

Sl.No	Evaluation Criteria	Detailing and Highlighting of Mandatory Requirements in RED	Response
1.0	General Service Provider Capacity	This criteria reflects the general nature of vendor including the service and geographic portfolio, strength of its business and its ability to take on the arrangement proposed.	
1.1	Name of the Agency		
1.2	Name of the contact person for all RFP responses		
1.3	Telephone No., Email ID of the contact person/Account Director	Attach as Annexure	
1.4	Year of Incorporation/Establishment.	Mandatory for Agency to be in business for more than 5 years	
1.5	List of Key Personnel in the company with designations.	Attach Annexure	
2.0	Geographic Scope and Capacity to undertake business		
2.1	Name the city where your head office is located?		
2.2	Total Number of On roll Employees		
2.3	Total Number of Off roll Employees		
2.4	Agencie's total billing for last year (Only MEDIA DEVISION)	Attach relevant doc. As annexure which establishes your claim	
2.5	Total Number of Offices across India. Do you have national level presence?	Yes/No. If Yes please provide address & contact number as annexure.	
3.0	Service Provider Specific Experience	These criteria reflect the detailed skill of the vendor covering the proposed arrangement including services, industry and arrangement itself.	
3.1	Please mention complete client list	Need to give existing client list all India with contact person & number	
3.2	Campaign tracking software used	Name of the software.	
3.3	Do you handle any Insurance client in Delhi Office ..If yes please mention the name		
3.4	Name of companies for which are there with the Agency from last one year		
3.5	Name of companies for which are there with the Agency from last three years		
3.6	Planning software used	Name of the software.	
3.7	Please share some case studies as far as plans are concerned for some of your clients	PI provide 2 case studies.	
3.8	Please share some innovations that you have done for some of your clients in past one year	PI provide doc. Which establishes your claim	
3.9	Please mention the name of the clients which you hande from TELECOM, Automobile, FMCG and Financial	Must have atleast one client from each industry all india	