



हाउसिंग एंड अर्बन डेवलपमेंट कॉरपोरेशन लिमिटेड
हडको भवन ,कोर 7-ए ,इंडिया हैबीटेट सेंटर,
लोधी रोड, नई दिल्ली 110003 -

Housing and Urban Development Corporation Limited
HUDCO Bhawan, Core – 7A, India Habitat Centre,
Lodhi Road, New Delhi-110003

Date: 05.05.2026

हडको लिमिटेड के लिए विज्ञापन एजेंसियों के पैनल में शामिल होने
के लिए निविदा दस्तावेज़।

**NOTICE INVITING TENDER FOR
EMPANELMENT OF ADVERTISING AGENCIES FOR HUDCO LTD.**

किसी भी स्पष्टीकरण के लिए ,कृपया सम्पर्क करें:
For any clarification, please contact:

महाप्रबंधक (सी सी)
हाउसिंग एंड अर्बन डेवलपमेंट कॉरपोरेशन लिमिटेड
हडको भवन ,इंडिया हैबीटेट सेंटर ,लोधी रोड ,नई दिल्ली 110003 -
फोन 011- 24648420 जीएसटी नंबर 07AAACH0632A1ZF

BID SCHEDULE

S. No	DESCRIPTION	DATE	TIME
1.	Date of Release of Tender	05.05.26	12.00 noon
2.	Pre-Bid Queries & Clarifications	11.05.26 -13.05.26	10:00AM-4.00 PM
5.	Date of Last Submission of Bids	15.05.26	12:00 Noon
6.	Bid Opening Date	15.05.26	12:30 PM
7.	Validity of Bid/Proposal	180 days from due date of submission of proposals/bids	
8.	Annual Estimated	Rs 1.7 crore (approx.)	
9.	Date of Presentation	To be Intimated	
10	Support Team / Contact Details	Ashish Singh - AGM (CC) Mobile No 9867435896	
11.	Duration of Empanelment	02 Years from the date of placement of Work Order with extendable further two years at HUDCO's discretion.	

Introduction:

Housing and Urban Development Corporation Limited., (HUDCO) established in 1970 under the Companies Act 1956 (following Act of 2013) is a Govt. of India undertaking, headquartered in New Delhi under the Ministry of Housing and Urban Affairs. Presently, HUDCO is Non- Banking Financial Company – Infrastructure Finance Company (“NBFC-IFC”), regulated by Reserve Bank of India (RBI). It is a premier techno-financing institution in the field of housing and infrastructure development with a pan-India presence, playing a pivotal role in the socio-economic development of India and listed on BSE & NSE HUDCO has also been accorded the status of a Navratna Company. HUDCO is one of the largest Public Sector Undertakings (PSU) in India with 20 Regional offices and 11 Development offices network in India.

Corporate Communication Wing, HUDCO is looking for empaneling creative, vibrant, result oriented and accredited advertising agencies to handle Company’s advertising, branding, publicity, PR campaigns and Social media platforms.

A) Scope of Work

The agency should have excellent creative and design execution capabilities along with strong and experienced media planning and competency, for the following: -

- i) To assist HUDCO in building a Corporate Image Plan and implementing it.
- ii) To help HUDCO in addressing the targeted audience through devising and implementing an effective communication strategy.
- iii) To develop, design, create, and release tenders / notices / appointment / public notices/ statutory advertisements/ display advertisements, corporate advertisements, Financial Results, Chairman’s Speech, media campaigns etc. in Newspapers/ Magazines, as decided and finalized by HUDCO, often at a short notice.
- iv) Conceptualizing, designing, copy writing, translation (in any required language) and timely release of media campaigns in electronic, radio, broadcasting and social and digital media, to contribute to HUDCO’s corporate communication and image building.
- v) The Agency should be capable of conceptualizing, visualizing, script writing, producing, editing, voice-over for corporate films. Further, agency should be able to handle / produce audio-visuals, video spots, theme songs, content for multimedia and conference, advertisements, jingles for all types of medium, at short notice.
- vi) Designing and copy-writing for Foundation Day advertisement, Cover page of Annual Reports, Brochures, Pamphlets, Posters, In-house Journals/magazines, coffee table books, e-books and other related print jobs as may be required from time to time.
- vii) The advertising Agency will provide services for designing signage displays including outdoor campaigns, posters, banners, standees and any publications related to flagship programmes of the Government of India wherein HUDCO is a Nodal Agency/ Lending Agency.
- viii) Changes in the scope of work, as approved by the HUDCO management from time to time, would be applicable with immediate effect and binding on all empaneled agencies.

B) Procedure of Empanelment

HUDCO invites bids from Advertising Agencies, accredited by the Indian Newspaper Society (INS) for empanelment as per the following procedure: -

I Application should be submitted in **two Stages:**

Stage-1 - Shortlisting

Proof of eligibility: Screening of bids by tender opening committee, as per the basic qualifying criteria/conditions mentioned in **Part III (Qualifying Criteria)** of this document) based on the signed documents submitted in the prescribed format in hard copy as per **Annexure - I**.

Stage 2 – Presentation

The Agencies that have qualified in **Stage 1**, will be invited to make a presentation and will be evaluated, as per the conditions mentioned in **Part IV**, by a Committee constituted by HUDCO for the process of empanelment.

II Duration of Empanelment

- The empanelment of Advertising Agencies will be initially valid for a period of **two years from the date of order placement**. However, the period of empanelment can be extended for another two years, one year at a time, at HUDCO's discretion, on the same terms and conditions.
- The performance of the agency shall be reviewed and in case of incidence of non-satisfactory performance, HUDCO will have the right to remove any agency from the empanelment list without assigning any reason, whatsoever and such decision shall be final and binding on the empaneled agencies.
- A tender opening committee will undertake the initial screening of all the applications based on the qualifying criteria. Applicants not meeting any of the qualifying criteria and other essential conditions mentioned in the bid document will be summarily rejected

III Qualifying Criteria of Stage -1

1. The Agency should be at least **Fifteen years old** in the field of advertising and publicity, as on **31st March 2026** and should be a registered proprietorship firm/partnership firm/company under Companies Act/Consortium having legal entity.(**Relevant proof in the form of Copy of Registration/ incorporation to be submitted**).
2. The Agency should be accredited with **the Indian Newspaper Society (INS) for the past Seven years continuously** and should be accredited / registered / empaneled with Central Bureau of Communication (CBC) erstwhile DAVP for past two years. The **accreditation /empanelment** should be valid on the date of the opening of the tender and is to be maintained throughout the period of empanelment with HUDCO, if selected (**Copy of accreditations/ registered /empanelment to be submitted**).
3. It is mandatory for successful Agency /Bidders /Applicants (empaneled advertising agencies)to inform/intimate HUDCO at the earliest, if the INS accreditation/or any of the other empanelment/ registration/ membership is cancelled during empanelment process or at any point of time during the tenure of empanelment with HUDCO, as it will lead to rejection or termination of empanelment of the advertising agency as the case may be. The agency shall be required to provide proof of INS accreditation and another empanelment/ registration/ membership, as and when sought by HUDCO.
4. The Agency should have a full-fledged office in **DELHI/NCR FOR THE LAST (05) FIVE FINANCIAL YEARS** with all required and allied facilities. Active and operational branch offices in other metros like Mumbai, Kolkata, Chennai & Bengaluru, will be an added advantage. (**Self-certification on letterhead as per Annexure-III is to be submitted**).

5. The agency must have minimum of **Five years** of experience in handling advertisement and publicity accounts of Central / State / Public Sector Undertakings (PSUs) / Ministries / Government departments/Corporates. The agency has to submit **Five job orders along with certification of satisfactory work completion for different years and different Central/State/Public Sector Undertakings (PSUs) /Ministries/Government departments/Corporates is to be submitted-Annexure II).**
6. The agency should have experience of at least 3 years in handling Social Media accounts of any Govt Dept, Ministries, etc. including Twitter, Facebook, Instagram, YouTube, LinkedIn, etc. This include developing of content, designing infographics, short videos/ reels, posting, analytics and tracking social media handles of competitors and so on. **(Relevant proof in the form of Job orders with Work completion certificates of the same job order to be submitted – Minimum 3 Job orders over the past 3 years as per Annexure II)**
7. The agency should have handled PR activities pertaining to any new launch, Financial results or any other event deemed fit with proof of achieved targets. **(Job order with completion certificates for any 3 jobs done in last 2 years as per Annexure II).**
8. The Agency should have a minimum annual turnover of Rs. 20.00 crore (Rupees Twenty crore only) consecutively for the last three financial years, i.e. 2022-23, 2023-24 & 2024-25 (CA certified annual turnover of last three years is to be submitted **as per Annexure -V)**
9. Agency shall submit **Income Tax Returns** for the **last three** financial years, i.e, 2022-23, 2023-24 & 2024-25 **(Copy of ITR of last three years is to be submitted.**
10. The Agency should have a PAN number and GST registration **(CA attested Copy of GST Registration No. and PAN No. to be submitted).**
11. Bid Security Declaration **as per Annexure-IV**
12. Designing for all types of HUDCO advertisements, cover-page of Annual Report and in-house magazines will always be complimentary.
13. The Agency shall deploy a dedicated team to HUDCO's headquarter if requirement arises including a designer and copywriter for timely production and supply of creatives, where confidentiality is of utmost importance (for example UFR advt). Agency should be willing to work on short notice and also be available on weekends or holidays, if need arises.
14. HUDCO will be entitled to take all or any of the actions on the commission/omission by the agency/bidder or any one employed by it or acting on its behalf (whether with or without the knowledge of the agency/bidder, of an offence as defined in the Bharatiya Nyaya Sanhita, 2023 (BNS) including Amendments thereof or Prevention of Corruption Act, 1988 (PC Act) including Amendments thereof or any other statute enacted for prevention of corruption/offences.
15. Bank Details **as per Annexure -VI**
16. Vendor Profile Form **as per Annexure – VII**
17. Eligibility Declarations **as per Annexure-VIII**
18. Agency is required to furnish the Authorization **as per Annexure - IX.**

- a. All Agencies applying for the tender should be registered on Government-e-Marketplace (GeM). **Registration certificate to be attached/submitted.**
- b. All declaration and Annexures are mandatorily required on the letter head of the Agency.
- c. Copy of MSE Registration certificate, i.e., Udyog Aadhar/Udyam (**Proof to be attached/submitted**)

(Please ensure that checklist of supporting documents is duly submitted hard bound in serial order as per Annexure-I, in the tender box available at HUDCO Office, Core-7A, 5th Floor, HUDCO Bhawan, India Habitat Centre, Lodhi Road, New Delhi – 110 003) if not found in order may be rejected)

IV Presentation – Stage 2

- i. All qualifying Agencies will be invited to make a presentation on key HUDCO activities viz. Urban Infrastructure, CSR, training, Housing and Consultancy, with specific attention on UiWIN, HUDCO's new offering to ULBs. Presentation will be evaluated further on the basis of creativity, unique / different approach, copy writing, tag lines, specific campaign strategy, visualization, etc. as per the parameters for evaluation as mentioned in this section.
- ii. Prepare a media strategy for HUDCO's new product, UiWIN (details attached or will be forwarded to qualified agencies), keeping in mind a restrictive budget of Rs.1 crores for this FY, chalk out a media plan which may include print, electronic, digital, radio, outdoor or any other medium deemed fit for UiWIN's promotion.
- iii. **Two creatives A4 size**, each for Corporate and UiWIN campaigns. Creatives of campaigns to be adaptable for print, electronic and social media.
- iv. **A brief on the creative strategy** for Corporate campaigns, explaining the creative and media components to generate maximum mileage keeping in mind the target audience.
- v. **One Concept each for HUDCO's Corporate Film and UiWIN** with proper justification of the concept.

