



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

(STATUTORY BODY UNDER AN ACT OF PARLIAMENT)

12, SUDDER STREET, KOLKATA - 700 016

TELEPHONES: +91 33 40364757, +91 11 24666125

Website: www.icmai.in

Local Purchase Committee

TENDER NOTICE

Ref. LPC/Convocation/ADVT/2024-25

30.04.2024

Selection of Service Provider for release of advertisement in Newspaper and digital advertisement in online newspaper for National Students' Convocation - 2024

Reputed and reliable advertisement agencies are invited to offer their rate for publication of an advertisement of Student Convocation - 2024 as per details below:

For Print Media

Newspaper	Edition/s	Hue	Position	Size	Advert date
Times of India – Main Paper	Kolkata	Colour	Any RHP (Excluding Front page, 3 rd page, 5 th page & Back page)	(W x H) - 16 cm x 25 cm	23.05.2024

For Digital Media

Website	timesofindia.com
Level (geo market)	Kolkata, Mumbai, Delhi, Chennai
Platform	All Device
Impression	10 lakh
Type / position	Display Banner (size: standard) for ATF
CTR %	0.02% - 0.03%

Scope of work:

- To publish advertisement in **Times of India – Main Paper (Kolkata edition) for print media and in timesofindia.com for Kolkata, Mumbai, Delhi, Chennai Level (geo).**
- The soft copy of the matter to be printed would be provided by the Institute, and final proof of creative / display may be shared with the said dept. before publication. Vendor may also be asked to design the matter at no cost, if required.
- This is for a one-time release order.

For further clarification, please contact, CMA Tinku Ghosh Das, Deputy Director, trd.dd1@icmai.in (+91-33-2252-1031/1034/1035) from 10.00 a.m. to 5.30 p.m. on all working days (Monday – Friday) at their own cost.

Terms & Conditions:

- Total price will be inclusive of supply, service, and delivery. No additional charges other than quoted rate will be entertained.
- Applicable taxes will be extra.
- Time is the essence of the work order. It is to be ensured that the matters are to be published in the newspapers on the day as per requirement of the Institute.
- No advance payment will be made. Payment will be made after completion of satisfactory service and submission of invoice / bill in hard copy along with the paper-cutting (hard copy / soft copy) of the newspapers containing the advertisements for which the bill is raised by the agency.



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- All payment(s) is/are to be given to the Bank A/c through Electronic Mode, hence Bank Details [(1) Name of the A/c., (2) A/c. No., (3) Type of A/c., (4) Name of the Bank, (5) Branch Name with Address and (6) IFSC Code] should be provided in the quotation.
- The payment will be made in electronic mode only within 30 days of submission of bills.
- This will be one-time contract and will end automatically after the above said publication.
- Creative will be provided by selected bidder before release of advertisement at no cost.
- Reports to be provided at the end of campaign reflecting number of impressions / clicks etc.
- The price quoted by the bidder should remain valid for 30 days.
- **L1 will be decided based on the amount quoted in the darkened boxes of Composite Rate as mentioned in annexure 1.**
- If the rates quoted by bidders are found to be same, then additional / extra facilities / features (like number of clicks etc), if any, that may be extended with this service, would be considered to shortlist the bidders.
- If a firm quotes NIL charges/consideration, the bid shall be treated as unresponsive and will not be considered.
- Bidder will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
- Canvassing in any form in connection with the contract is strictly prohibited.
- The Bidder shall not sub-contract the mentioned work to any organization, person, firm or its franchise without the prior approval of the Institute.
- Institute reserves the right to extend the last date for receipt of bids at its own discretion.
- Bidders are requested to check for corrigendum/addendum (if any) at the Institute's website before finally submitting their bids.
- **A copy of Trade License / Certificate of Incorporation is to be compulsorily submitted.**
- The order will be placed for the best interest of the Institute.
- The Institute may, for any reason whether at its own initiative or in response to the clarification requested by the prospective bidder, issue amendment in the form of addendum during the bidding period and subsequent to receiving the bids. Any addendum thus issued shall become part of bidding document and bidder shall submit the addendum duly signed and stamped in token of his acceptance.
- Although the details presented in this Tender Document consisting of conditions of contract, scope of work and technical specifications have been compiled with all reasonable care, it is the bidder's responsibility to ensure that the information provided is adequate and clearly understood.

The quotations **STRICTLY AS PER PRESCRIBED FORMAT (Annexure 1)** have to be submitted in the LPC Tender Box kept at the ground floor of the Institute. Address: **Local Purchase Committee, Institute of Cost Accountants of India, CMA Bhawan, 12, Sudder Street, Kolkata – 700 016** in Sealed Envelope, superscribed “**Selection of Service Provider for release of advertisement in Newspaper and digital advertisement in online newspaper for National Students' Convocation - 2024**” (Bid Reference – LPC/Convocation/ADVT/2024-25) on or before **2:00pm, 6th May, 2024.**

Convener
Local Purchase Committee



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ANNEXURE I

Format of bid

Sl. No.	Details Requested	Provide Details
1.	Name of the Company/ Vendor	
2	Contact person & Mobile number	
3	Full address of the office With Email Address	
4	RTGS Bank Account Details	
5	Additional Information , If any (attach separate Sheet if required)	
6	Details of GSTN (if available)	
7	PAN	

Newspaper	Specification	Composite Rate (excluding taxes)
Times of India – Main Paper (Kolkata edition) for print media and in timesofindia.com for Kolkata, Mumbai, Delhi, Chennai (geo market) for digital media	As mentioned above	Rs...../- in words

rate of taxes. %

Any other facilities (extras) that may be extended with this service: _____

Date

Seal :

Signature of bidder: