

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, HACCP, Food Safety Managements Systems, Occupational Health and Managements Systems, Service Quality Management Systems, etc.

To constitute a panel of advertising agencies, offers are invited from INS accredited advertising agencies for a tenure of one year. Only those agencies, having minimum turnover of Rs. 5.00 Crore for the financial year i.e, 2010-11 may apply to BIS with the following details :

i) Name and address of Hqs, ii) Location of Branch Offices iii) Total turnover during 2010-11 iv) Infrastructure/creative facilities for print, audiovisual, exhibitions and outdoor media; v) Names of important clients including Government departments, if any. (Copies of two designs from a previous campaign which the agency may have executed for any one of their clients. vi) one creative in size 100 col cms on theme a) ISI Mark gives confidence to the Consumer and b) one creative in size 100 col cms BIS Hallmark on Gold Jewellery – Value for Money.

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

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 or before 15 February 2012. 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.