The Presentation will be judged on the following parameters:

S. No	CRITERIA	MARKS
1.	Conceptual understanding of HUDCO through a Corporate campaign showcasing HUDCO as an NBFC- IFC and not an HFC using new aged tools, strategies, creating USPs and any other option deemed fit. The strategy should be based on authentic data and have proper justification.	20
2.	Media Strategy Prepare a media strategy for HUDCO's new product, UiWIN (details attached or will be forwarded to qualified agencies), keeping in mind a restrictive budget of Rs.1 crores for this FY, chalk out a media plan which may include print, electronic, digital, radio, outdoor or any other medium deemed fit for UiWIN's promotion	15
3.	Two creatives A4 size each , for corporate and UiWIN campaigns. Creatives of campaigns to be adaptable for print, electronic and social media	10
4.	Innovative social media strategy for brand building including and managing social media platforms. Handling all aspects related to Social Media handles of Govt Dept, etc. which	10

	include developing content, designing infographics, posting, analytics etc.	
5.	Concept and 1 minute film on UiWIN	15
6.	1 Radio jingle for each for promoting HUDCO as an IFC and not HFC and HUDCO's UiWIN	10
7.	A4 size 2 Creatives each for Foundation Day advertisements and cover design for Annual Report with proper justification supporting the designs	10
8.	PR campaign for HUDCO's Financial Results	10
Total		100

Note: Minimum 60 % marks required for agency to qualify. The agencies are required to make a Presentation for Stage 2 as per details indicated under Para IV. All the things presented including designs, creatives, concepts, media plans etc. are to be submitted in a pen drive and a google link as well.

V Remuneration and Distribution of Work:

- a. Empaneled Agencies will be invited to give rates of various publications, combos, types of advertisements (display/ recruitment/ public notice/ financial results etc.) as and when there is a requirement. Agencies will be required to submit artwork / designs / creatives and rates in separate sealed envelopes in a timebound manner to be eligible for the release. Agency that comes L1 (lowest rates per sq.cm) for the selected publication / combos will be releasing the advertisement in the respective publication / combos. However, if there are size variations the L1 agency/ agencies can be asked for revising the size as deemed fit by HUDCO.
- b. All empaneled agencies will have to submit the creatives for the advertisements as and when required. The designs once submitted will be the property of HUDCO and open file, pdf and jpg of the same will have to be sent to HUDCO. The design/ creatives will always be complimentary for all advertisements.
- c. In the case of specific display or creative advertisements, the agency whose creative is selected may be given an opportunity to match the L1 rates. If the agency agrees to match the L1 rates, the advertisement shall be released through that agency. However, in the event that the agency is unable or unwilling to match the L1 rates, the advertisement shall be released through the original L1 bidder, as referred to in para (b) above. Since all designs submitted shall remain the property of HUDCO, the selected design will be shared with the original L1 agency for the purpose of release.
- d. In case, there are more than two empaneled agencies becoming L1, advertisements will be released on rotation basis. Roster will be maintained for the same.
- e. Charges for jobs other than press advertisements, like printing, new films, revision of films including editing / voiceover, designing e-publications, preparing advertisement spots, hoardings, handling social media platforms along with content generation, scheduling, etc. would be decided on competitive tendering basis amongst empaneled agencies, after approval of Competent Authority as and when required.
- f. No advance payment will be made to Agency for carrying out campaigns or preparing artwork, designs etc.
- g. GST will be paid as per prevailing rules.

VI. General Terms & Conditions

- a. All the **documents/papers** submitted by bidder **must be legible and certified** (sealed and signed by authorized signatory and mention full name with contact details) on each page of the document. The **documents should be numbered properly**. No cutting/overwriting in the bid documents will be accepted.

- b. If deemed necessary, HUDCO may seek clarifications on any aspect from the Agency (ies) **or verification** of any information mentioned in the bid /submitted by the Agencies. However, that would not entitle the Agency(ies) to alter or cause any change in the material information of the proposal already submitted. The evaluation process will be done by HUDCO, on the basis of examination of documents, certificates, declarations undertaking and presentations etc. submitted by the Agency, as required. The decision of HUDCO about the empanelment shall be final and binding upon the applicant (s) / parties concerned. The HUDCO management reserves the right to select or reject any application without assigning any reason thereof.
- c. The bidder must fulfil all the qualifying criteria/conditions as mentioned in **Part III** of the document. Bid of bidders not fulfilling the qualifying criteria/conditions would be summarily rejected. Subsequent submission of any of the above documents, except as called-for by HUDCO, will not be allowed under any circumstances.
- d. **Pre-bid queries and clarifications** to understand HUDCO's requirements could be sought by the bidder via e-mail/telephonically/in person, before finalizing the submission of quotation. Bidders may also contact **DGM(CC)/AGM(CC)**, for enquiries in person from **11.05.2026 to 13.05.2026**, between **10.00 am to 4.00 pm** at **CC Wing, Ground Floor, HUDCO Bhawan, CORE 7A, India Habitat Centre, Lodhi Road, Delhi 110003** or via email (anitasharma@hudco.org and ashishsingh@hudco.org). Clarifications sought after this date shall not be entertained and the tender is to be submitted based on available information/ clarifications issued by HUDCO. No further correspondence in this regard shall be entertained.
- e. The bid should be strictly as per terms & conditions, failing which the bid is liable to be rejected without any further notice.
- f. Bids shall remain valid **for a period 180 days from due date of submission of proposals/bids** after the date of bid opening or as may be extended from time to time. HUDCO holds the right to reject a bid valid for a period shorter than six months as non-responsive, without any correspondence.
- g. Notwithstanding clause (f) above, HUDCO may solicit in writing / e-mail, the bidder's consent for an **extension** of the bid validity period. A bidder will neither be required nor permitted to modify its bid, while confirming extension of bid validity in writing. In case of a default the bid of respective bidder will be summarily rejected.
- h. The bid of the bidder's not consenting in writing to the extension period within the stipulated time shall be considered as withdrawn and will be summarily rejected without any financial or other implications.
- i. Agencies shall bear all costs associated with the preparation and submission of their proposals. HUDCO is not bound to accept any or all proposals, and reserves the right to annul the selection process without assigning any reason(s), at any stage of the empanelment process without incurring any liability or obligations on HUDCO. HUDCO also reserves the right to re-issue the NIT, if it is deemed necessary and it decides so.
- j. The relaxations and concessions as per Government of India notifications/ instructions/ guidelines issued from time to time and as adopted/allowed by HUDCO are allowed to the bidder's claiming to be MSE and/or MSE-SC/ST and/or start-ups and/or Domestically Manufactured Producer under Make in India initiatives etc, subject to production of requisite documents/proofs etc.
- k. If during the subsistence of this tender and after award of contract or thereafter, any dispute between the Parties hereto arises out of or in connection with the validity, interpretation, implementation, material breach or any alleged material breach of any

provision of this Contract or regarding any question, including as to whether the termination of this Contract by one Party hereto has been legitimate, the Parties hereto shall endeavour to settle such dispute amicably and/or by Conciliation to be governed by the Arbitration and Conciliation Act, 2015. The attempt to bring about an amicable settlement is considered to have failed as soon as one of the Parties hereto, after reasonable attempts; which attempt shall continue for not less than thirty (30) days, gives thirty (30) days' notice to refer the dispute to arbitration to the other party in writing. In case of such failure the dispute shall be referred to an authority designated by the CMD HUDCO for the purpose of the above clause who shall act as the sole Arbitrator for settlement of such dispute. The Arbitration proceedings shall be governed by the Arbitration and Conciliation Act, 2015 and shall be held in New Delhi, India governed by the substantive laws of India under jurisdiction at Delhi Courts.

- l. In case of discovery at any stage about **false information and submission of fake documents** in support of the above said items, the application shall be rejected and empanelment, if already done with HUDCO, shall be cancelled. In such a case, HUDCO reserves the right to suspend business dealings with such agency/agencies and make financial recovery, if any.
- m. HUDCO reserves the right to annul (cancel) the bidding process at any time prior to award of Contract including rejection of any or all bids after the same have been received, without assigning any reason and without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders about the ground of HUDCO's action.
- n. As per Government of India, Department of Public Enterprises directions all MSME vendors are to be on boarded/ registered on TReDS portal. Accordingly, the empanelled MSME/ Agency/Firm shall have to be registered themselves on TReDS portal, i.e M/s RXIL, M/s Mlexchange, M/s Invoice Mart (A TReDS Ltd.) C2 TReDS (C2FO Factoring Solutions Private Ltd.) & M/s KredX Platform Private Limited, as per Govt of India directions, at the earliest.
- o. Bids shall be rejected out-right and will not be evaluated for **failure of bidder to meet the dead-line for submission, failure to provide all information** as specified above and failure to accept aforesaid terms and conditions.
- p. Mere fulfilling the eligibility criteria shall not entitle any agency to claim certainty of empanelment.
- q. In case the successful agency does not acknowledge/accept the job order within 7 working days of issuance of letter of empanelment, the agency will be debarred for 01 year for dealing with HUDCO in future.
- r. Communication(s) sent on 'e-mail' address, submitted by prospective agency against 'item No. 3/ **Annexure III**, shall be considered as delivered to acknowledged by the Agency.
- s. **Confidentiality clause**-The shortlisted agency will not divulge any information and data provided by HUDCO to any other party without the written consent of HUDCO. The shortlisted agency shall not use any documents, data and other information received from HUDCO for any purpose other than HUDCO's assignments.
- t. Your quotation should be sent in a sealed cover containing all documents as stated in NIT, super scribing "**Notice inviting Empanelment of Advertising Agencies**" addressed to **GM (CC)** and deposited in the tender box available at **HUDCO Office, Core-7A, 5th Floor, HUDCO Bhawan, India Habitat Centre, Lodhi Road, New Delhi – 110 003 on 15.05.2026 by 12:00 noon. One representative of bidders can participate in tender opening.**

General Legal Clauses

i. Arbitration Clause

If any dispute, difference or disagreement shall at any time arise between the successful Agency/Bidder and HUDCO (herein and below referred as 'Parties') as to the interpretation of this Contract/Agreement or concerning anything herein contained or arising out of this Contract/Agreement or as to the rights, liabilities and duties of the said parties hereunder, or as to the execution of the said Project, except in respect of the matters for which it is provided herein that the decision of HUDCO shall be final and binding as successful Agency/Bidder. In case the dispute / disagreement continues, the matter shall be referred to the Arbitration as per the Provisions of *Arbitration and Conciliation Act 1996 and Amendments thereto* (hereinafter referred as 'said Act'). The Arbitrator(s) shall be appointed by both the parties as per said Act who shall be based in Delhi. The final decision of the Arbitrator(s) shall be binding upon both the parties. The work under the contract shall, however, has to continue during the Arbitration proceedings or otherwise. No payment due or payable to the successful Agency/Bidder shall be withheld on account of such proceedings except the disputed payment of fees on account of other provisions in this Agreement.

