



Hindustan Petroleum Corporation Limited
8,Shoorji Vallabhdas Marg, Ballard Estate
Mumbai - 400 001

Empanelment of Advertising Agencies

1. One of India's Navaratna Oil Companies is looking for competitive Advertising Agencies in their panel :

Hindustan Petroleum Corporation Limited (HPCL) is India's premier public sector oil company. Ranked as a Fortune 500 company and recognized by the Government of India as a 'Navaratna' enterprise, HPCL is fully living up to its potential for high growth by keeping itself in pace with dynamic market scenario.

HPCL has successfully created for itself, a public image of a market savvy, modern organization while still working within the realm of the public sector, thanks to it's willingness to build and support brands in the public domain.

HPCL is actively involved in creating and developing various Brands in the Key Business Areas of Corporate, Retail, Direct Sales, Lubes, LPG and Aviation Business Lines.

We are consistent users of mass media to communicate brand values and offerings to our target customers and audiences across the length and breadth of the country. We are also actively involved in a wide range of Direct Marketing and BTL activities for our Brands including Card based Loyalty programs, Events and Product Promotion Campaigns.

2. HPCL Brands

- 2.1. HP Corporate
- 2.2. Retail - Club HP, poWer, TurboJet and e-fuel station
- 2.3. Direct Sales - Automotive & Industrial Fuels and Specialties
- 2.4. Lubricants - HP Milcy Turbo, HP Racer 4, HP Bajaj Genuine Oil, HP Tata Genuine Oil, HP Cruise and other Lube Brands
- 2.5. LPG - HP Gas, End to End solutions, Ji Haan and Auto LPG
- 2.6. HP Aviation (B-to-B)

3. Empanelment

We propose to undertake empanelment of advertising agencies for servicing of our Brands for a period of three years from 2011-12.

Advertising Agencies are invited to participate in the competitive pitch.
In order to participate, the agencies must meet all the following criteria.

Qualifying criteria to participate in the Consolidated Business Pitch 2011 for HPCL

- 3.1 The Agency should have a registered office in India.
- 3.2 The total gross billings of the advertising agency along with the BTL, Outdoor and Media Companies in their group during the last three years should at least be INR. 1000 crores
- 3.3 The Agency should have handled at least 10 National Brands during the last 3 years from April 2008.
- 3.4 The Agency should have Outdoor, Direct Marketing / BTL, PR and Media planning and buying companies within their group
- 3.5 The agency should have offices in at least four regions in the country and must have the ability to service the HPCL business across regions, as required.

3.6 The agency should not be presently servicing any competitor brands and if so, be willing to provide a declaration that they would resign from competing brands should they win the HPCL business

The agencies should apply with proof of the criteria mentioned above and with all complete details within 14 days to:

Deputy General Manager - Retail Lubes
(Attention : Shri.R.Sudheendranath)
Hindustan Petroleum Corporation Limited,
DS SBU , Second Floor, Hindustan Bhawan,
8, Shoorji Vallabhdas Marg,
Ballard Estate, Mumbai - 400 001

4. Documents to be submitted

The agency is requested to submit a power point presentation for credentials that lays out its skills and capability in all the areas that have been identified and listed in point 3.4. The agency may also submit samples of its creative work (TV, Radio, Print, Outdoor, etc.,) that it believes are truly representative of its skills and ability. The agency shall submit the creative samples of any two brands only.

The agency desirous of participating in the empanelment process need to submit a non-refundable scrutiny fee of INR 25,000 (Rupees Twenty Five Thousands Only) thru a Demand Draft (payable on Hindustan Petroleum Corporation Limited).

In addition, applying agencies should provide the following documents as proof of meeting the criteria laid out in point 3 of the EOI document.

1. Copy of Company Registration/incorporation certificate, as per the Company's Act 1956.
2. Documents to support company gross billings claims (any one)
 - a. Profit and Loss Account for last 3 years.
 - b. Auditors Certificate confirming billing figures of last 3 years.
3. Declaration duly signed by the CEO on
 - a. Presence and addresses of registered office in India and branch offices
 - b. List of National Brands handled by the agency in the last 3 years
 - c. Confirmation on Outdoor, Direct Marketing / BTL and Media planning and buying companies within their group
 - d. The total gross billings of the advertising agency along with the BTL, Outdoor and Media Planning / Buying Companies in their group during the last three years.
 - e. Declaration confirming non-handling of any competitor brands and if handling, the confirmation on resignation from such competing brands presently handled by the agency, should they win the HPCL business.

Based on scrutiny of the above mentioned documents and evaluation on whether the agencies meet the criteria specified, HPCL will arrive at a shortlist of Agencies. Incomplete applications will not be considered for the shortlisting.

The top five advertising agencies short listed, will be invited to the briefing session and will be subsequently invited to pitch for the business pertaining to any one or two brands listed in point 2 of EOI.

The business assigned will cover creative, media planning and buying, Outdoor, PR, Direct Marketing/ BTL including Loyalty Programs, Promotional Campaigns, Events and other activities. HPCL reserves the right to empanel more than one agency for each of the Creative, Direct Marketing, Media Planning and Buying and Outdoor Activities.

The short-listed agencies would then be required to confirm the terms and conditions of the agreement proposed by HPCL, for signing up between HPCL and the short-listed Agencies, before final empanelment or award of business.

Please note that HPCL reserves the right to modify or suspend the empanelment process for Advertising Agencies without ascertaining any specific reason. No correspondence will be entertained with regard to the short-listing and empanelment process.