



**Punjab State Power Corporation Limited**

**OFFICE OF CHIEF ENGINEER /COMMERCIAL,  
Dy. Chief Engineer / BILLING, PSPCL, THE MALL, PATIALA-147001**

**Ph: 0175-2207769**

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**Expression of Interest (EOI) regarding selection of Service Provider for advertisements  
on Electricity Bills across Punjab for the FY 2013-14**

PSPCL intends to appoint Service Providers for advertisement on Consumer Electricity Bills covering about 60 Lac consumers across Punjab for the FY 2013-14.

The EOI documents 526/2013 dated 27/6/2013 can be received from the office of Dy.CE/Billing Free of cost up to 19 July, 2013 during working hours.

The EOI documents can also be downloaded up to 19 July 2013 from our website [WWW.PSPCL.in](http://WWW.PSPCL.in). and shall be submitted along with the proposal.

The proposal shall be accepted up to 22<sup>nd</sup> July, 2013 up to 11.00 AM and shall be opened at 11.30 AM on 22<sup>nd</sup> July 2013.

Interested organizations may submit their Proposals with supporting enclosures as per the General Terms and Conditions contained in Annexure-I&II at the address given below:-

**Dy CE/Billing,  
PSPCL, Head Office Complex,  
Room No. 208, Three Storey Building,  
Punjab State Power Corporation Limited  
The Mall, Patiala**

## **INTRODUCTION:-**

- PSPCL caters a network of about 60 Lacs consumers of all categories out of which 59 Lacs are residential/Non-residential and 1 Lac are Industrial/BS/RT/GC>20 KW consumers.
- PSPCL has about 50,000 employees employed at Zonal/Circle/Division/Sub-division levels. Each zone is headed by Chief Engineer having down the line 4 circle level offices headed by Superintendent Engineer. Each Circle office heads 4-5 Division level offices headed by Sr. Xen's and each division office heads an average 4-5 sub-division offices headed by SDO's. Such a big chain of employees establishes socio-economic relationships in the society.
- 100 % electrification was done in the state of Punjab for the last 3 decades. Every house and each corner of the state has an electricity connection ranging from daily labourer to the top most industrialists.
- PSPCL has a big platform of advertisement for manufacturers of various products of daily use by citizens.
- PSPCL is capable of providing one single message to reach all citizens in Punjab area through Electricity bills and bill receipts and through online e-payment server
- PSPCL has an online payment server for making bill payment and all such pairs can be served with advertisement message.
- Advertisers can focus on specific segment or category
- Advertisers can focus on specific circle or sub division
- Shelf life of each bill is at least 15 days whereas shelf life of a newspaper is max 1 day
- Advertisers can opt in for auction as per their advertisement plan i.e. for specific cycle

## **BILLING STRUCTURE**

- Consumer bills are prepared through our Employees / outsourced agencies and are delivered door to door. As such the advertisement message can reach every house in person through single mode
- Message can also be delivered through bill payment receipt

## **ACTION PLAN**

- The system can be used for revenue generation by commercial utilization of billing system of the PSPCL.
- Sales & Marketing and Enterprise Business teams can make best use of their advertisement

## **APPROACH & SCOPE OF WORK**

The category wise availability of space on bill formats are detailed as below:-

| <b>Sr. No</b> | <b>Category</b>                              | <b>No. of consumers</b> | <b>Space Availability on bill Format</b> | <b>Billing Cycle</b> |
|---------------|--|-------------------------|--|----------------------|
| 1.            | DS/NRS consumers >20 KW                      | 24118                   | 252 Square Centimeter                    | Monthly              |
| 2.            | DS/NRS less than 20 KW(Spot Billing)         | 4048645                 | 107.5 Square Centimeter                  | Bi- Monthly          |
| 3.            | DS/NRS less than 20 KW(Conventional Billing) | 1891616                 | 252 Square Centimeter                    | Bi- Monthly          |
| 4.            | SP   | 85000                   | 205.43 Square Centimeter                 | Monthly              |
| 5.            | MS   | 25000                   | 192.09 Square Centimeter                 | Monthly              |
| 6.            | LS   | 8000                    | 154 Square Centimeter                    | Monthly              |

