

NATIONAL HIGHWAYS AUTHORITY OF INDIA

(Ministry of Road Transport & Highways)

Regional Office, NHAI, Vijayawada



**RFP Document for
Empanelment of Advertising Agencies
at
Regional Office, NHAI, Vijayawada
(2026)
(Total 21 Pages)**

Address:

National Highways Authority of India
Regional Office-Andhra Pradesh Region
Dr. No.41-29-45A, RSNo.373/2A, kodandaramalayam,
Chalasani Nagar, Ranigari Thota, Krishna Lanka,
Vijayawada-520 013, A.P.
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INDEX

Clause No.	Title	Page No.
	Section-I	
1-6	Letter of Invitation, Schedule of RFP, Address for Communication	3
	Section-II	
1.	Introduction	4
2.	Scope of Work	4
3.	Qualifying criteria for empanelment	4-5
4.	Submission of Proposals	5-7
5.	Opening of Proposals for empanelment	7
6.	Evaluation of Proposals	7
7.	Duration of Empanelment	7
8.	Method of job allocation	7-8
9.	Period Review	8
10.	Summary Rejection of Proposal	8
11.	Cancellation of Proposals	8
12.	Influencing the Evaluation of Proposals & Empanelment	8
13.	Dispute Resolution/Arbitration	9
	Annexure-I : Evaluation Criteria	10-11
	Form-I	12
	Appendix “A” to FORM-I	13
	Appendix “B” to FORM-I	14-15
	Form-II	16-19
	Appendix “A” to FORM-II	20
	Form-III Creative Assignment	21

SECTION - I
LETTER FOR INVITATION

EMPANELMENT OF ADVERTISING AGENCIES FOR REGIONAL OFFICE, NHAI, VIJAYAWADA

1. Regional Office, NHAI, Vijayawada invites Proposals through e-tendering mode for empanelment of professionally managed advertising agencies with good track record for various jobs at its Office and Project Implementation Units (PIUs) under its jurisdiction in the state of Andhra Pradesh.

2. The complete document containing details of Eligibility Criteria, Scope of Work and other terms & conditions can be downloaded from NHAI website <https://nhai.gov.in> or <https://etenders.gov.in>

3. Schedule of the RFP

(i)	RFP document uploaded on the NHAI website / e-tender portal	17-06-2026
(ii)	Last date / time of downloading the RFP document	28-07-2026 (upto 1200 Hrs)
(iii)	Last date / time for submission of e-bids (i.e. Bid due date)	28-07-2026 (upto 1200 Hrs)
(iv)	Online opening of e-bids	29-07-2026 (1600 Hrs)
(v)	Period of Engagement	02 years

4. Amendments / Corrigendum, if any, would be hosted on NHAI website and <https://etenders.gov.in> only.

5. NHAI reserves the right to reject any / all proposals without assigning any reason and to take any measures as it may deem fit, including annulment of the empanelment process at any time without any liability or obligation for such rejection or annulment.

6. Address for communication:

Regional Officer,
National Highways Authority of India
Regional Office-Andhra Pradesh Region
Dr. No.41-29-45A, RSNo.373/2A, kodandaramalayam,
Chalasani Nagar, Ranigari Thota, Krishna Lanka,
Vijayawada-520 013, A.P.
Email :rovijayawada@nhai.org, nhairovja@gmail.com

NATIONAL HIGHWAYS AUTHORITY OF INDIA
(Regional office Vijayawada)

SECTION-II

EMPANELMENT OF ADVERTISING AGENCIES FOR REGIONAL OFFICE-VIJAYAWADA

1. INTRODUCTION

1.1 The National Highways Authority of India (NHAI) was established under an act of parliament, the NHAI Act, 1988. It was formally operationalised in February, 1995 as an autonomous body with the responsibility of development, maintenance & operation of the National Highways, entrusted to it by the Govt. of India (Ministry of Road, Transport & Highways). Initially NHAI was entrusted with the task of implementing an ambitious highway development project - National highways Development Project (briefly known as NHDP) covering over 54,000 km of national highways. In 2017, Govt. of India announced biggest ever Highway Development Program, since Independence, name Bharatmala Pariyojana to improve the efficiency of freight and passenger movement in the country.

