

Empanelment No.	UGB/HO/2025-26/002
Date :	31 July 2025



**Head Office, 18 New Road, Dehradun, 248001**

**Email: - [plg@ho.ugb.org.in](mailto:plg@ho.ugb.org.in)**

**Invites application for**

**Empanelment of Advertising Agencies for Outdoor Advertising in Uttarakhand Region**

Last date and time for submission of application: 14 August 2025 by 4:00 pm

### **EMPANELMENT NOTICE**

Uttarakhand Gramin Bank (UGB), Head Office, 18 New Road Dehradun, 248001 a leading Regional Rural Bank sponsored by State Bank of India, invites applications from reputed and experienced advertising agencies for empanelment to handle outdoor advertising assignments across various districts of Uttarakhand.

Sr. No.	Particulars	Details
1.	Empanelment application form available for download from the website:	<a href="http://www.uttarakhandgraminbank.com">www.uttarakhandgraminbank.com</a>
2.	Availability for download from the above website	<a href="http://www.uttarakhandgraminbank.com">www.uttarakhandgraminbank.com</a> ---->Tender
3.	Last date and time for submission of application at Head Office	14 August 2025 by 4:00pm
4.	Date and Time of opening of application	20 August 2025
5.	For any queries or support in connection with the submission of application, please contact our (Procurement) Account department	Contact No.: 8476009108 Email-id: <a href="mailto:plg@ho.ugb.org.in">plg@ho.ugb.org.in</a>
6.	UGB reserves the right to accept or reject any or all applications without assigning any reason thereof, even after opening of the applications	

**The General Manager**  
**Uttarakhand Gramin Bank**

## **NOTICE FOR THE EMPANELMENT OF ADVERTISING AGENCY**

### **1. Introduction**

Uttarakhand Gramin Bank (UGB), a leading Regional Rural Bank sponsored by State Bank of India, invites applications from reputed and experienced advertising agencies for empanelment to handle outdoor advertising assignments across various districts of Uttarakhand.

### **2. Objective of the Empanelment**

The objective is to empanel professionally managed, technically competent, and financially sound advertising agencies for executing outdoor media campaigns that enhance brand visibility and communicate key schemes, products, and campaigns of the Bank effectively to target audiences in urban, semi-urban, and rural areas.

### **3. Eligibility Criteria**

<b>Sr. No.</b>	<b>Criteria</b>	<b>Requirement</b>
1	Legal Entity	Registered firm (partnership or Sole proprietor) /company with valid GST and PAN
2	Experience	Minimum 3 years in outdoor media execution for banks/PSUs/Govt./ Reputed Pvt firms.
3	Past Work	Minimum 2 completed outdoor campaigns in PSU/Banks/Govt. sector in last 3 years
4	Turnover	Minimum ₹ 50 lakhs average turnover in last 3 years
5	Local Presence	The Firm/Agency must have at least one operational office in Uttarakhand or Uttar Pradesh and must have minimum 3 years of work experience in Uttarakhand.
6	Compliance	The applicant must not be blacklisted by any Government Department, PSU, Bank, or Regulatory Body as on date of application
7	Profitability	The Firm/Agency must be profit-making during the last three financial years (FY 2022–23, 2023–24, 2024–25)
8	Documentation	Submission of all required documents with application

### **4. Scope of Work**

The empanelled agencies will be responsible for:

- Media Planning & Strategy
- Creative Designing
- Printing & Fabrication
- Installation & Maintenance
- Outdoor Media Type Covered
- Compliance & Permissions
- Monitoring & Reporting

(See detailed Scope of Work in Annexure 1)

## **5. Application Fee**

₹1,000/- (Non-refundable) to be paid via Demand Draft/Banker's Cheque drawn in favour of 'General Manager, Uttarakhand Gramin Bank' payable at Dehradun.

## **6. Application Submission**

Applications must be submitted in a sealed envelope clearly superscribed with:

'APPLICATION FOR EMPANELMENT OF OUTDOOR ADVERTISING AGENCIES – 2025-26'

Send to:

The General Manager

Uttarakhand Gramin Bank

Head Office, 18 New Road, Dehradun – 248001

## **7. Evaluation & Selection Process**

Based on eligibility, experience, infrastructure, turnover, and interview.

Empanelment valid for 2 years, extendable up-to 1 year on satisfactory services.

## **8. Termination Clause**

Empanelment may be terminated for:

- Non-compliance
- Delay
- Fraud
- Misrepresentation
- Unethical practices

## **9. Important Dates**

- Issue of RFP: 31 July 2025
- Last Date of Submission: 14 August 2025 (4:00 PM)
- Opening of Applications: 20 August 2025
- Contact: [plg@ho.ugb.org.in](mailto:plg@ho.ugb.org.in) / 8476009108

## **10. List of Annexures (Required Documents)**

- Annexure A: Application Form
- Annexure B: CA Certified Turnover Statement
- Annexure C: Work Executed (With Proof)
- Annexure D: Copy of GST, PAN
- Annexure E: Sample Creatives
- Annexure F: Declaration (Not Blacklisted)
- Annexure G: Power of Attorney
- Annexure H: Office Address Proof
- Annexure I: Legal Compliance Declaration
- Annexure J: Signed Copy of Scope of Work

## **INSTRUCTIONS TO ALL THE APPLICANTS FOR EMPANELMENT**

1. Intending applicants are required to submit their applications with full bio-data giving details about their organization, experience, technical personnel in their organization, competence and adequate evidence of their financial standing etc. in the enclosed form which will be kept confidential. The applications not accompanying application fees of Rs. 1000/- are likely to be rejected at the sole discretion of the Bank.
2. While deciding upon the empanelment of Firms/Organizations, great emphasis will be given on the ability and competence of applicants to do good quality works within the specified time schedule and in close co-ordination with Bank as well as other agencies.
3. Decision of the Bank in regard to selection of Firms/Organizations will be final. The Bank is not bound to assign any reason for acceptance/ rejection of any applications.
4. Each page of the application shall be signed. The application shall be signed by persons/ persons on behalf of the organization having necessary authorization/ Power of Attorney to do so (Certified copies to be enclosed).
5. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also mere fulfilment of eligibility criteria does not guarantee selection.
6. Applicants/Agency selected in the Bank's panel shall have to deposit a non-interest bearing amount as 'Security Deposit' as decided by the Bank. Applicants selected in the Bank's panel will be informed about the same after finalization of the panel.
7. Canvassing in any form in connection with selection is strictly prohibited and the application of such persons/organizations who resort to canvassing will be liable to rejection.
8. Bank reserves its right to reject any/all the applications without assigning any reasons, whatsoever therefore. Incomplete/partly filled applications without relevant enclosures may not be considered for evaluation. Disputes, if any, regarding the empanelment shall be within the jurisdiction of Court in Dehradun.
9. It will not be binding on the Bank to invite all the empanelled vendors to participate in bidding for various works. The Bank may prepare a select list of Firm/Agency out of the empanelled vendors to participate in the bidding process of a/any work.
10. Bank is not responsible for the late receipt/ non receipt due to postal delay, strikes or any other reasons.
11. Any damage/loss during execution will be the agency's responsibility.

### **11. DISCLAIMER**

- This RFP does not guarantee empanelment. UGB reserve the right to accept/reject any or all application without assigning any reason.
- UGB may alter, withdraw, or cancel the empanelment process at any time.
- All legal disputes will be under the jurisdiction of Dehradun Courts only.

### **12. DECLARATION (To be signed by the applicant)**

We hereby declare that the information submitted is true and correct to the best of our knowledge and belief. We agree to all terms and conditions as outlined in this RFP and understand that mere submission does not ensure empanelment.

Authorized Signatory  
Uttarakhand Gramin Bank  
Head Office, Dehradun

Seal & Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCIES

For Outdoor Advertising Work (e.g., Hoardings, Wall Branding, Platform Boards, etc.)

Application form to be submitted for the purpose of Empanelment of Vendors for Outdoor Advertising Work.

Sr.	Information Required	Information to be filled by the vendor
1	Name of the vendor	
2	Year of starting operations	
3	Constitution of the vendor (Limited Company, Private Limited Company, Partnership, Proprietorship, etc.)	
4	Vendor's registered address	
5	Vendor's corporate/operational address (if different)	
6	Name(s) of partner(s)/proprietor/directors	
7	Address(es) of partner(s)/proprietor/directors	
8	Name(s) of the authorized executive(s)	
9	E-mail address(es) of authorized representative(s)	
10	Phone nos. of authorized representative(s) 1- 2-	
11	GST Number	
12	PAN Number	
13	Net Profit (in ₹ Lakhs) During FY 2022–23: During FY 2023–24: During FY 2024–25:	
14	Total Turnover (in ₹ Lakhs) During FY 2022–23: During FY 2023–24: During FY 2024–25:	
15	Revenue earned from outdoor advertising activities (in ₹ Lakhs)	
16	Experience with outdoor media installations (List names of institutions/clients)	



17	List of documents enclosed (Attach copies)	
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The application is submitted in response to your advertisement for empanelment on the Bank's website. The information submitted is true to the best of my/our knowledge.

Authorized Signatory:

Name:

Designation:

Firm's Seal:

Date:

Place: