



भारतीय लघु उद्योग विकास बैंक
Small Industries Development Bank of India

**LETTER OF INVITATION (LoI)
FOR SUBMISSION OF COMMERCIAL PROPOSAL FOR
CREATION OF ANIMATED VIDEOS OF 'MR. DHANDEBAAZ'
(ONLY FOR EMPANELLED ADVERTISING AGENCIES OF SIDBI)**

LoI Number – 2020DEC09/T001182807 dated December 09, 2019

भारतीय लघु उद्योग विकास बैंक
स्वावलंबन भवन, सी-11, जी ब्लॉक,
बान्द्रा कुर्ला कॉम्प्लेक्स, बान्द्रा (पू.), मुम्बई – 400051

SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA
Swavalamban Bhavan, C-11, 'G' Block,
Bandra Kurla Complex (BKC), Bandra (E), **Mumbai - 400051**

वेबसाइट / Website: www.sidbi.in

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निविदा महत्वपूर्ण सूचना / Bid Critical Information

(LoI Number – 2020DEC09/T001182807 dated December 09, 2019)

क्र.सं./ S.No.	कार्यक्रम/ Events	तिथि/ Date	समय/ Time
1	पूर्व-बोली बैठक के लिए स्पष्टीकरण की मांग की अंतिम तिथि/ Last date for seeking clarifications for pre-bid meeting	December 12, 2019	05:00 PM
2	पूर्व – बोली बैठक (पूर्व-बोली बैठक के बाद कोई भी स्पष्टीकरण नहीं दिया जाएगा)/ Pre Bid meeting (<i>no clarifications would be given after pre-bid meeting</i>)	December 13, 2019	03:00 PM
3	वाणिज्यिक बोली जमा करने की अंतिम तिथि/ Last date for submission of Commercial bids	December 23, 2019	05:00 PM
4	बोली जमा करने एवं पूर्व – बोली बैठक का पता / Address for Bid Submission & Pre-bid Meeting	Branding & Communication Officer Small Industries Development Bank of India, Swavalamban Bhavan, 3rd Floor, Plot No. C-11, G Block, Bandra Kurla Complex Bandra (E), Mumbai - 400 051 Phone: 022-67531100 Fax: 022-67531236	
5	वाणिज्यिक बोली खोलने की तिथि व समय/ Date and time of opening of commercial bids	December 24, 2019 11:00 AM	
6	Contact details of SIDBI officials / सिडबी अधिकारियों के संपर्क विवरण	Ms. Neelasri Barman, Branding & Communication Officer 022-67531227, neelasrib@sidbi.in	
		Shri Mainak Sen, Assistant Manager 022-67531326, mainaks@sidbi.in	

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I. Letter of Invitation

Ref No. : 2020DEC09/T001182807

Dated December 09, 2019

LETTER OF INVITATION (LoI)

To,

[Addressed **only to Advertising Agencies Empanelled with the Bank**]

महोदया/ प्रिय महोदय,
Madam / Dear Sir,

**SUBJECT: LETTER OF INVITATION (LoI)
FOR SUBMISSION OF COMMERCIAL PROPOSAL FOR
CREATION OF ANIMATED VIDEOS OF 'MR. DHANDEBAAZ'**

Please refer to your empanelment with Small Industries Development Bank of India (SIDBI). You are hereby invited to submit proposals required for the captioned assignment, which would form the basis for future negotiations and ultimately a contract between your firm/ Company and SIDBI (hereinafter referred to as Client).

The purpose of the assignments is to develop 12 animated videos of Mr. Dhandebaaz (with Hindi and English Voice-Overs), the Entrepreneurial Mascot the Bank .

2. This document includes the following documents:

- Section I - Letter of Invitation
- Section II - Terms of Reference (ToR)
- Section III - General Terms & Conditions (GTC)
- Section IV - Format of Commercial Bid
- Section V - Bank Mandate Form

3. Pre-bid meeting shall be held at **03:00 pm on December 13, 2019** at the address mentioned at serial no. 6. In case you desire to join the meeting through VC, the same may please be informed in advance.

4. The proposal complete in all respect, should be submitted in a Sealed NON WINDOW envelope super scribing Quotation for "**CREATION OF ANIMATED VIDEOS OF 'MR. DHANDEBAAZ'**" at the address mentioned at serial no. 6 latest by **17:00 hours on December 23, 2019**.

