

**Expression of Interest (EOI)**  
**For**  
**The Selection of Media**  
**Planning/Marketing Agencies**

17<sup>th</sup> July, 2017

**Centre for Development of Imaging Technology, C-DIT**

Chithranjali Hills, Thiruvallom

Thiruvannathapuram – 695027

Tel No: 0471- 2380910/ 912, Fax : 0471- 2380681

## **INVITATION FOR EXPRESSION OF INTEREST**

No. C-DIT/2017/EOI/Media/1 dated 15/07/2017

Centre for Development of Imaging Technology (C-DIT) invites sealed Expression of Interest (EOI) from Firms/companies/ OEMs/ institutes/ organizations/ agencies for the Selection of Media Planning/Marketing Agencies

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website [www.cditi.org](http://www.cditi.org).

**Last date for submission of EOI is on or before 11.00 AM, 24<sup>th</sup> July, 2017.**

Sealed envelope marked to the captioned address given below mentioning "EOI for Selection of Media Planning/Marketing Agencies" on the top cover.

**"The Registrar,  
Centre for Development of Imaging Technology (C-DIT),  
Chithranjali Hills,  
Thiruvallom PO,  
Thiruvananthapuram -695027"**

Sd-  
**Registrar, C-DIT**

**Note:** C-DIT reserves the right to cancel this request for EOI and/or invite a fresh one with or without amendments, without liability or any obligation for EOI and without assigning any reason. Information provided at this stage is indicative and CDIT reserves the right to amend/add further details in the EOI.

# Expression of Interest for the Selection of Media Planning/Marketing Agencies

No. C-DIT/2017/EOI/Media/1 dated 15/07/2017

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C-DIT is looking for well established, professional agencies to partner with it in a project for marketing and promotional activities within the country and abroad, for the NRI Chitty scheme of Kerala State Financial Enterprises.

## Scope of work

- (a) Preparation a comprehensive Media Plan for the promotion of NRI Chitty Scheme of the Kerala State Financial Enterprises,
- (b) Content management of all social media platforms, websites/blogs,
- (c) Designing and Printing (offset, screen & digital) of all marketing materials like brochures, banners, invitation cards etc., as part of marketing campaign
- (d) Event management, including planning of marketing strategies, stall conceptualization, design & execution, media coordination, partnership meet and all other related activities like road shows etc, in various locations within the country and abroad, for new NRI CHITTY of KSFE

## Eligibility criteria

- Agencies should have a full fledged office in Kerala either in Thiruvananthapuram or Kochi or Kozhikode with adequate manpower and infrastructure facilities.
- Minimum 5 years' experience in handling advertising/marketing activities of Institutions/Corporates.
- Agency should have one National level client in their clientele list for whom services have done in last three years.
- Agency should have experience in organizing events among Non-Resident Keralites in foreign countries.
- Annual turnover of not less than Rs.one crore in relevant works in each of the last three financial years.

## How to apply

Interested Agencies who qualify the above eligibility criteria may submit their Expression of Interest with documentary proofs, to the Registrar, Chithranjali Hills, Thiruvallam, Thiruvananthapuram-695027, Kerala, on or before 21<sup>st</sup> July 2017, 5 pm or e-mail to [procurement@cdit.org](mailto:procurement@cdit.org), with subject-line selection of Media Planning / Marketing, along with the following (but not limited to) documents.

- Full details of capabilities/experience, with details of clientele-both Government and others, with testimonials; highlighting major events/assignments etc. handled within last three years
- Agency balance sheet for the last 3 years certified by a chartered accountant.

**The evaluation criteria for empanelment will be as follows.**

Serial No.	Evaluation Criteria
1	Presence in Kerala for more than 5 years
2	Clientele-Testimonial-handled Govt Institutions
3	Clientele-Testimonial-handled non-Govt Institutions
4	Media Coordination & PR works
5	Social Media & Online Marketing
6	Marketing Strategy formulation & Impact Analysis
7	Company profile-INS Accreditation, Turnover, Creative team, Infrastructure, Creatives released, advertising campaigns, agencies published, Balance Sheet Evaluation
8	National Campaigns
9	Major Events (National / International)-Description and business for last 3 years

*Shortlisted Agencies will be called for a presentation before the screening committee. The date of presentation will be informed to all shortlisted agencies.*

The empanelled agencies will be asked to submit their financial proposals for specific events separately or for other regular assignments on quarterly basis, as the case may be.

Sd/-  
**REGISTRAR, C-DIT**