



# SOUTH ASIAN UNIVERSITY

Rajpur Road, Maidan Garhi

New Delhi – 110 068

Phone: +91 -11-35656500, www.sau.int

## **Invitation of Bids for Empanelment of Advertising Agency for South Asian University (SAU)**

(Tender No. SAU/EP/PR/2025/02 dated 23.01.2025)

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### **Introduction**

The South Asian University (SAU), established by the member states of the South Asian Association for Regional Cooperation (SAARC), is an international university that promotes higher education and research among the people of South Asia. With its mandate to foster regional integration and academic excellence, SAU invites proposals from reputed advertising/creative agencies for empanelment with SAU to undertake comprehensive communication and promotional activities across multiple platforms including print media, electronic media, social media, digital & online media and outdoor publicity.

### **Objective**

The empaneled agency will be responsible for the planning, creation and execution of communication strategies across multiple platforms and mediums. The goal is to promote SAU among its primary and secondary target audiences, including:

- Students from SAARC member countries
- Parents
- Prospective faculty members
- Thought leaders in the region
- Leadership and high-ranking officials of SAARC member states

### **Scope of Work**

The selected agency will be required to deliver the following services:

#### **1. Print Media Advertisement**

- Design and placement of advertisements in newspapers, magazines and journals across South Asia including India.
- Creative development for brochures, flyers and other print materials.
- Promotion of SAU admission information nationally and internationally in SAARC region

#### **2. Digital & Social Media Creatives and Promotions**

- Strategy development and management of SAU's social media presence on platforms like Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Creation of visually appealing and engaging content, including posts, reels and videos.
- Paid promotions and campaign management for enhanced reach and engagement.



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- Promotion of SAU admission information nationally and internationally in SAARC region.

### 3. Films

- Conceptualization, scripting, and production of short films, documentaries and promotional videos.
- Post-production services including editing, animation and sound design.

### 4. Outdoor Media

- Design and placement of outdoor advertisements, including billboards, transit advertising and kiosks.
- Coordination with vendors for execution and monitoring.
- Promotion of SAU admission information nationally and internationally in SAARC region.

### 5. Other conditions

The progress of promotional activities will be reviewed on a weekly basis, for which the concerned officials of SAU will have to report. Representatives of the concerned agency will have to provide services in the Public Relations Department of SAU on working days. Approval of the competent authority will be required before sending any kind of material on all media channels

## Evaluation Criteria

1. The bidding agencies should satisfy the following criteria while submitting its bid **(documents in support to be enclosed with the bid, any bid not having supporting documents is liable to be rejected)**:
  - a) A minimum of 05 years continuous experience as a full INS accredited agency.
  - b) An average turnover of at least Rs. **05** Crore during the last three financial years ending March 31, 2024.
  - c) Be in the panel of advertising agencies of at least two higher educational institutions (HEI)/ University or International Organizations during the last three years.
  - d) Full-fledged established office in Delhi/NCR with state-of the-art infrastructure and creative personnel.
  - e) Global reach so as to enable prompt delivery of materials/interventions for SAARC-wide distribution (provide proof of clients/campaigns in the SAARC region).
  - f) Creativity in development of communications should be of high standard befitting the expectations of an International University. Should have in-house capability for design, production and campaign management.
  - g) Audited financial statements for the last three years ending March 31, 2024.
  - h) Valid registration certificate of the firm along with GST, PAN Number allotted by the concerned authorities.



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- i) Should not have been black listed by the GoI/Academic Institution/International Organizations. A declaration in this regard should be submitted with the bid.
2. The agencies will be shortlisted on the basis of above stipulated criteria and further limited no. of agencies will be called for the presentation on the theme, media plan and budget (provided later) based on which the final empanelment will be completed.

## Duration of Empanelment

The selected agency will be empaneled for a period of two years, extendable by mutual agreement based on the performance.

