No. 18/24/2009-VC Directorate General of Civil Aviation Ministry of Civil Aviation

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Dated the 9th December, 2009

Empanelment of Advertising Agencies for Providing Comprehensive Publicity Services.

Applicant Advertising Agencies should fulfill the following requirements:-

- Should have accreditation with INS and IBF.
- National operations with full-fledged offices in metros preferably in Mumbai and Delhi having independent media facilities to plan and execute campaigns.
- Should have experience of dealing with clients at DAVP rates.
- Should have a minimum gross capitalized annual billing of Rs. 40 crores (Rupees forty crores) in the last three financial years.

If your agency meets with the above criteria and has the ability to respond to competition and market challenges with total commitment to the marketing objectives, respond along with:

- Your agency profile.
- Proof of office at each location.
- Three years Audited Balance sheets along with Annual Reports.
- A short note on three of your best main-line campaigns and three electronic campaigns produced recently.
- A note on three of your most effective media buys for major advertising campaigns recently.
- Please send your application (alongwith duly filled proforma given below) complete in all respects, to: The Director (F&A), Directorate General of Civil Aviation, Opp. Safdarjung Airport, New Delhi -110003 by 5:00 PM on 17th December, 2009. DGCA reserves the right to reject any or all applications without assigning any reason(s).

DIRECTORATE GENERAL OF CIVIL AVIATION

Application for Empanelment of Advertising Agencies

- 1. Name of the Advertising Agency
- 2. Year of Establishment
- 3. Are you fully accredited with INS? If yes, since when? Please mention your INS Accreditation number and its current Validity.
- 4. Are you accredited to Indian Broadcasting Federation? If yes, since when?
 Please mention your IBF
 Accreditation number and its current Validity.
- 5. Infrastructure
- 6. Address of Office

Telephone Number

Dedicated Fax

E-Mail

- 7. Staff strength (full time), please give details of specialized staff in various departments at Head office and Branches
- 8. Details about affiliations with foreign Advertising agency, if any
- 9. Annual turnover of last three years: 2006-07
 (Please submit annual report 2007-08
 duly signed by Chartered Acctt./Director) 2008-09
- 10. Are you serving any public sector enterprise or Govt.Department; if yes, provide details.

- 11. Have you ever been on the panel of any PSU in Civil Aviation Sector? (If yes, give details.)
- 12. Give details of three publicity campaigns undertaken by you (enclose your best three art pulls/campaigns published/held recently)
- 13. Give details of three most effective media buys recently.
- 14. Details of awards received, if any, during last three years.
- 15. Any other information you may like to give

Signature

Name & Designation of the Authorised signatory With seal.