 11PM	20	25	5			
SUB-TOTAL- 5B								
Taxes and levies								
Total-5B								
Grand Total - 5A & 5B								
Notes :								
1	Date of release and allocation of spots with in the time slots for telecast will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the Jingles to 10 seconds.							
3	If required, jingles may have to be broadcast on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each Radio Station as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	Jingles will be in respective languages of the broadcasting station wherever applicable							
6	Broadcast certificate from all Radio Stations including radio station broadcast logs for all cities clearly indicating the date and time of telecast should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to air the radio jingles as per time and duration specified by IndianOil and /or the radio jingle is broadcast at a different time and /or duration, liquidated damages @2.5% /per day for particular radio station for all cities of broadcast shall be levied on the agency.							
9	If the agency fails to air the radio jingles in one or more cities of broadcast for each Radio Station as specified by IndianOil no payment for the particular Radio station shall be made for the particular day. In addition,a penalty @1% of total value of work order pertaining to Radio media for that day shall be levied for non-performance.							
10	Recording of all broadcast to be provided for processing of bills.							
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard								
(Signature of the Authorised Signatory with date and seal of the agency)								

VI Media Plan -Web Advertising			Annexure -6		
SI No	Name of the Website	Nature of Ad	Card Rate	Offer/Neg. Rate	Total Amount
1	Moneycontrol.com	Banner/Interstatials			
2	Rediffmoney.com	Banner/Interstatials			
3	Indiainfoline.com	Banner/Interstatials			
4	Sharekhan.com	Banner/Interstatials			
5	Capitalmarket.com	Banner/Interstatials			
6	Equitymaster.com	Banner/Interstatials			
7	Timesofmoney.com	Banner/Interstatials			
8	Myiris.com	Banner/Interstatials			
			Taxes & Levies		
			Grand Total		
Notes :					
1	<i>The period of web advertising will be for 15 days- 10 days for Image build-up and 5 days for Issue related</i>				
2	<i>Please submit the legible copy of the card rates duly signed and stamped by the authorised representative of the advertising agency</i>				
3	<i>The banner/inerstatal will provide a clickable link to IndianOil Official website</i>				
4	<i>IndianOil reserves the right to reduce the scope of work at its sole discretion</i>				
5	<i>The agnecy will submit datewise screenshots of the banner displayed and log of hits per day/per website along with the bills</i>				
6	<i>Payment shall be made as per actual work done</i>				
Certified that I/we have read, perused, understod and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard					
(Signature of the Authorised Signatory with date and seal of the agency)					

VII Electronic Media - Multiplexes							Annexure - 7	
Corporate Image Building Advertisement								
Sl. No.	Name of the City	No of Screens	Duration (Seconds)	No of Spots per day/per screen	No of Days	Card Rate Per 10 Sec.	Offer/Neg. rate per 10 sec. and thereafter pro-	Offer /Neg Total Amt.
1	Mumbai	30	30	5	15			
2	Delhi/NCR	30	30	4	15			
3	Ahmedabad	20	30	5	15			
4	Surat	10	30	5	15			
5	Rajkot	10	30	5	15			
6	Baroda	10	30	5	15			
7	Chennai	15	30	4	15			
8	Kolkata	10	30	4	15			
SUB-TOTAL- 7								
Taxes and levies								
Total- 7								
Notes :								
1	Date of release and allocation of screens with the time slots will be decided by IndianOil							
2	IndianOil reserves the right to reduce the scope of work at its sole discretion and will have the right to split the Commercial to 10/20 seconds.							
3	If desired by IndianOil, Commercials may have to be shown on weekends, at no extra cost to IndianOil							
4	Please enclose legible copy of the latest Rate Card of each multiplexes as mentioned above duly signed by the bidders' authorised signatory with seal of the advertising agency							
5	Film/Commercial will be in English and Hindi and shall be shown as applicable							
6	Screening certificate from all Multiplexes including logs clearly indicating the date and time of screening should be enclosed along with the bills/ invoice failing which payment shall not be processed and/or done.							
7	Payment shall be made as per actual work done on prorata basis							
8	If the agency fails to screen the Film as per time and duration specified by IndianOil and /or it is screened at a different time and /or duration, liquidated damages @2.5% fper day for particular multiplex shall be levied on the agency.							
9	Recording of all screening to be provided for processing of bills.							
<p>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</p>								
				(Signature of the Authorised Signatory with date and seal of the agency)				

VIII Outdoor - Hoardings etc. (Rental for 15 days - 10 days image build-up and 5 days issue related)				Annexure - 8	
Sr No	City	Description of Location	Size (approximately)	Days Total	Offer /Neg Total Amt.
1	Mumbai -10 Hoardings	Near Patel Bridge.-Marine Drive-catering to morning traffic. From Pedder Road towards Nariman Point	40x20 ft	15	
		Out side Mumbai Airport- Facing outgoing Traffic	40x20 ft	15	
		Near IndianOil Office at Bandra (E)	40x20 ft	15	
		Chembur RFC Junction	40x20 ft	15	
		Mahim Causeway- Bandra reclamation Junction-morning traffic	40x20 ft	15	
		Worli- Opp old passport office-morning traffic	40x20 ft	15	
		Dadar TT Flyover	40x20 ft	15	
		Andheri Flyover lower level - morning traffic	40x20 ft	15	
		Western Express Highway - Jog Flyover Near Pump House	40x20 ft	15	
		JPVD Kaifee Azmi Garden	40x20 ft	15	
2	Ahmedabad-6 Hoardings	Shahibaug	40x20 ft	15	
		Near Railway Station	30x20 ft	15	
		Gandhi Bridge	40x20 ft	15	
		Stadium Circle	20x10 ft	15	
		Drive in Road, Topiwala Circle	20x10 ft	15	
		ISKCON Circle,SG Road	20x10 ft	15	
3	Rajkot - Hoardings	4 Mochi Bazar 4 Road	20x10 ft	15	
		Jubilee garden 4 Road	20x10 ft	15	
		Gondal Road	20x10 ft	15	
		Dhebher Road	20x10 ft	15	
4	Baroda - Hoardings	4 Alka Puri	20x10 ft	15	
		Near Refinery	20x10 ft	15	
		Kareli Bagh	20x10 ft	15	
		RC Dutt Road	20x10 ft	15	
5	Surat - Hoardings	3 Ring Road Flyover	20x10 ft	15	
		Varacha Road	20x10 ft	15	
		Athawalines Road	20x10 ft	15	

6	Delhi NCR - 9 hoardings and 12 Bus Shelters	DND Fly way -Towards NOIDA	20x10 ft	15	
		DND Fly way- Towards Delhi	20x10 ft	15	
		Near Delhi Stock Exchange	20x10 ft	15	
		Outside Delhi Airport facing Departing Traffic	40x20 ft	15	
		Near Asiad Village	20x10 ft	15	
		Punjabi Bagh	20x10 ft	15	
		NOIDA Near GIP	40x20 ft	15	
		Gurgaon Near Ambience Mall	40x20 ft	15	
		Faridabad	20x10 ft	15	
			Bus Shelters on Ring Road 10 Nos and 2 On BRT Preferably in South Delhi	As per shelter size	15
7	Kolkata - Hoardings	2 Out side Airport Facing Departing Traffic	40x20 ft	15	
		EM Bye pass	40x20 ft	15	
8	Airports	Delhi - Domestic Departure	100 sq ft	15	
		Mumbai - Domestic Departure	100 sq ft	15	
		Mumbai - Domestic Arrival	100 sq ft	15	
			Total Taxes & Levies Grand Total		
Notes					
1	<i>The hoardings/Unipole should be illuminated</i>				
2	<i>Cost of Hoarding should include rental, design, printing and mounting/installation & dismantling charges for Corporate and issue related signage</i>				
3	<i>Payment shall be made as per actual work done on pro-rata basis</i>				
4	<i>All bills to be submitted with photographs(with dates) of the hoardings. Agency will also submit the photograph of the erected hoarding with in 48 hours for our records, failing which, the bills will not be processed for payment.</i>				
5	<i>In case of non-availability of the space and /or non erection of the hoarding by the agency, IndianOil should be immediately informed in writing two days prior to the date of erection failing which a penalty of @2.5% of the hoarding value will be levied</i>				
6	<i>In case of non changing of the of the signage from corporate to Issue related and vice versa on the hoarding by the agency as scheduled by IndianOil a penalty of @1% of the total value of Hoardings shall be levied for non-performance</i>				
Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard					
(Signature of the Authorised Signatory with date and seal of the agency)					

IX		Road Shows		Annexure -9	
SI No	City/State/Venue	Event	Approx. Expected Guests	Unit Rate per person (including tax)	Total Amount
	New Delhi				
1	The Taj Man Singh Delhi	Press Conference Brokers Conference			
	Maharashtra				
2	The Trident - Mumbai	Press Conference Brokers Conference Analysts Conference			
	Gujarat				
3	Le Miridian - Ahmedabad	Press Conference Brokers Conference			
4	Taj Gateway - Surat	Brokers Conference			
5	Imperial Palace – Rajkot	Brokers Conference			
6	Welcome - Vadodara	Brokers Conference			
	Tamil Nadu				
7	The Taj Coromandel - Chennai	Press Conference Brokers Conference			
	Rajasthan				
8	Clarks Amer, Jaipur	Press Conference Brokers Conference			
	Andhra Pradesh				
9	The Taj Krishna - Hyderabad	Press Conference Brokers Conference			
	Karnataka				
10	Taj Westend Bengaluru	Press Conference Brokers Conference			
	West Bengal				
11	ITC Sonar	Press Conference Brokers Conference			
Grand Total					
<p><i>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</i></p>					
		<p><i>(Signature of the Authorised Signatory with date and seal of the agency)</i></p>			

X COLLATERALS

Print and Supply (on-site) the following collaterals as per the specification and quantity mentioned below for Collaterals for Conferences and item wise Price thereof.