The Arbitrator(s) shall be deemed to have entered on the reference on the date he issues notice to both the parties fixing the date of the first hearing. The Arbitrator(s) may from time to time, with the consent of the parties, extend the time for making and publishing the Award.

The Arbitrator shall give reasoned awards separately in respect of each issue / dispute or difference referred to him and the place of Arbitration shall be at such place as per Provisions of the said Act.

The fees of the Arbitrator shall be arranged/paid in terms of the said Act and also the language of the arbitration proceedings and that of all documents and communications between the parties shall be in terms of said Act preferably in English.

ii. Compliance Clause

The successful Agency/Bidder shall be responsible for any breach or non-compliance of the Contract/Agreement executed between HUDCO and the successful Agency/Bidder and will also compensate HUDCO accordingly, if any. Further, HUDCO shall have the absolute right/authority to terminate the entire Contract/Agreement on the event of above-mentioned reasons, and the decision of HUDCO shall be final in this regard. The successful Agency/Bidder shall also be responsible for ensuring all the compliances related to the Rules & Regulations of CVC/MoF/GFR etc.

iii. Transfer of Interests Clause

The successful Agency/Bidder shall not assign or transfer its duties and obligations under this agreement without the prior written consent of HUDCO. The successful Bidder is not allowed to change the constitution of the Board of Directors of the company without the prior written approval of HUDCO.

iv. No Agency Clause

The successful Agency/Bidder shall perform its obligations under this Contract/Agreement as an independent contractor. Neither this Contract/Agreement nor the successful Agency/Bidder's performance of obligations under this Contract/Agreement thereunder shall create an association, partnership, joint venture, or relationship of principal and agent, master and servant, or employer and employee, between HUDCO and the Agency/Bidder or its employees and neither Party shall have the right, power or authority (whether expressed or implied) to enter into or assume any duty or obligation on behalf of the other party.

v. Amendments Clause

No change or modification of the Contract/Agreement shall be valid unless the same shall be in writing and signed and Stamped by both the Parties.

vi. Counterparts Clause

This Contract/Agreement shall be signed and Stamped in two counterparts, each of which is an original, and both of which, taken together, constitutes one and the same instrument/document.

vii. Severability Clause

If any of the provisions of this Contract/Agreement may be construed in more than one way, the interpretation that would render the provision legal or otherwise enforceable, shall be accepted.

viii. Expenses & Stamp Duty Clause

All the expenses, including Stamp Duty, statutory taxes, levies, and other monies payable in connection with the execution of this Contract/Agreement with HUDCO shall be borne by the successful Agency/Bidder.

ix. Force Majeure Clause

Should either party be prevented from performing any of its responsibilities (as mentioned in the Contract/Agreement) by reasons caused by an act of God or any cause beyond its reasonable control, the time for performance shall be extended until the operation or such cause has ceased. If a Force Majeure situation arises, the Bidder/Consultant shall promptly notify/communicate immediately to HUDCO in writing of such situation and the cause thereof within 03 calendar days. Unless otherwise directed by HUDCO in writing, the successful Agency/Bidder shall continue to perform its obligations under the Contract/Agreement as far as it is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. In such a case, the time for performance shall be extended by a period(s) not less than the duration of such delay. If the duration of delay continues beyond a period of One week, HUDCO shall be within its right to terminate the Contract/Agreement and the decision of HUDCO shall be final and binding on the successful Agency/Bidder. Under such circumstances, HUDCO shall be required to pay the successful Agency/Bidder only such amounts as due to it on account of completed assignments/works/items. The successful Agency/Bidder shall not be liable for any loss, damage or claims under this Contract/Agreement for termination due to Force Majeure clause.

x. Fraud and Prohibited Practices Clause

The successful Agency/Bidder and their respective officers, employees, agents and advisers shall observe the highest standard of ethics & integrity during the Selection Process. Notwithstanding anything contained in this proposal, HUDCO shall reject the proposal without being liable in any manner whatsoever to the successful Agency/Bidder, if it determines that the successful Agency/Bidder has, directly or indirectly or through an agent, is engaged/indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices"). In such an event, HUDCO shall, without prejudice to its any other rights or remedies, forfeit the EMD and the Security Deposit, as the case may be or mutually agreed genuine pre-estimated compensation and damages be payable by Agency/Bidder to HUDCO for, inter alia, time, cost and effort of HUDCO, with regard to evaluation and processing of the proposal.

xi. Foreclosure of Contract/Agreement by HUDCO

If at any time after commencement of assignments/services, for any reason what-so-ever, HUDCO is required to foreclose the assignments/services or is not required the whole work done as specified in NIT/RFP to be carried out, the assignment In-charge shall give a Notice in writing (For 07 days/-) to this effect to the Agency/Bidder, who shall have no claim for any compensation what-so-ever on account of any profit or loss which he might have derived from the work in full, but which he couldn't as a consequence of the foreclosure of the whole or part of work as aforesaid.