1.2 National Highways Authority of India has 24-25 Regional Offices in various state capitals, including one in Vijayawada, for implementation of its projects in the state of Andhra Pradesh. Regional Office, NHAI, Vijayawada intends to empanel professionally managed advertising agencies with good track record for its various jobs at its Regional Office and Project Implementation Units (PIUs) under its jurisdiction located in the state of Andhra Pradesh. NHAI may utilize the services of the empanelled agencies in other offices also, if required.

2. SCOPE OF WORK

The brief scope of work of the empanelled agencies includes the following. Any other work related to corporate publicity, media campaign, printing etc. will also form part of the scope as decided from time to time.

- (a) Publication of all forms of advertisements including Notice Inviting Tender (NIT), Public Notices, Display Advertisements, Land Acquisition (LA) Notifications and recruitment related advertisements etc.
- (b) Institutional campaigns / advertisements of NHAI and Ministry of Road Transport & Highways.
- (c) Designing, Printing and Production of Folders, Brochures, Pamphlets, Posters, House Journal, other printing jobs as may be required from time to time.
- (d) Organizing exhibitions, setting up stalls/pavilions.
- (e) Production of Corporate films/Documentaries/Spots, Radio Jingles etc.
- (f) Such other jobs for Ministry of Road Transport & Highways and other organizations with which NHAI may be associated.

3. QUALIFYING CRITERIA FOR EMPANELMENT

The minimum qualifying requirements are stipulated below. An Agency not meeting any one of the following criteria would be summarily rejected and would not be considered for further evaluation:

- (a) The agency should have minimum average annual turnover of Rs. 05.00 (Five) Crores from business related to Media/Advertising/Publicity for last three consecutive years i.e. 2022-23, 2023-24 and 2024-25.
- (b) The agency should have full INS Accreditation for last three consecutive years and it should be valid as on last date of submission of the proposal.
- (c) The agency should have full pledged office in Vijayawada for last 05 years.
- (d) The agency should have at least 05 full time staff in their Vijayawada Office.
- (e) Agency should have valid registration number under GST in Andhra Pradesh State & also Permanent Account Number (PAN) under Income Tax Rule. GST Registration in other state shall not be considered.
- (f) The agency should not have been blacklisted by any Central /State Govt. /PSU /Autonomous body of the Govt in last 05 years from the last date of submission of proposal.
- (g) The agency should have executed each of the following assignments in last 05 years from the date of last date of submission of proposal.
 - (i) Designing & Publishing of Display Advertisements.
 - (ii) Designing & Printing of Corporate Brochure or house Journal or Calendar or Diary or Annual Report etc.
 - (iii) Designing, Fabrication, maintaining of exhibitions stalls/ Pavilion.
 - (iv) Production of Corporate/documentary film/shots/ radio jingles (Telecast of films/audio/radio jingles etc. will not be considered).

Note: In case of the discovery at any stage about false / misleading / suppressed information and submission of fake/tampered documents in support of the above or suppression of facts, the proposal shall be rejected and empanelment, if already done with NHAI, shall be cancelled after giving opportunity of representation. In such a case, NHAI reserves the right to blacklist such agency for a period upto TWO YEARS.

4. SUBMISSION OF PROPOSAL

- (a) The proposals shall be submitted through e-tendering portal only.
- (b) It is mandatory for all the agencies to have Class-III digital signature certificate (with both signing and Encryption certificate) (in the name of person who will sign the bid) from any of the licensed certifying agency ("CA") [List of licensed CAs can be seen from the link www.cca.gov.in] to participate in e-tendering of NHAI. The authorized signatory holding Power of Attorney shall only be the Digital signatory. In case the digital signatory is different from the person granting Power of Attorney (POA) or the person holding POA, the proposal shall be considered non-responsive.
- (c) To participate in the submission of the proposal for empanelment as advertising agency with RO, Vijayawada, it is mandatory for the agencies to get them registered with e-tendering portal <https://etenders.gov.in> to have user ID and password. If the agency has already registered with the e-tendering portal and validity of registration has not expired, then such agency does not require fresh registration.

(d) RFP document can be viewed / downloaded till 28.07.2026 up to 1200 hours. The amendments / clarifications to the document, if any, shall be posted on the NHAI website and e-procurement portal only.

(e) Proposals may be submitted online following the instructions appearing on the screen.

(f) Proposal should be uploaded on <https://etenders.gov.in> in pdf format in various folders as per the following Maximum size of documents uploaded should be within 35 mb).