## Other Terms & Conditions for Submission of Bids

1. The Bid must be made in a duly sealed and signed cover with the Contract Name and Tender Number at the top left corner of the envelope and submitted to the **Assistant Registrar Estate & Procurement Division, 4<sup>th</sup> Floor, Admin Building, South Asian University, Rajpur Road, Maidan Garhi, New Delhi-110068**. The university assumes no responsibility in respect of a bid not made and/or not submitted as required.
2. The Bid must reach the University no later than **3:00 PM on 06.02.2025**. South Asian University may reject any late submitted bid. All timely-received bids are scheduled to be opened on the same day **at 3:30 PM**.
3. In the event of the due date of receipt and opening of the tender being declared as a holiday for the University, then due date of receipt/opening of the tender will be the next working day at the same time.
4. Bids shall remain valid for a period of ninety (90) days after the bid submission deadline date.
5. The bidder is required to submit an Earnest Money Deposit, refundable without interest, of **Rs. 200000.00 (Rupees Two Lakh only)** in the form of demand draft/Pay order drawn on any scheduled banks in favour of “South Asian University” payable at New Delhi. NSIC & other exemption certificate will not be accepted as EMD. Bids will be summarily rejected if not accompanied with the required EMD.
6. The Earnest Money Deposit will be converted into performance security of **Rs. 2,00,000.00 (Rupees Two Lakh only)** and will be retained with SAU till the expiry/termination of empanelment. No interest will be payable to the agency on the Earnest Money Deposit.
7. Earnest money/Performance Security is liable to be forfeited and bid is liable to be rejected, if the bidder withdraws or amends impairs or derogates from the tender in any respect within



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the period of validity of the tender or if the agency fails to commence the work order within the prescribed period or if information/certificates/documents furnished are found false at any stage.

8. All bidders are required to read these conditions carefully and while sending their tender should enclose a copy of the conditions stipulated duly certified and attested by them in token of accepting the tender conditions that they understood and accepted them in full. Tenders received without the certified copy of the conditions shall be rejected summarily.
9. The Bid shall be typed or written in English with indelible ink and shall be signed by a person duly authorized to sign on behalf of the vendor. Official Stamp should be placed after the signature.
10. The Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a Bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.
11. The bid proposal must be properly indexed and bound and all the pages shall be signed and stamped. Any loose document submitted by bidders will be rejected.
12. The University may empanel more than one advertising agency and shall be free to release advertisements through any one or more of them.
13. The University reserves the right to verify/seek confirmation of all original documentary evidence submitted by the vendor's in support of bid, specification etc. In case, any information furnished by the vendor is found false/incorrect, its bid will be rejected.
14. While issuing Invoice, Original Invoice of the Principal Company should be enclosed with the invoice of advertising agency in later stage after asking price quotations.
15. At any time prior to the due date for submission of bids, the University can, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the bidding documents by amendment which will be displayed at University's website.
16. A firm having any legal suit/criminal case pending against its proprietor or any of its Directors (in the case of Private Limited Company) or having been earlier convicted on grounds of moral turpitude or for violation of laws in force shall not be eligible. A self-declaration to this effect shall be furnished by the bidder.



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17. The University has the right to reject any bid, and to annul the process and reject all bids at any time prior to acceptance, without thereby incurring any liability to bidders and without assigning any reason.
18. The University will accept the Bid of the vendor whose offer has been determined to be the lowest evaluated bid and is substantially responsive to the documents issued.
19. Any effort by a bidder to influence the University in the examination, evaluation, comparison, and post qualification of the bids or contract award decisions may result in the rejection of its bid.
20. To assist in the examination, evaluation, comparison and post qualification of the bids, the University may, at its discretion, ask the Bidder for a clarification of its bid. The request for clarification and the response shall be in writing and no change in prices or substance of the bid shall be sought, offered or permitted. However, no negotiation shall be held except with the lowest bidder, at the discretion of the purchaser. Any clarification submitted by a bidder in respect to its bid which is not in response to a request by the University shall not be considered.
21. The empaneled agency shall submit one consolidated bill for work carried out by them, and no supplementary bill will be accepted. Payment shall be made within 30 days after receipt of the final bill duly supported by proof of all the campaign across multiple platforms.
22. Matters regarding any dispute shall be referred for arbitration to any officer or a committee appointed by the President of SAU, whose decision shall be final.
23. Please note that South Asian University is an International Organization declared by the Central Government in pursuance of Section 3 of the United Nations (Privileges and Immunities) Act, 1947 (46 of 1947) and is therefore entitled to claim refund of Goods and Services Tax (GST) paid on the procurement of Goods and/ or Services.