NOT WITHSTANDING ANYTHING CONTAINED IN THE CONTRACT/AGREEMENT, HUDCO shall have the absolute right to reject the aforesaid Proposal/Assignment at any time without assigning any reason thereof.

**General Manager (CC)
Ground floor, HUDCO Bhawan,
CORE 7A, India Habitat Centre,
Lodhi Road, New Delhi 110003.**

QUALIFYING CRITERIA**Checklist of Supporting Documents/ Certificates to be Submitted***

These documents are to be submitted by the bidders strictly in the following format/order in respect of each item. All documents attached in support shall be of A4 size, serially numbered, stamped (company seal) and signed by the authorised signatory/CA as applicable.

S. No.	Documentary evidence type	Page No.	Remarks
1.	Copy of Registration/incorporation of the advertising agency (Proof of 15 years existence as on 31 st March 2026)		
2.	Full-fledged office in Delhi/ NCR for last 5 years (Relevant documentary evidence to be submitted).		
3.	Copy of INS accreditation certificate (documentary evidence for past seven years)		
4.	Copy of accreditation /registration / empaneled certificate from Central Bureau of Communication erstwhile DAVP for past two year (documentary evidence)		
5.	Five job orders from Central/State/Public Sector Undertakings (PSUs)/ Ministries/ Government departments along with certification of “satisfactory work done” during last Five years as per Annexure-II .		
6.	The agency should have experience of at least 3 years in handling Social Media accounts of any Govt Dept, Ministry, PSUs etc. (Relevant proof in the form of minimum 3 Job orders with Work completion certificates of the same job orders to be submitted) as per Annexure-II .		
7.	The agency should have handled PR activities pertaining to any new launch, Financial results or any other event deemed fit with proof of achieved targets. (Job order with completion certificates for any 3 jobs done in last 2 years , i.e, 2023-24 & 2024-25) as per Annexure-II .		
8.	Self-certification on letterhead that the agency has fully functional, well-equipped office in Delhi/NCR, with all the required facilities as per Annexure-III .		
9.	Bid Security Declaration as per Annexure-IV		
10.	Proof of average annual turnover during the last three financial years, i.e., 2022-23, 2023-24 and 2024-25, minimum of Rs. 20.00 crores certified by a CA as per Annexure-V		
11.	Income tax returns for the last three years, i.e., 2022-23, 2023-24 and 2024-25 duly audited/certified by a CA		

12.	Bank Details as per Annexure-VI		
13.	Vendor Profile form as per Annexure-VII		
14.	Eligibility Declaration as per Annexure-VIII		
15.	Copy of PAN card		
16.	Copy of GST Registration No. attested by CA		
17.	Copy of MSE Registration		
18.	GeM registration ID (documentary proof to be attached)		

Note:

- (i). Necessary Undertakings/Certificates (signed and sealed) should also be submitted along with bids as a proof of claims in respect of all the relevant items mentioned above.
- (ii). All Annexures to be filled properly.
- (iii) All attachments are mandatory.

Signature _____

(Signature of authorized person with agency stamp)

Full Name _____

Designation_____

Address_____

Annexure- II

Details of Successfully Completed Assignments

- A) Assignments undertaken for Central/State/Public Sector Undertakings(PSUs)/ Ministries/Government departments during last five years

Sl. No.	Name of the Organization/Department	Project Name	Year	Satisfactory workcompletion / certificate at (Pg. No.)
1				
2				
3				
4				
5				

- B) The agency should have experience of at least 3 years in handling Social Media accounts of any Govt Dept, Ministry, PSUs etc. **(Relevant proof in the form of minimum 3 Job orders with Work completion certificates of the same job orders to be submitted as per table below)**

Sl. No.	Name of the Organization/Department	Project Name	Year	Satisfactory workcompletion / certificate at (Pg. No.)
1				
2				
3				

- C) The agency should have handled PR activities pertaining to any new launch, Financial results or any other event deemed fit with proof of achieved targets. (Job order with completion certificates for any 3 jobs done in last 2 years, i.e, 2023-24 & 2024-25)

Sl. No.	Name of the Organization/Department	Project Name	Year	Satisfactory workcompletion / certificate at (Pg. No.)
1				
2				
3				

Interested agencies may submit their details in the following format with all the necessary supporting documents in serial order

Profile and Track Record of The Agency		
1.	Name of the agency:	
2.	Address of the registered office in Delhi/NCR:	
3	Proof of office in Delhi/NCR for last 5 years	
	No. of employees in Delhi/ NCR office with their name designation and experience.	
4a	Whether the Agency is at least Fifteen years old in the field of advertising and publicity, as on 31st March 2026	
4b	Active and operational branch offices in other metros like Mumbai, Kolkata, Chennai & Bengaluru	
5.	E mail:	
6.	Website:	
7.	Date and year of establishment/incorporation of the firm, (attach an attested photocopy of proof):	
8.	CEO of the agency	
	a) Name	
	b) Mobile	
	c) E-mail	
9.	Key contact person for HUDCO (attach an attested photocopy of ID Proof)	
	a. Name & Designation	
	b. Office Landline number	
	c. Mobile	
	d. Email	
10.	Client details (attach an attested photocopy of proof): List of major government and public sector clients:	
	a.	
	b.	
	c.	
	d.	
	e.	
11	If registered with MSE Udyog Adhaar/Udyam/other schemes under MSME (Attach a self-attested photocopy of MSE registration)	

12	GeM ID (attach documentary proof)	
----	-----------------------------------	--

Note:

1. In case of non-furnishing the required MSE registration details, benefits of MSE will be not allowed presuming the agency a non-MSE Entrepreneur

Signature

(Signature of authorized person with agency stamp)

Full Name _____

Designation_____

Address_____

Place.....