Sl. No.	Name of the folder	Content to be uploaded
(i)	Folder-1	Form-I along with Appendix 'A' and 'B'
(ii)	Folder-2	Form-II, duly filled in. No supporting documents to be uploaded in this folder.
(iii)	Folder-3	CA certificate in support of average annual turnover as per Appendix 'A' to Form II.
(iv)	Folder-4	Proof of having office in Vijayawada city for last 5 years.
(v)	Folder-5	Proof of having additional office in the State of Andhra Pradesh, other than Vijayawada office
(vi)	Folder-6	Copy of PAN and GST registration
(vii)	Folder-7	Supporting documents towards empanelment with other reputed clients as per para 7 of Form-II
(viii)	Folder-8	Work orders for designing and publishing of display advertisement as per para 8(a) of Form-II
(ix)	Folder-9	Work orders for printing jobs as per para 8(b) of Form-II
(x)	Folder-10	Work orders for exhibition works as per para 8(c) of Form-II
(xi)	Folder-11	Work orders for production of films / radio spots as per para 8(d) of Form-II
(xii)	Folder-12	Supporting documents toward awards won as per para 9 of Form-II
(xiii)	Folder-13	Form-III : Creative Assignment

(g) The agency shall upload scanned copies of the documents as specified in para 5(f) above on the <https://etenders.gov.in> before due date and time. It is mandatory to upload the proposal on e-tender portal as per para 5(f) above and no other physical document shall be accepted. The scanned copies uploaded on the portal should be clear and legible. NHAI shall consider only legible documents and is not bound to seek clarification from the agency for non-legible documents.

(h) It may be noted that the scanned copies can be prepared in file format i.e. PDF and/or ZIP only. The Applicants can upload a single file of size of 10 MB only but can upload multiple files.

(i) Documents should, strictly, be uploaded in the relevant folders as indicated at para 4(f) above. At the time of evaluation, documents uploaded in the relevant folder shall only be scrutinized. No claim shall be entertained if the documents are placed in the wrong folder.

(j) Agencies may be asked to submit the following original documents, which have been uploaded on e-tender portal, at a later stage. The agency failing to submit the original required documents shall be unconditionally debarred from bidding in NHAI for a period of five years.

- (i) Original of CA certificate in support of average annual turnover, as uploaded on e-tender portal.
- (ii) Power of attorney for signing of proposals as uploaded on the e-tender portal.

(k) NHAI reserves the right to seek any or all originals of the documents uploaded as part of the proposal for empanelment, for verification.

(l) The agencies shall upload their proposal for empanelment on <https://etenders.gov.in> well before time, as per their convenience. NHAI shall not be responsible and/or liable for any technical errors/ glitches in e-tender portal, unless such technical error/glitches are reported beforehand providing reasonable time to NHAI for considering further course of action, before the expiration of the specified deadline. Failing such requirement, NHAI shall not entertain any request for extension of date for submission of proposals.

5. OPENING OF PROPOSALS FOR EMPANELMENT

5.1 Opening of proposals shall be done by a Committee of NHAI officers at 1600 hrs on 29.07.2026 in NHAI, RO, Vijayawada office, in presence of the representatives of the agencies who wish to attend.

5.2 During opening of e-proposals (proposals uploaded on e-tender portal), NHAI shall verify the name of the digital signatory with the authorized signatory holding power of attorney. In case the digital signatory is different from the person granting Power of Attorney (POS) or the person holding POA, the proposal shall be considered non-responsive.

6. EVALUATION OF PROPOSALS

6.0 The proposals will be evaluated by a Committee of officers constituted for this purpose in two phases. Agencies will be selected based on marks secured on evaluation of proposals.

6.1 **Stage - I :** All the proposals will be scrutinized to assess their eligibility based on the minimum qualifying criteria as per para 3 of Section-II of this RFP. The proposals not meeting the qualifying requirement will be summarily rejected and not considered for further evaluation.

6.2 **State - II :** All the eligible proposals meeting the qualifying requirement will be evaluated based on the corporate strength, Media experience and Creative competence as per the points indicated in Annexure I (Evaluation Criteria).

6.3 On the basis of combined marks obtained out of 100, the ranking will be done. A decision will be then taken for empanelment of top ranking agencies depending on overall evaluation & suitability.

7. DURATION OF EMPANELMENT

The empanelment will normally be for a period of two (02) years. As per requirement of Authority, the Empanelment may be extended by another one year based on performance and service of the agencies. However, NHAI reserves the right to terminate the empanelment of any agency at any time or to go into fresh empanelment before two years, depending upon circumstances. The empanelment does not, in any way, guarantee any minimum business and allocation of work to the agency.

8. METHOD OF JOB ALLOCATIONS

8.1 The empanelled agencies will be required to service NHAI for creatives and releases. In the event of specific launch of a media campaign, NHAI reserves the right to contact any / all empanelled agencies to develop / submit creatives. NHAI reserves the right to distribute the selected creatives so developed either to DAVP or amongst one or more agencies for further release of the same to the media. Any avoidance/denial will be treated as serious failure based on which termination of empanelment may be carried out.

8.2 All advertisements shall be released on DAVP/BOC rates. Charges for jobs other than press advertisement like printing, exhibitions, hoardings, video-films, preparing commercials/TV spots/Radio jingles, etc. will be decided on competitive bidding basis/DAVP rates.

8.3 Bill for advertising releases should invariably be supported by copies of the bills from newspapers / magazines rate cards, original tear sheets and other relevant bills in duplicate. Payment will be made in each case after verifying these documents.

8.4 The agencies will not be paid for translation of material in English to Hindi or to any other Indian Languages, if required. **In case of publication of corrigendum due to wrong translation/missing/wrong text by the agency, the cost of re-publication will be borne by the advertising agency itself.**

8.5 For all advertisements including tender notices in newspapers, No charges will be paid for design and supply of art pulls/photocopies.

8.6 The agency will not be paid for creative and design in case the Advertisement Campaign is launched through them. However, in case the advertisement Campaign is launched through DAVP, the agency will be paid lump sum amount for the selected creative advertisement designs depending upon creativity of the job executed. In all the cases, the Copyright of creative will be with NHAI.

8.7 Empaneled agencies would be expected to respond to NHAI and attend all meetings / briefings called for by NHAI and will have to deliver the job allotted within the stipulated time frame. All empanelled agencies are expected to participate in competitive bidding when asked to do so by NHAI. The NHAI reserves the right to terminate the empanelment in case of non-compliance of this clause.

8.8 NHAI reserves the right to give work to non-empanelled agency, if the situation so demands.

9. PERIODIC REVIEW

9.1 The performance of the empanelled agencies will be subject to continuous review. Agencies showing poor performance and service will be warned and serious action, including termination may follow. At any stage, the decision of NHAI will not be open to question and will be treated as final. NHAI reserves the right to terminate the services of any agency at any time without assigning reason whatsoever.

10. SUMMARY REJECTION OF PROPOSAL

10.1 Incomplete proposals, conditional proposals will be liable to summary rejection.

11. CANCELLATION OF PROPOSALS

11.1 NHAI reserves the right to cancel any or all proposals at any stage without assigning any reasons.

12. INFLUENCING THE EVALUATION OF PROPOSALS & EMPANELMENT

12.1 No applicant shall attempt to influence the NHAI on any matter relating to the proposal for empanelment. Any attempt to influence the NHAI in the evaluation of proposals and empanelment of agencies shall result in summary rejection of the proposal(s) of such agencies(s).

13. DISPUTE RESOLUTION/ ARBITRATION

13.1 Any question, dispute or differences arising out of in connection with the empanelment proposal or breach, termination or validity thereof, shall be first endeavored to be settled through discussions or negotiations between the parties. If the dispute cannot be amicably settled by either party, the same shall be finally settled by Arbitration conducted in Vijayawada in accordance with the Arbitration and Conciliation Act, 1996, as amended from time to time. All such disputes and differences which may arise between the parties hereto as to the meaning, empanelment or effect of any of the terms and provisions of this document or as to the right or claim of either party under this document shall be referred to the sole conciliator to be nominated by the consent of parties. Any other /Directions/Awards of the sole conciliator shall be final and binding on both the parties. The conciliation proceedings shall take place in NHAI HQ / Vijayawada . The fee to the conciliator shall be equally borne by the parties. The Award of the Conciliator shall be final and binding on the parties.

EVALUATION CRITERIA

The agencies would be assessed on the basis of pre-qualification criteria as specified in para 3 of section-II of RFP. However, agencies having higher qualifications than minimum qualifying criteria would be assigned more marks as per the following evaluation criteria.

A. Corporate Strength - Maximum Marks 30

1. Annual Turnover (Annual Turnover for the year 2022-23, 2023-24 and 2024-25 will only be considered.)
2. No. of employees in Vijayawada Office
3. Additional branch office in Andhra Pradesh State other than Vijayawada Office, if any.