SI No	Description	Specifications	Total Amount
1	Invitation Cards with envelopes for Road Shows at different locations. The card should be printed location wise as per numbers expected.	Size: 5" x 7" Colour: (4+0) Paper: 300 GSM Sinar Mass Card glossy All cards should be with Envelope : Size 5.25"x7.25"- 130 GSM Imported Art paper 4+0 colour Die cutting QTY-4000	
2	Press Release Proforma with Docket (220 GSM) with IndianOil Logo & Message	Size: 8.75" x 11.75" Colour: (4+0) Paper for Press Release Proforma: 120 GSM Sunshine Quantity -1000	
3	Branded Writing Pads with IndianOil Logo	Size: 8" x 5" No. of Sheets: 50+Cover Colour: Cover in 4 Colour ; Inside in 1 Colour Paper: 220 gsm for cover and 80 GSM for inside Super printing Fabrication: Perfect Binding Quantity -1000	
4	Branded Pens with IndianOil Name and/or Logo	Brand: Luxor Pilot/ Add Gel Pen with IndianOil name/Logo printed Quantity -1000	
5	Mementos with IndianOil name/Logo printed	As per direction of IndianOil costing about Rs.800/- per piece (approx) Proof of MRP to be submitted. All unused mementos shall be returned to IndianOil in new, unused and unbroken condition Quantity -1000	
6	TV Spots of 30 Seconds Duration (Corporate Advt.) and 20 Seconds Duration (Issue Related)	The production cost including script, voice over, recording, animation, shooting (including outdoor), music and adaptation in various language. Some stock shots are available with IndianOil Initially at least 3 different themes/ approaches /scratch to be submitted for each of the categories to IndianOil and to be finalised after approval At least 3 copies of each in DG Beta format to be submitted to IndianOil apart from the electronic media Price -30 second spot-Corporate Price - 20 Second Spot-Issue related Total	

			Annexure- 10
X	COLLATERALS		
7	Radio Jingle of 30 Seconds (Corporate) and 20 Seconds(Issue Related) duration	<p>The production cost of a Radio Jingle of 30 Seconds (Corporate) and 20 Seconds (Issue Related) in the required format (two Each)</p> <p>The production cost including script, voice over,recording,music and adaptation in various language.</p> <p>Initially at least 3 different themes/approches/scratch for each of the categories to be submitted to IndianOil and to be finalised after approval</p> <p>At least 3 copies of each in of the Jindles to be submitted to IndianOil apart from the Radio media</p> <p style="text-align: right;">Price -30 second spot-Corporate Price - 20 Second Spot-Issue related Total</p>	
8	Printing of Brochures	<p>Size- 8 1/4"x 11 3/4"</p> <p>No of Pages- 8 Self Cover</p> <p>Colour 4+4</p> <p>Paper 170 GSM Sinarmas Art paper</p> <p>Quantity 2000</p>	
9	Corporate Film for Road Shows - DG Beta Format	<p>The production cost including script, voice over,recording,animation,shooting (including outdoor),music and adaptation in various language. Some stock shots are available with IndianOil</p> <p>Initially at least 3 different themes/ approches /scratch to be submitted for each of the categories to IndianOil and to be finalised after approval</p> <p>At least 3 copies of each in DG Beta format to be submitted to IndianOil, besides the Master</p>	
10	Signages for the Road Shows	<p>Backdrop Complete in all respect for Road Shows- Size 120 Sq. ft Approx</p> <p>Banners 2 eah at each Road shows -Sixe 6 ftx 3 ft</p> <p>Standees 2 each at each Road shows</p>	
		Grand Total for Items 1 to 10	
Notes :			
1	<i>The agency will be responsible to make the designs/concept/theme etc and deliver the product as specified by IndianOil</i>		
2	<i>IndianOil reserves the right to reject any or all jobs if not meeting the quality specifications</i>		
3	<i>Agency should strictly adgere to the timelines as specified by IndianOil</i>		
4	<i>IndianOil reserves the right to reduce the scope of work at its sole discretion</i>		
6	<i>Payment shall be made as per actual work done</i>		
7	<i>Agencies are required to give cost of +/- 500 for item no 1 and +/- 100 for item nos2,3,&4 seperately</i>		
<p><i>Certified that I/we have read, perused, understood and strictly comply with the aforementioned terms and conditions and specification of the tender document and there are no deviations of any sort and/or manner of any sort from my/our behalf in this matter and/or regard</i></p>			
<p><i>(Signature of the Authorised Signatory with date and seal of the agency)</i></p>			

			Annexure -11
XI	Summary of Costs		
Sl. No.	Annexure No(s)	Description	Total of Annexure
1	1A & 1B	Corporate Image Build up advertisements-Print Media	
2	2	Mandatory Advertisements- Print Media	
3	3	Issue Related Advertisements - Print Media	
4	4A &4B	Electronic Media- TV (Corporate Image Building & Issue Related advertisements)	
5	5A & 5B	Electronic Media- Radio (Corporate Image Building & Issue Related advertisements)	
6	6	Web Advertising	
7	7	Electronic Media- Multiplexes (Corporate Image Building advertisements)	
8	8	Outdoor - Hoardings etc.	
9	9	Road Shows	
10	10	Collaterals	
Grand total			