

Notice for Empanelment of Advertisement Agencies

Central Railway desires to empanel experienced, reputed and INS accredited advertising agencies having their office with all infrastructure in Mumbai, Bhusaval, Nagpur, Pune and Solapur. On empanelment, they are required to produce creative artwork, release of display advertisement at Mumbai, Pune, Bhusaval, Nagpur, Solapur, and other places in Maharashtra, Madhya Pradesh and Karnataka which are within the jurisdiction of Central Railway; release tender notices in an eye catching manner and with economy of space, to various newspapers/publications having DAVP rates in different languages at places mentioned above and other metropolitan cities in India.

Interested advertising agencies are requested to send their applications, creative artwork in A4 size on each of the under mentioned themes, in the prescribed proforma in a sealed cover addressed to Chief Public Relations Officer, Central Railway, CST Mumbai – 400 001 so as to reach this office on or before 18.00 hours on 9.2.2007. Separate application has to be given if the advertising agency wishes to apply for more than one place. The Proforma can be obtained from the office of Chief Public Relations Officer, Central Railway, CST Mumbai during working hours upto 8.2.2007. Proforma can also be downloaded from internet at www.centralrailwayonline.com (Tenders/HQ/Administration)

Subject for creative artworks:

1. There have been instances of strangers giving drugged eatables to co passengers and decamping with their valuables in trains. Alert the passengers and create awareness about the dangers of taking eatables from strangers
2. Recent bomb blasts in trains have resulted in loss of public property and human lives. Create awareness amongst rail users to look for suspicious persons and suspicious objects under the seats, etc

Central Railway

Application for empanelment of Advertising Agencies

1. Applied for Mumbai Nagpur Pune Solapur Bhusaval

(select anyone)*

2. Name of the Agency _____

3. Address _____

4. Details about modern techniques/facilities available in office.

Fax	yes	<input type="checkbox"/>	no	<input type="checkbox"/>
Colour Printer	yes	<input type="checkbox"/>	no	<input type="checkbox"/>
Computer	yes	<input type="checkbox"/>	no	<input type="checkbox"/>
Scanner	yes	<input type="checkbox"/>	no	<input type="checkbox"/>
Others please specify	yes	<input type="checkbox"/>	no	<input type="checkbox"/>

5. Details of infrastructure and manpower available

6. Experience

a) List of Clients (period to be specified)

b) Experience with Central Government Organisation yes no

If yes, the name of the organisation (s) _____
(period to be specified)

c) Experience with Railways yes no

If yes, the name of the Railway (s) _____
(period to be specified)

7. Details of INS Accreditation (attach the current certificate)

8. Certified Turnover of business	Year	2005-06	Amount Rs.	<input type="text"/>
		2004-05		<input type="text"/>
		2003-04		<input type="text"/>

9. Whether service will be provided on holidays and beyond office hours also in case of utmost urgency? Yes No

10. Any other information which the applicant feels necessary to bring to the notice of Central Railway Administration.

* for more than one place, apply separately.