



NATIONAL MARKETING DIVISION

ECGC Ltd., a Government of India enterprise, engaged in the business of Export Credit Risk Insurance. Our clients include exporters and banks in India. We wish to empanel Advertising agencies for our Advertisements, Product promotion, Publicity and Public relations in print, visual and electronic media including web initiatives. The appointment will be for a period of two years.

We are looking forward to engage agencies who can create ideas and execute the work in various forms of media alternatives.

Interested agencies who meet the following criteria only may submit their Expression of Interest in the prescribed format which can be downloaded from www.ecgc.in.

Sr. No.	Parameter	Qualifying criteria
1	Establishment as Business Entity	Minimum 20 years
2	Experience in the field of advertisement in print and electronic media	Minimum 15 years
3	Turnover in the last 3 financial years	Minimum ₹ 30 crore per year
4	Clientele	List of clientele for the last 3 years
5	Location	Head office in Mumbai
6	Line of activities	Should have exposure in Designing and Media publicity, both in print & Electronic media
7	Creative strength	Minimum 15 professionals handling creative work
8	In-house media lab	Agency should have in-house lab facilities
9	Accreditation	Should have accreditation by Prasar Bharti / INS
10	Corporate Governance Norms	Should follow Corporate Governance Norms, if applicable

Bids to be sent/ submitted to the following address on or before 26.03.2020 by 17:00 hrs:

Mr. Piyush Pallav
Assistant Manager (NMD)
ECGC Ltd.
5th Floor, Nirmal Building
Nariman Point,
Mumbai – 400021

ECGC reserves the right to cancel empanelment of any one or all Advertisement agencies without assigning any reason thereto.

For any further clarifications, please contact above officer:
Contact Nos. 022-66590715/66590770 during office hours from 09:30 a.m. to 05:30 p.m.