5. Date and Opening of the Commercial Proposal shall be on December 24, 2019, 11:00 AM.

6. Address for Communication

Branding & Communication Officer
Small Industries Development Bank of India, Swavalamban Bhavan,
3rd Floor,
Plot No. C-11, G Block,

Bandra Kurla Complex
Bandra (E), Mumbai - 400 051
Phone: 022-67531100
Fax: 022-67531236

7. Contact Person

Ms. Neelasri Barman, Branding & Communication Officer Tel No: 022-67531227 Email Id: neelasrib@sidbi.in	Shri Mainak Sen, Assistant Manager Tel No: 022-67531326 Email Id: mainaks@sidbi.in
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The Client reserves the right to accept or reject any or all the Proposals in whole or part without assigning any reasons.

8. You are requested to hold your proposal valid for 90 days from the last date of submission without change in your proposed price. The Client will make its best efforts to select a vendor within this period. The Client may solicit your consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).

9. Please note that payments which you receive from this assignment will be subject to applicable tax liability as per rules. Kindly contact the concerned tax authorities for further information in this regard, if required.

10. We would appreciate if you inform us by E-mail:

- Your acknowledgement of the receipt of this letter of invitation and;
- Whether or not you will be submitting a proposal.

भवदीय / Yours faithfully

Sd/-

(नीलाश्री बर्मन/ Neelasri Barman)

ब्रांडिंग व संचार अधिकारी/ Branding & Communication Officer

Dated: December 09, 2019

II. Terms of Reference (ToR)

Specification of the Videos as per following :

No. of Videos :	<ul style="list-style-type: none"> 1 introductory video introducing the Entrepreneurial Mascot Dhandebaaz 11 videos showing Dhandebaaz helping Entrepreneurs as per 11 Swavalamban issues.
Nature of the Video	Animated (2D)
Duration of Each Video	Upto 1-2 minute (Approximate). The duration of each video may vary and hence, the agency shall be required to furnish per-second cost in the commercial bid, which shall be multiplied by the duration of the approved (by SIDBI) video to arrive at the cost of the video at the time of raising invoice.
Audio Language of the Video	Bilingual (Hindi and English). For each video, 2 voice-overs i.e. in Hindi and English should be delivered. Hence in total, 24 videos shall be delivered.
Source of Content:	<ul style="list-style-type: none"> As per Dhandebaaz comics published/ going to be published in 11 Swavalamban issues in Times of India Group & Hindustan Times (One India) Group. May be referred from : https://www.sidbi.in/en/swavlambans/meet-mr-dhandebaaz Audio script of video may be referred from above source and may be elaborated / explained. The audio script of the introductory/ other video should be drafted by the agency in such a way that interest to watch subsequent videos amongst the target audience is created. However, approval of audio script (Bilingual), Voice-Over and Completed Video should be obtained from SIDBI. Only approved videos by SIDBI shall be considered for payment.
Deliverable:	<ul style="list-style-type: none"> High resolution video embedded with high resolution audio, as approved by SIDBI. SIDBI is not obliged to get all 12 Bilingual videos (i.e total 24) from the selected agency. Hence, the agency may start production of one video at a time and upon approval of the video by SIDBI, invoice for that particular video can be raised. Production of subsequent video may be started only after receiving confirmation from SIDBI.
Others :	<ul style="list-style-type: none"> The agency should be ready to modify video/audio of the draft till the time final approval arrives. Any clarification required for developing the videos may be asked before/ during the pre-bid meeting, which would be clarified by SIDBI.

III. GENERAL TERMS & CONDITIONS

1. The quotation submitted by the bidder must be **strictly in the enclosed tabular format only with all heads duly filled in wherever applicable**. The quotation submitted in any other format other than the format given in **Section IV** may not be considered.
2. The commercial bid should be duly signed by authorised signatory with date and seal. Unsigned bids will be rejected.
3. **Period of validity:** Price quoted by the agency must be valid till 90 days from the last date of submission without change in your proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).
4. The price quoted must be inclusive of all taxes, levies etc. No additional cost whatsoever other than the price quoted by the vendor will be paid by SIDBI.
5. **Opening and Evaluation of Bid:** The date/ time and place of opening of commercial bid would be on December 24, 2019 11:00 am at Small Industries Development Bank of India, Swavalamban Bhavan, 3rd Floor, Plot No. C-11, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051. It would be bidder's responsibility to depute the representative (one only) for the opening of bids. No separate communication in this regard shall be sent to the bidders.

The lowest quoted price (inclusive of all taxes) as per **Section-IV** will be termed as L1 bid and the rest of the bids shall be ranked in ascending order of price quoted, as L2, L3, L4 and so on. Order would be placed with commercially lowest quoting bidder i.e. L1 bidder.

6. Payment Terms:

- a) 100% payment on delivery of each animated video of Mr. Dhandebaaaz (one at a time) upon approval by SIDBI and raising of invoice on SIDBI. Only approved videos by SIDBI shall be considered for payment.
- b) Invoice to be raised on each animated approved (by SIDBI) video of Mr. Dhandebaaaz (one at a time), separately.
- c) SIDBI is not obliged to get all 12 Bilingual videos (i.e. total 24) from the selected agency. Hence, SIDBI shall not be responsible for making payments towards video (s), which is / are not approved by SIDBI. The agency, therefore, at its own interest, may start production of one video at a time and upon approval of the video by SIDBI, invoice for that particular video can be raised. Production of subsequent video(s) may be started only after receiving confirmation/ go-ahead from SIDBI.
- d) Applicable taxes at source (TDS) will be deducted by SIDBI at the time of making payment.
- e) Payment shall be made electronically through RTGS/ NEFT by crediting the same to vendor's bank a/c as per details provided in the Bank Mandate Form.

7. Bank Mandate Form: All the bidders are required to submit duly filled-in Bank Mandate Form as per format attached as **Section V**. Form should necessarily be accompanied a cancelled cheque leaf, Copy of PAN Card and GST Certificate.

Bidder who has already submitted the form with us in connection with some other transaction, may submit a copy of the same.

IV. Format of Commercial Bid

**COMMERCIAL PROPOSAL FOR
CREATION OF ANIMATED VIDEOS OF 'MR. DHANDEBAAZ'
[To Be Furnished in Bidder's Letter Head]**

[Amount in ₹]

Sr. No.	Particulars	Base Cost	Taxes	Total
1	Per-Second Cost towards production of 1 (ONE) Animated Video of Mr. DhandebaaZ duration with Bilingual (Hindi + English) Voice Overs			

Bidder may please make note of the following:

1. The costs must be quoted in Indian Rupees.
2. The duration of each video may vary and hence, the bidder shall furnish per-second production cost in the commercial bid (as per Sr. No. 1 above), which shall be multiplied by the duration of the approved (by SIDBI) video to arrive at the cost of the video at the time of raising invoice.
3. The Price quoted above by the bidder must be valid till 90 days from the last date of submission without change in proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price)
4. In case, the commercial is not as per the above format, SIDBI shall have right to reject the bid.
6. No conditions should be stipulated in the commercial bids. The conditional bids shall be rejected.

Signature : _____

Date : _____

Seal :

V. Bank Mandate Form

बैंक अधिदेश फॉर्म /BANK MANDATE FORM
 (To be submitted on Bidder's letter-head in Duplicate)

(Please fill in the information in CAPITAL LETTERS. Please TICK wherever it is applicable)

1. Name of Borrower / vendor / supplier: _____

Vendor Code (if applicable) _____

2. Address of the Borrower / vendor / supplier: _____

City _____ Pin Code _____

E-mail id: _____

Phone No. with STD code: _____

Mobile No.: _____

Permanent Account Number _____

GSTIN _____ GSTIN State _____

MSE Registration / CA Certificate _____ (if applicable)

3. Particulars of Bank account:

Beneficiary Name																		
Bank Name						Branch Name												
Branch Place						Branch City												
PIN Code						Branch Code												
MICR No.																		
Account type	Saving					Current					Cash Credit							
Account No.	(as appearing in the Cheque book)																	
(Code number appearing on the MICR¹ cheque supplied by the Bank. Please attach a cancelled cheque of your bank for ensuring accuracy of the bank name, branch name & code and Account Number)																		
IFSC CODE ²	For RTGS transfe					For NEFT transfer												



4. Date from which the mandate should be effective :

I hereby declare that the particulars given above are correct and complete. If any transaction is delayed or not effected for reasons of incomplete or incorrect information, I shall not hold SIDBI / State Bank of India responsible. I also undertake to advise any change in the particulars of my account to facilitate updation of records for purpose of credit of amount through **RBI RTGS/NEFT**.

Place : _____
Date : _____

Signature of the party / Authorized Signatory with Seal

.....
Certified that particulars furnished above are correct as per our records.

Bank's stamp :

Date :

(Signature of the Authorized Official from the Banks)

N.B.: RTGS/NEFT charges if any, is to be borne by the party

^{1,2}: Note on IFSC / MICR

Indian Financial System Code (IFSC) is an alpha numeric code designed to uniquely identify the bank-branches in India. This is 11 digit code with first 4 characters representing the bank's code, the next character reserved as control character (presently 0 appears in the fifth position) and remaining 6 characters to identify the branch. The MICR code, (Magnetic Ink Character Recognition) that appears on cheques, has 9 digits to identify the bank-branch. RBI had since advised all the banks to print IFSC on cheque leaves issued to their customers. A customer may also contact his bank-branch and get the IFS Code of that branch.