**We have been allotted UIN: 0717UNO00175UNQ.** Please ensure that our UIN must be mentioned in place of GSTIN on all invoices raised on us for the goods and services supplied.

The invoice raised should be in conformity with the various provisions of respective GST Acts and should include the following:

- The Invoice should be Tax Invoice;
- Name, address and GSTIN of the supplier;
- Invoice Number;
- Date of issue
- Name, address UIN of the recipient;



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- HSN code of goods or Accounting Code of services (SAC);
- Description of goods or services;
- Quantity in case of goods and unit or Unique Quantity Code thereof;
- Total value of supply of goods or services or both;
- Taxable value of supply of goods or services or both considering discount or abatement, if any;
- Rate of tax (central tax, State tax, integrated tax, Union territory tax or cess);
- Amount of tax charged in respect of taxable goods or services (Central Tax, State Tax, Integrated Tax, Union territory Tax or cess);
- Place of supply along with the name of State, in case of a supply in the course of inter-State trade or commerce;
- Address of delivery where the same is different from the place of supply;
- Signature or digital signature of the supplier or his authorized representative.

**Assistant Registrar (E&P)**  
**Estate & Procurement Division**



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Annexure 1

## BID PROPOSAL SHEET

Bidder's proposal reference no. & date

Bidder's name & Address:

Person to be contacted:

Designation:

Telephone No.:

Fax No.:

Email ID:

To

Assist. Registrar (E&P)

South Asian University

4<sup>th</sup> Floor, Admin Building

Rajpur Road, Maidan Garhi

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Subject: **Bids for Empanelment of Advertising Agency for South Asian University (SAU)**

Sir,

We, the undersigned bidder, having read and examined in detail the specification and scope of work as specified in the bidding documents in respect of empanelment of advertising agencies, do hereby propose to provide the services as per requirement in bidding document.

### **Validity**

All terms and conditions of this proposal are valid for a period of 180 calendar days from the last date of submission of bids.

### **Earnest Money**

We have enclosed the required earnest money in the form of Bank Draft/Pay order/BG/FDR



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## Deviations

We declare that all the services shall be performed strictly in accordance with the instructions of the University and any deviations are liable to attract suitable penalty as decided by the SAU.

## Qualifying Data

We confirm that we satisfy the qualifying criteria and have attached the requisite documents as documentary proofs. In case you require any further information/documentary proof in this regard during evaluation of our bid, we agree to furnish the same in time to your satisfaction.

We hereby declare that our proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of our knowledge & belief.

We understand that the South Asian University is not bound to accept the bid that it may receive.

Thanking you!

Yours faithfully,

(Authorized Signatory)

Date:

Place:

Business Address:

Name:

Designation:

Seal:





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## DECLARATION REGARDING BLACKLISTING / DEBARRING FOR TAKING PART IN BIDDING

- (I) We are not involved in any litigation that may have an impact of affecting or compromising the delivery of the services as required under this tender.
- (II) We are not black-listed by any Central/State Government/Public Sector Undertaking/University/Higher Educational Institutions in India.
- (III) I/we undertake that the documents submitted are genuine/ authentic and nothing material has been concealed there from and that I/we are not debarred by any Government organization and are competent to have the contract. I/we understand that the contract is liable to be cancelled, if found to be having obtained, through fraudulent means/concealment of information.

**(Signature of Authorized Signatory)**

**Date:**

Name of the bidder: \_\_\_\_\_

Complete Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Nos. \_\_\_\_\_



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## Check list

1. Earnest Money Deposit of Rs. 200000.00
2. Self-declaration to the effect that the company has not been black listed.
3. Company Registration Number (Attach attested copy of certificate).
4. PAN Registration Number (Attach attested copy of certificate).
5. GST Registration Number (Attach attested copy of certificate).
6. Bid documents duly completed, signed and stamped as per instructions.
7. Bid enclosed in a sealed cover super scribed with the bid no. and name.