- PSPCL will invite media agencies to register as service providers to participate in bidding process.
- Media agencies registered with the PSPCL will participate in an online auction process
- Successful bidder will submit creative's for approval to the PSPCL nodal officer
- Nodal officer will approve the creative.
- Spot bill agency will print and issue the bill to the consumer with the promotional material forwarded by nodal officer
- Nodal officer will seek a compliance certificate from AE concerned
- Nodal officer will forward the compliance certificate to the media agency with a sample copy of the bill

### **LIMITATIONS**

- There is no limitation in delivering the advertisement message.
- Manufactures of Electrical Items/goods are not allowed
- Advertisement of Anti Social material, items banned by the state Government or Government of India are not allowed.
- Advertisement of material, which is against Government of Punjab/Government of India, any public undertaking/corporations/ any other such Government bodies, is not allowed.
- Advertisement of material, against individual undertaking/company/firm/society/ any such body, is not allowed.
- Service provider will have to pay the Advertisement Tax from time to time.
- Service provider will have to bear all Government Taxes/ levies/charges applicable on this work from time to time.
- Politically motivated material is prohibited to advertise.

### **General Terms and Conditions:**

#### **ANNEXURE-I**

Following general instructions are to be followed by the bidders while submitting EOI:-

1. The proposal shall be submitted in separate covers addressed to "Dy. Chief Engineer/Billing, PSPCL, Head Office Complex, Room No. 208, Three Storey Building, The Mall, Patiala-147001 duly super scribed with the statement "Proposal for advertisements on Electricity Bills" on or before 22<sup>nd</sup> July 2013 up to 11.0 AM and the same shall be opened at 11.30 AM on the same day in the presence of interested parties who may wish to be present.
2. Thereafter PSPCL will decide the proposal and finalize the modus operandi.
3. Proposal documents can be received from the office of Dy.CE/Billing free of cost on or before 19 July,2013 during working hours.The same can also be downloaded from PSPCL website [WWW.PSPCL.in](http://WWW.PSPCL.in). and shall be submitted along with the proposal.

#### **4. Contract Period**

The successful service provider shall be offered to display advertisement on Electricity Bills, pamphlets/ Leaflets of branded companies/ Manufacturers/Entrepreneurs etc. for a period of 1 Year from the date of allotment of order.

#### **5. Eligibility Criteria**

1. Experience in advertising and mass communication shall be preferred.
2. Experience of similar work undertaken for government/ public/Private sector undertakings/Bodies.
3. Even though the Service Provider meets the above qualifying criteria, they are subject to be disqualified in case of following conditions:-

- i. The Service Provider is in litigation with PSPCL or with any Department or Undertaking of Punjab Government/centre government.
- ii. The Service Provider has made any false representation in the forms, statements and attachments submitted in proof of the pre-qualification requirements.
- iii. The Service Provider has a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
- iv. The Service Provider has been black listed/Banned by any State Government /central government or its organizations.
- v. An undertaking to this effect (points mentioned above) is required from the Service Provider If at a later stage it is found that Service Provider has wrongly certified; the Service Provider shall be liable for action under the Criminal law.

**NOTE:** PSPCL shall not be liable to reimburse any expenditure incurred by the Party in connection with submitting the EOI document and participation in discussions/meetings/ presentation.

**General Information about the vendor**

|   |  |
|---|--|
| Name and address of the Service Provider            |  |
| Head office address                                 |  |
| Contact Person<br>(With Telephone Nos. & Residence) |  |
| Fax No.   |  |
| E-Mail  |  |
| Place of incorporation/Region                       |  |
| Year of incorporation                               |  |

I/ We do hereby certify that the information as provided about is correct and are true in all respect. Incase of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of Panel proceedings by PSPCL, if it deemed fit.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Date \_\_\_\_\_

(Company Seal)

**NOTE:-**

1. Service provider will have to pay the Advertisement Tax from time to time.
2. Service provider will have to bear all Government Taxes/ levies/charges applicable on this work from time to time.