B. Media Experience - Maximum Marks 40

1. List of reputed clients presently servicing (Govt./PSU)
2. Display Advertisements handled
3. Designing & printing of Corporate Brochure/ House Journal / Annual Report / Calendar / Dairy etc.
4. National / International Exhibitions organized
5. Production of Documentaries / Corporate Films/ Spots/ Radio Jingles
6. Award(s) received in last 5 years (Appreciation letter will not be considered as award).

C. Creative Competence - Max marks 30 (15 for each assignment)

Creative assignment would be judged on the basis of design/layout, innovation and overall impact.

Detailed Evaluation Criteria**(a) Corporate Strength : Max 30 marks**

1	Average Annual Turnover	Max. Marks -10
(a)	Rs.5 crore - Rs.6 crore	05 Marks
(b)	Above Rs.6 crore - upto Rs.7 crore	06 Marks
(c)	Above Rs.7 crore - upto Rs.8 crore	07 Marks
(d)	Above Rs.8 crore - upto Rs.9 crore	08 Marks
(e)	Above Rs.9 crore - upto Rs.10 crore	09 Marks
(f)	More than Rs.10 crore	10 Marks
2	Number of employees in Vijayawada	Max. Marks -10
(a)	For 5 Nos.	04 Marks
(b)	6 -7 Nos.	05 Marks
(c)	8 - 9 Nos.	06 Marks
(d)	10 - 11 Nos.	07 Marks
(e)	12 - 13 Nos.	08 Marks
(f)	14 Nos. or more	10 Marks

3	Additional office in Andhra Pradesh State, other than Vijayawada Office	Max. Marks -10
(a)	1 additional office	05 marks
(b)	2 or more additional offices	10 marks

(b) Media Experience : Max 40 marks

1	List of reputed clients (Govt. / PSU / Autonomous Body)	Max. Marks -10
(a)	1-2 Clients	01 Mark
(b)	3-4 Clients	02 Marks
(c)	5-6 Clients	03 Marks
(d)	7-8 Clients	04 Marks
(e)	9-10 Clients	05 Marks
(f)	11-12 Clients	06 Marks
(g)	13-14 Clients	07 Marks
(h)	15-16 Clients	08 Marks
(i)	17-18 clients	09 Marks
(j)	19 Clients & above	10 Marks
2	Display Advertisements	Max. Marks -05
	01 Mark for each job	
3	Designing & printing of Corporate Brochure / House Journals etc.	Max. Marks -05
	01 Mark for each job	
4	National / International Exhibition	Max. Marks -05
	01 Mark for each job	
5	Production of Corporate Film / Documentary Film / Spots / Radio Jingles	Max. Marks -05
	01 Mark for each job	
6	Awards received in last five years	Max. Marks -10
	01 Award	05 Marks
	02 or more Awards	10 Marks

(c) Creative Competence : Max 30 marks (15 for each assignment)

- | | | | |
|-------|---|---|--------------|
| (i) | Design / Layout | : | Max. 5 marks |
| (ii) | Innovation | : | Max. 5 marks |
| (iii) | Overall impact | : | Max. 5 marks |
| (iv) | Not adhering to guidelines on use of photographs of political leaders | : | (-)5 marks |

(**The agency is expected to be well aware of the govt. guidelines for use of photographs of political leaders in the advertisement creative. Not adhering to the prevalent guidelines shall attract negative marks)

PROPOSAL FOR EMPANELMENT WITH RO, NHAI, Vijayawada

To

The Regional Officer
Regional Office-Andhra Pradesh Region
Dr. No.41-29-45A, RSN0.373/2A, Kodandaramalayam,
Chalasani Nagar, Ranigari Thota, Krishna Lanka,
Vijayawada-520 013, A.P.
Ph.No.0866-2483910
Email :rovijayawada@nhai.org, nhairovja@gmail.com

Subject: Empanelment of Advertising Agencies with RO, NHAI, Vijayawada

Sir,

I/we _____ Agency enclose our proposal for selection of my/our agency for Empanelment with RO, NHAI, Vijayawada.

2. I, _____ son / wife of Shri _____, am the Proprietor / Director / Partner / Authorized Signatory of M/s. _____ and do hereby affirm and declare as under :

(a) That I am the Sole Proprietor / Director / Partner / Authorized Signatory of M/s. _____

(b) That, I state & declare that the above agency M/s. _____ is not debarred and/or blacklisted by NHAI on the date of submission of the proposal.

(c) That, I state & declare that the above agency M/s. _____ have not been blacklisted and/or debarred by any Central / State Govt. / PSU / autonomous body of the Govt. in last 05 years as on the date of submission of the proposal.

3. The above declarations are given in accordance with RFP conditions.

4. Appendix 'A' and 'B' to Form-I are also enclosed in the requisite format.

Yours Faithfully,

Signature:

Full Name: (In Capital Letters)

Designation:

Address:

Telephone No.

Mobile No.

E-mail address:

(To be signed by the Authorized
Signatory)

**PARTICULARS REQUIRED FOR EMPANELMENT OF ADVERTISING AGENCIES WITH RO,
NHAI, VIJAYAWADA**

(To be submitted on Letterhead of Advertising Agency)

1. Address of the Head Office of the Agency with Telephone No., Fax No., E-mail address.
2. Name of Managing Director, Directors and top management (Separate sheet may be enclosed with bio-data & other details)
3. Year of Establishment of the agency
4. Legal status of agencies (Proprietor/Partnership/Private Ltd./Public Ltd.)
5. Whether empanelled with NHAI. RO-Vijaywada now or were you at any time, in the past? If so, please mention details.
6. Have the agency ever been debarred /blacklisted from NHAI temporarily / permanently: Yes/No If yes, give details.
7. Have the agency been blacklisted/debarred by any Central /State Govt / PSU/ Autonomous body of the Govt in last 05 years: Yes/No If yes, give details.
8. Complete profile of the Agency.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature_____

Full Name_____

(In Capital letters)

Designation_____

Address_____

(Authorized Representative)

Note:

- 1 If needed, the agency can use separate sheets for explaining the above points.
- 2 NHAI reserves the right to verify the facts given by the agency, with any authority, if required.

FORMAT FOR POWER OF ATTORNEY FOR SIGNING OF PROPOSAL
(On a Stamp paper of Rs.100/-)

POWER OF ATTORNEY

Know all men by these presents, We, (name of the agency and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms. (Name), son/daughter/wife of and presently residing at, who is presently employed with us / the Lead Member of our Consortium and holding the position of, as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for empanelment as Advertising Agencies with NHAI, Regional Office, Vijayawada including but not limited to signing and submission of all applications, bids and other documents and writings, participate in bidders’ and other conferences and providing information / responses to the Authority, representing us in all matters before the Authority. Signing and execution of all contracts including the Contract Agreement and undertakings consequent to acceptance of our bid, and generally dealing with the Authority in all matters in connection with or relating to or arising out of our bid for the said Project and/or upon award thereof to us and/or till the entering into of the Contract Agreement with the Authority.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF2026.

For.....

(Signature, name, designation and address of
persons authorized by Board Resolution (in case of firms /
Company, partner in case of Partnership Firms)

Witnesses:

- 1.
- 2.

Notarised

Person identified by me / personally appeared before me /

signed before me / Attested / Authenticated*

(*Notary to specified as applicable)

(Signature, Name and Address of the Notary)

Seal of the Notary

Registration Number of the Notary

Date

Accepted

(Signature, name, designation and address of the Attorney)

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*
- *Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- *For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Bidders from countries that have signed and Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy, if it carries & conforming Apostille certificate.*

**QUALIFYING REQUIREMENTS FOR EMPANELMENT OF ADVERTISING AGENCIES WITH RO,
NHAI, VIJAYAWADA**

(To be submitted on Letterhead of Advertising Agency)

1. Minimum average annual turnover from business related to Media/Advertising/Publicity for last three consecutive years should be at least Rs. 05.00 (Five) Crores.

	Annual Turnover for the year	Rs. in crores
(a)	2022-23	
(b)	2023-24	
(c)	2024-25	
	Average Annual Turn Over	

- Upload a certificate from a Registered Chartered Accountant/Statutory Auditor, as per Appendix 'A' to Form II, in support of Turnover in folder 3 on e-tender portal.
- No other document/balance sheet etc. shall be considered.
- CA certificate not conforming with the format as per Annexure 'A' to form II shall not be considered. CA certificate should essentially mention UDIN No.
- Mismatch of Annual Turnover figures under UDIN No. from CA Certificate shall be treated as vague documents liable to be rejected outrightly.

2. Whether Fully Accredited with INS for last three consecutive years and valid as on last date of submission of proposal : Yes/ No

If yes, mentioned duration of full accreditation with INS

(The agency is required to give details of INS accreditation as above. NHAI shall ascertain accreditation status from INS directly).

3. Name of the Advertising Agency :

Address of Vijayawada office	
Date of Establishment of office in Vijayawada	
Name of the contact person at Vijayawada Office	
Designation	
Tel / Mobile No.	
E-mail	

- Upload electricity bill/ landline telephone bill/ rent agreement/ lease deed or any other Govt. certified document establishing office in support of having office in Vijayawada in folder-4 on e-tender portal.
- In case the rent agreement/ lease deed term exceeds one year, the same should be registered. In case the rent agreement/ lease deed term does not exceed one year, the same should be notarized.
- Documents in the name of the agency shall only be considered.
- Proof of 5-6 years old and current/ last 1-2 month of the submission of the proposal should be submitted. In case of lease deed/ rent agreement, the same should be valid on the last date of submission of the proposal.

4. List of branch office in other parts of Andhra Pradesh state, other than Vijayawada office (if any)

Address	
Tel. Nos.	
Fax No.	
E-mail	
Name of contact person, with designation and mobile No.	
Tele No. / Mobile No.	
E-mail	

- (i) Upload electricity bill/ landline telephone bill/ rent agreement/ lease deed or any other certified Govt. document of current year establishing office in support of branch offices in folder-5 on e-tender portal.
- (ii) In case of lease deed/ rent agreement, the same should be valid on last date of submission of the proposal.
- (iii) In case the rent agreement/ lease deed term exceeds one year, the same should be registered. In case the rent agreement/ lease deed term does not exceed one year, the same should be notarized.
- (iv) Documents in the name of the agency shall only be considered.

5. No. of persons working in Vijayawada office:

Details of all full-time staff

Sl No.	Name	Designation	Telephone		E-mail Address
			Office	Mobile	

(NHAI reserves the right to seek Provident Fund details of the staff listed in the above table)

6. PAN No. / TAN No. / GST No. _____ (Upload copy of PAN Card and Certificate of GST Regn. In Folder-6 on e-tender portal). Certificate of GST Registration of Andhra Pradesh State shall only be considered.

7. List of reputed clients presently servicing as on last date of submission of this proposal (Central Govt./State Govt./ PSUs/ Autonomous bodies of the Govt. of India)

Sl No.	Name of the Client	Status (whether Central Govt. or State Govt. or PSU or Autonomous body)	Period of empanelment (From - to)	Details of Supporting documents

(Upload copy of letter of empanelment issued by the client to the agency as supporting document in Folder-7 on e-tender portal. The supporting document should clearly indicate the period of empanelment to establish that the agency is empanelled on the last day of submission of the Proposal to NHAI.)

8. Please provide information on the following works based on which the agency is seeking qualification (Only those jobs which are supported by work orders would be considered. NHAI reserves the right to seek completion certificate and / or enquire from the clients)

- (a) **Details of display advertisements designed and published:**

Sl No.	Name of the client	Date of release	Supporting document placed at page no.

- | | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|
- (i) Upload work order along with its creative of all the jobs claimed to be executed in last 05 years in folder-8 on e-tender portal. In case, creative is not enclosed, it shall not be considered.
 - (ii) Tender Notices/Public Notice/LA Notification shall not be considered.
- (b) **Designing & Printing of Corporate Brochure or house Journal or Calendar or Dairy or Annual Report or Coffee Table Book or Booklet or leaflet or poster:**

Sl No.	Name of the client	Details of the job executed	Supporting document placed at page no.

- (i) Upload work order of all the jobs claimed to be executed in last 05 years in folder-9 on e-tender portal.
 - (ii) Works related to only designing or dummy printing or flex printing shall not be considered.
- (c) **Designing, Fabrication and Maintenance of exhibition stalls/ Pavilion or preparation of tableau:**

Sl No.	Name of the client	Details of job executed	Supporting document placed at page no.

- (i) Upload work order of all the jobs claimed to be executed in last 05 years in folder-10 on e-tender portal.
- (ii) Event management/ Musical Programmes/ Media briefing/ college fest where no exhibition work is involved shall not be considered.
- (iii) Outdoor media (Hoardings)/ branding/ furniture/ fixing signages/ providing projectors or sound system or LED or lighting shall not be considered as exhibition work.
- (iv) For works related to tableau, supporting document for rolling out of tableau viz. completion certificate/ participation certificate should be enclosed)

(d) **Production of Corporate Film /Documentary Film/ Spots / Radio Jingles:**

Sl No.	Name of the client	Details of job executed	Supporting document placed at page no.