Date.....

Proforma for Bid Security Declaration
(On Agency/Firm's letter head)

Whereas I/ We _____ (Name of Agency have submitted bids for **EMPANELMENT OF ADVERTISING AGENCIES FOR HUDCO LIMITED** (Name of work). We hereby submit the following declaration -

1. If after the opening of tender, I/ we withdraw or modify my/ our bid during the period of validity of tender (including extended validity of tender) as specified in the tender documents;
or

If, after the award of work, I/we fail to sign the contract, within 07 working days of issuance of letter of empanelment as mentioned in the NIT/ Work Order.

2. I/ we shall be suspended for one year and shall not be eligible to bid for tenders issued by HUDCO from date of issue of suspension order.

Signature of authorised person

Name:

Designation:

Seal:

Place:

Date:

Proforma For Annual Turnover

(Proof to be attached)

Sl. No.	Name of the Tender	Financial Year	Annual Turnover
01.		2022-2023	
02.		2023-2024	
03.		2024-2025	

Average Annual Turnover (Last 3 years) 2022, 2023-2024, 2024-2025)	
---	--

Declaration

I/ We hereby certify the above information is true and correct as per the audited financial statements of the Firm/Agency.

Signature of Authorized Signatory

Name:

Designation:

Date:

Seal of the Firm:

Certificate of Chartered Accountant

This is to certify that the above details of Annual turnover of M/s _____ are true and correct as per the books of accounts and audited financial statements.

Signature

Name of CA:

Membership No.

Firm Registration No.

Date;

Seal of CA

Annexure- VI**Bank Details of the Agency/Firm**

1	Name of the Agency/Firm	
2	Status of the Agency/Firm	Pvt. Ltd./ Public Ltd/ Partnership/ Proprietorship/others
3	Address of the Agency/Firm	
4	Name of CEO with contact number	
5	Contact Person with mobile no. and landline no. and email ID	
6	Emergency contact number, if different from above	
7	Bank name of Event Management Agency/Firm	
8	Branch Name and address with Tel No/Fax No./ Mobile No./ Email ID	
9	Bank A/c No.	
10	A/C Type (SB A/c, CA/ with Code.	
11	Bank Code (9-digit Code No of Bank.)	
12	IFSC No.	
13	PAN No.	
14	GSTIN No.	

Authorized Signatory with Seal

Vendor Profile Form

	Name & Legal Status of the Bidder			
	Organization Registration Details (Incorporation or Commencement of Business/ Other Statutory Registrations etc.)		Date of Incorporation/ Registration: CERTIFICATE TO BE SUBMITTED	
	GST Number:		PAN Number:	
	Registered/ Corporate office Address of Bidder			
	Address & Contact Details (E-Mail, Ph. Nos. etc.) of Proprietor/ Directors of the Bidders	1)		
		2)		
		3)		
	Delhi (NCR) Office Address if any & Contact Details:			
	Names and Designations of the persons authorized for single point interaction with HUDCO			
	Mobile Numbers of Contact persons:		E-mail of Contact persons:	
	a) MSME Registration:	(Yes/ No)	If Yes, Regd. No.: Date: Category: Range of Supply / Services	
	b) GeM (Government e-Marketplace) Registration:	(Yes/ No)	If Yes, mention GeM Seller ID:	

			Date:	
			Category:	
			Range Of Supply/ Services:	
			If No, then Provide the Date by which you will be registered GeM Portal:	Dt:
	c) TReDS (Trade Receivables Discounting System) Registration (Yes/No)		If Yes, Regd.No:	
			Date:	
			Category:	
			Range of Supply/ Services:	
			If No, then Provide the Date by Which you Will be Registered On TReDS Portal	Dt:
	d) Whether SC/ST/OBC Entrepreneur:	(Yes/ No)	(If Yes, please provide Supporting Documents)	
	e) Whether Women Entrepreneur	(Yes/ No)	(If Yes, please provide Supporting Documents)	

Note:

1) As per latest GoI directives, **w.e.f. 01st Nov., 2020**, all vendors of any CPSE (e.g., HUDCO Ltd.) must provide their GeM Seller ID to be indicated compulsorily by the respective CPSEs on their Letter of Awards issued to the successful bidders.

2) In case of non-furnishing the required MSE registration details, benefits of MSE will be not allowed presuming the agency a non-MSE Entrepreneur.

3)The bidders will only be considered Women and SC/ST MSE respectively, if:

i. In case of proprietary MSE, the proprietor should be Women or SC/ST unit; and

ii. In case of partnership MSE, the Women or SC/ST partners should be holding at least 51% shares in the unit; and

iii. In case of private limited companies, at least 51% shares shall be held by Women or SC/ST promoters as the case may be.

Eligibility Declarations-cum-Undertakings

(Ref NIT-clause ____)

(To be submitted as part of Technical bid)

(On Company Letter-head)

(Along with supporting documents, if any)

Tender Document No. Tend No./ xxxx; Tender Title: -----

Bidder's Name _

[Address and Contact Details]

Date

Note: The list below is indicative only You may attach more documents as required to confirm your eligibility criteria.

