

BUREAU OF INDIAN STANDARDS

Empanelment of Advertising Agencies

Bureau of Indian Standards, the National Standards Body of India is engaged in the tasks of formulation of Standards, Product Certification activities related to grant of licences for use of ISI mark, Hallmarking scheme on gold/silver Jewellery, Quality System Certification as per ISO 9000 and Environment Management System as per ISO 14000, HACCP etc.

To constitute a panel of advertising agencies, offers are invited from INS accredited advertising agencies only for a tenure of two years. Only those agencies, having minimum turn over of Rs. 5.00 Crore for the previous financial year i.e, 2007-08 may apply to BIS with the following details:

i) Name and address of Hqs ii) Location of Branch Offices iii) Total turnover during 2007-08 iv) Infrastructure/creative facilities for print, audiovisual, exhibitions and outdoor media; v) Names of important clients including Government departments, if any. (Copies of three designs from a previous campaign which the agency may have executed for any one of their clients may be submitted along with the offer). Detailed agency profiles need not be sent at this stage.

Scope of work: Designing of press advertisements/outdoor publicity, cover pages of in-house journals in English/Hindi, annual report, publicity brochures etc, and printing of in-house journals in English / Hindi.

Replies with full particulars as mentioned above and copy of INS accreditation may be sent to the Director (Public Relations), Bureau of Indian Standards, Manak Bhavan 9 Bahadur Shah Zafar Marg, New Delhi 110 002 latest by 1500 hrs on 28 August 2008. Incomplete offers and those received after the due date/time will not be considered. BIS reserves the right to reject any or all offers without assigning any reason.

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