- (i) Upload work order of all the jobs claimed to be executed in last 05 years in folder-11 on e-tender portal.
- (ii) Telecast/ release of Corporate/ documentary film shall not be considered as production.
- (iii) Work orders for videography/ shooting services only shall not be considered.

9. Details of AWARDS received in last 05 years for creative released in print media/electronic media/Digital Media/ Exhibitions/ Films from any reputed publications/recognized institutions?

Sl No.	Details of award	Awarded by	Copy of award certificate placed at

- (i) Upload copies of Certificates, duly signed by the awarding organisation in folder-12 on e-tender portal.
- (ii) Photo of trophy shall not be considered.
- (iii) Appreciation letters shall not be considered as award.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature_____

Full Name_____

(In Capital letters)

Designation_____

Address_____

(Authorized Representative)

1. NHAI reserves the right to verify the facts given by the agency, with concerned authority, if required.
2. Documents should be uploaded in the relevant folders as indicated in Form-II. NHAI will not be responsible if the document/ supporting documents are uploaded in the wrong folder.
3. In case the e-mail communication has been attached as supporting document, e-mail from official ID of the issuing client shall only be considered.
4. Unsigned and incomplete work orders/ purchase orders shall not be considered. Work order should clearly mention the details of the work.
5. In case, any document submitted in the proposal is in the language other than English or Hindi, it should be supported with Hindi or English translation.
6. Conditional proposals, proposal carrying correction / overwriting not signed by the authorized signatory shall be liable to summary rejection.
7. Cut-off date for works executed (in last 5 years) shall be reckoned from the last date of submission of the proposal.

Certificate of Annual Turnover

It is certified that the Annual Turnover of M/s (Name & address of the agency)
 _____ from the business related to
 Media/Advertising/Publicity for last three years is as under:

Annual Turnover Data	
Year	Rs. in crores
2022-23	
2023-24	
2024-25	
Average Annual Turnover	

Yours Sincerely,

(Signature of Chartered Accountant/ Statutory Auditor of the Company)

Name of the Chartered Accountant/ Statutory Auditor:

Seal with Membership No. of ICAI

(Certificate without Membership No., UDIN No. and seal of the Chartered Accountant/
 Statutory Auditor will not be considered.)

CREATIVE ASSIGNMENT

Creative competence will be judged on the basis of evaluation of two sample Display Advertisements to be submitted by the advertising agencies on the following content.

Brief :

NHAI has rolled out cashless payment mechanism (FASTag) on toll plazas on National Highways. FASTag offers near non-stop movement of vehicles through toll plazas and convenience of cashless payments of toll fee with nationwide inter operable Electronic Toll Collection Services. It has also been decided to set up one lane in each direction for Electronic Toll Collection (ETC) on National Highways maintained by NHAI. There are distinct advantages of implementing Electronic Toll Collection Systems. Some of them are Time Saving, Fuel Saving, Cashless Payment, SMS Alert.

In order to facilitate availability of FASTag, NHAI has taken revolutionary steps in consultation with RBI and NPCI :

- (a) FASTag can be purchased online from issuer Banks websites / NHAI website / IHMCL website and it will be delivered by counter at the door step.
- (b) Apart from the online sale of FASTag, it may be purchased offline from Common Services Centre (CSC) near Toll Plazas.
- (c) A consumer can purchase or recharge FASTags through mobile App MyFASTag which can be downloaded from the App Store for both Android and ios systems. The App also helps to keep track of transactions and provides for online grievance redressal.

Assignment 1

A half page colour advertisement is to be designed to convey ETC implementation and its benefits to the general public to promote ETC. Only one design (one English, One Hindi and One Telugu separately) should be submitted in actual size.

Assignment 2

It has been decided to construct 6-laning of Elevated Corridor from Bangalore-Kadapa-Vijayawada Economic Corridor of NH-544G. Hon'ble Prime Minister is likely to inaugurate the project on 10.07.2027 at 3.00PM at Vijayawada in gracious presence of Hon'ble Governor of Andhra Pradesh, Hon'ble Union Minister for Road, Transport & Highways and Hon'ble Chief Minister of Andhra Pradesh.

A full page Colour advertisement is to be designed for release on this occasion on behalf of NHAI and Ministry of RT&H. Only one design (One for English, One Hindi & one Telugu separately) should be submitted.