Eligibility Declarations

(Please tick appropriate boxes or cross out any declaration not applicable to the Bidder)

We hereby confirm that we comply with all the stipulation of NIT-clause __ and ITS clause __ wrt to eligibility criteria and declare aLs under and shall provide evidence of our continued eligibility to HUDCO

1. Legal Entity of Bidder: _____

2. OEM/Manufacturer/ Agent/ Dealership Status: _____

3. We "are/are not a JV _____

4. We solemnly declare that we (including our affiliates or subsidiaries or constituents):

a) are not insolvent, in receivership, bankrupt or being wound up, not have our affairs administered by a court or a judicial officer, not have our business activities suspended and are not the subject of legal proceedings for any of these reasons;

b) (including our Contractors/ subcontractors for any part of the contract):

i. Do not stand declared ineligible/ blacklisted/ banned/ debarred by the Procuring Organization or its Ministry/ Department from participation in its Tender Processes; and/or

ii. Are not convicted (within three years preceding the last date of bid submission) or stand declared ineligible/ suspended/ blacklisted/ banned/ debarred by appropriate agencies of Government of India from participation in Tender Processes of all of its entities, for offences mentioned in Tender Document in this regard. We have neither changed our name nor created a new "Allied Firm", consequent to the above disqualifications.

a) Do not have any association (as bidder/ partner/ Director/ employee in any capacity) with such retired public official or near relations of such officials of Procuring Entity, as counter-indicated, in the Tender Document.

b) We certify that we fulfil any other additional eligibility condition if prescribed in Tender Document.

- c) We have no conflict of interest, which substantially affects fair competition. The prices quoted are competitive and without adopting any unfair/ unethical/ anti- competitive means. No attempt has been made or shall be made by us to induce any other bidder to submit or not to submit an offer to restrict competition.

1. Restrictions on procurement from bidders from a country or countries, or a class of countries under Rule 144 (xi) of the General Financial Rules 2017: We certify as under

"We have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India and on sub-contracting to contractors from such countries, and solemnly certify that we fulfil all requirements in this regard and are eligible to be considered. We certify that: we are not from such a country or, if from such a country, we are registered with the Competent Authority (copy enclosed).

and;

we shall not subcontract any work to a contractor from such countries unless such contractor is registered with the Competent Authority.

2. MSME Status:

Having read and understood the Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 (as amended and revised till date), and solemnly declare the following:

a) We are - Micro/ Small/ Medium Enterprise/ SSI/ Govt. Deptt. I PSU/ Others: .

b) We attach herewith, Udyam Registration Certificate with the Udyam Registration Number as proof of our being MSE registered on the Udyam Registration Portal. The certificate is the latest up to the deadline for submission of the bid.

c) Whether Proprietor/ Partner belongs to SC/ ST or Women category. (Please specify names and percentage of shares held by SC/ ST Partners) .

3. Start-up Status we confirm that we are/ are not a Start-up entity as per the definition of the Department of Promotion of Industrial and Internal Trade - DPIIT.

4. Make in India Status:

Having read and understood the Public Procurement (Preference to Make in India PPP - Mii) Order, 2017 (as amended and revised till date) and related Procuring Organization notifications from the relevant Nodal Ministry/ Department, and solemnly declare the following:

Self-Certification for the category of suppliers: (Provide a certificate from statutory auditors/ cost accountant in case of Tenders above Rs 10 Crore for Class-I or Class-II Local Suppliers). Details of local content and location(s) at which value addition is made are as follows:

Local Content and %age	
Location(s) of value addition	

Therefore, we certify that we qualify for the following category of the supplier (tick the appropriate category):

Class-I Local Supplier/ Class-II Local Supplier/ Non-Local Supplier.

b) We also declare that:

- There is no country whose bidders have been notified as ineligible on a reciprocal basis under this order for an offered Goods, or
- We do not belong to any Country whose bidders are notified as ineligible on a reciprocal basis under this order for the offered Goods.

5. Penalties for false or misleading declarations:

We hereby confirm that the particulars given above are factually correct and nothing is concealed and undertake to advise any future changes to the above details. We understand that any wrong or misleading self-declaration would violate the Code of Integrity and attract penalties as mentioned in this Tender Document.

(Signature with date)

(Name and designation)

Duly authorized to sign bid for and on behalf of

[Name & address of Bidder and seal of company]

**AUTHORIZATION/SELF-AUTHORIZATION FOR EXECUTION OF
NITs/BIDs**

(Mandatory for All Applicant Bidders as per applicability)

(For Acceptance of T&C and Execution of NIT/RFP/Bid Documents)

Subject: Authorization / Self-Authorization that the Agency/Bidder has authorized the undernamed/undersigned as an Authorized Signatory for and on behalf of Agency/Bidder in response to the NIT/RfP No.----- for -----!

1. I/we _____ son/daughter/wife of Shri _____, has been appointed / being a ----- (designation), undersigned as an Authorized Signatory for and on behalf of Agency/Bidder named _____ is fully competent to Sign & Seal this Authorization/Self-Authorization for Execution of all the Documents connected to the NIT/RFP/Bids/Award/Work Order/Contracts/Agreements/Declarations/Undertakings.
2. I/we have carefully read and understood all the Terms and Conditions of the Notice Inviting Tender/Request for Proposal and undertake to abide by them with full responsibility and the information/documents related to the Procurement/Assignment/Services along with the Application, are true and authentic to the best of my knowledge and belief.
3. I/We am/are well aware of the fact that furnishing of any false information/fabricated documents/concealment of any facts or documents, at any stage, would lead to rejection of my/our bid (s) alongwith held liable towards prosecution under the BNS / PC Act or any appropriate law.
4. I/We..... will be responsible for any breach/non-compliance/violation of any of the Rules/Guidelines settled as per the Appropriate Law simultaneously and action will also be taken along with making of compensation in any loss to HUDCO, if any.

Signature of the Authorized Signatory of the Agency:

Date:

Full Name:

Place:

Seal:

Note: (Board Resolution/Authority Letter may also be considered in case of Company/LLP/Firm and Self-Declaration may be considered in case of Proprietorship).