



BHAGYANAGAR GAS LIMITED
(A JOINT VENTURE OF HPCL & GAIL)

BID DOCUMENT FOR

**APPOINTMENT OF DIRECT MARKETING AGENCY (DMA)
FOR DOMESTIC PNG REGISTRATION IN HYDERABAD
VIJAYAWADA & KAKINADA**

**UNDER OPEN DOMESTIC
COMPETITIVE BIDDING**

Bid Document No.: BGL/288/2015-16

VOLUME-II of II



Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

CONTENTS

VOLUMEN II OF II

- SECTION 7 - SPECIAL CONDITIONS OF CONTRACT**
- SECTION 8 - SCOPE OF WORK**
- SECTION 9 - SCHEDULE OF RATES**



Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

SECTION – 7

SPECIAL CONDITIONS OF CONTRACT (SCC)

SPECIAL CONDITIONS OF CONTRACT

GENERAL INFORMATION:-

The special conditions of contract shall be read in conjunction with general condition of contract(GCC), Schedule of rates, scope of work and any other document forming part of contract, wherever Context so Requires. GCC is available at tender issuing office and same shall be referred to by Tendered. Notwithstanding, the subdivisions of the documents in to separate sections every part of each shall be deemed to b supplementary of every other part and shall be read with and into the Contract so for as it may be practicable to do so. Where any portion of the special conditions of the Contract (SCC) is repugnant to or At variance with any provisions of the GCC then provision of SCC Shall be deemed to override the provision of GCC only to the extent of each repugnance or variations. In case of any contradictions the Decision of the Engineer-I In-Charge will be final and binding on the Contractor.

1. **Brief Scope of work:**

- 1.1 Scanning of the areas as allocated by BGL for creating database with respect to the domestic customers.
- 1.2 To coordinate with the resident welfare associations/societies or any other concerned agency for any type of permission/assistance required for conducting survey and Direct Marketing activities.
- 1.3 Collection of registration charges from the customer for Rs.500/- along with duly filled application form.
- 1.4 Collection of Rs.4500/- from the customer after completion of laying by the laying contractor till MCV and after installation of meters and regulators. The amount shall be collected before gas commissioning.
- 1.5 Thus a total of Rs.5000/- will be collected from each customer as interest free refundable security deposit.

2. **Duration of contract:**

2(Two) years from the date of issue of work order. The contractor is required to complete registrations i.e. collecting of Rs.500/- towards registration fees along with the duly completed application forms as per SOR . The collection of balance amount towards the interest free security deposit will be in line with BGL's MDPE laying contractor's progress. The contractor is required to closely coordinate with BGL's MDPE laying contractor to manage the marketing activities.

3. **Price basis:**

Bidders to quote on the basis of **FIRM** prices inclusive of all applicable taxes and duties as per scope of work defined above. No additional payment shall be admissible over and above the quoted price.

4. **Validity of quoted rates:**

The rates quoted and accepted shall remain valid for the entire period of contract and no escalation whatsoever permissible after the award of contract.

5. Taxes and duties:

The rates quoted and accepted shall include all taxes, duties, service tax and other charges as applicable. BGL shall not entertain any such claim whatsoever on this account.

6. Payment Terms:

The payment for the subject work will be paid as follows:-

- a) 25% after collecting Rs.500/- as registration charges along with duly application form.
- b) 75% after collecting Rs.4500/- after completion of laying of pipeline by the laying contractor till MCV after installation of meters and regulators by the contractor in customer premises and before gas commissioning.

On submission of all the relevant documents such as Invoice in triplicate, payment would be released by the finance department at BGL Hyderabad within 15 days from the date of submission of acceptable and duly certified by officer in charge. Payment will be made through Cheque.

7. Rejection of tender:

BGL reserves the right to accept or reject the tender and to waive irregularities and formalities at its own discretion. Any attempt for canvassing shall debar the tender resulting in summarily rejection of the tender

8. Contract Performance Security:

The successful bidder within 30 working s days of award of work has to submit a contract performance bank guarantee (PBG) as per the format enclosed / Demand Draft (DD) for an amount not less than 8% of individual release order value excluding taxes and duties (Eight percent) from a nationalized or scheduled banks of India. In addition to this EMD amount of tender shall be retained till the end of contract period in shape of CPBG/Security Deposit.

Bank Guarantee shall be valid for a period of 26 months from the date of issue of LOI/WO.DLP Period is two months starting from last date of Contract period.

9. Contract Agreement:

The bidder has to execute a contract agreement within 15 working days of the award of the work as per the format enclosed in tender Document.

10. Price reduction schedule (PRS):

Considering the nature of the work, it is proposed that no PRS be applicable.

11. Officer – In – charge:

Manager – Marketing, Bhagyanagar Gas Limited, Hyderabad shall be the Officer – in – charge for this tender after award of work.

12. Bidder should have PF or ESIC, PAN and Service Tax Registration number in its name.

13. The tender may be treated as Rate Contract tender for 02 (two) years and after placing Work Order(WO), Individual release orders shall be released by EIC/OIC.



Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

SECTION – 8

SCOPE OF WORK

SCOPE OF WORK

1. Contractor shall identify the housing societies where piped gas can be made available not greater than six months (OR where MDPE is laid) and then approach them by giving them letters/brochures provided by BGL pertaining to registration scheme, benefits of PNG, etc. Contractor shall do follow-ups with society committee and shall arrange meeting with them to explain and resolve queries about PNG.
2. To scan the areas allocated by BGL for creating a database with respect to domestic, small and large commercial customers and corporate in the allocated area and then to submit the report to BGL in the prescribed format by BGL. The report will be submitted to BGL both as soft (Flash drive/CD/Email) and hard copies.
3. To coordinate with the Resident Welfare Association/ any other concerned agency for any type of permission/ assistance required for conducting survey, Marketing activities.
4. Contractor shall obtain all permissions from Society / private roads to carry out mktg. & engineering activity.
5. Contractor shall appoint smart, presentable sales representatives as required. All Sales Executives shall be in formal dress. Contractor shall provide mobile to all Sales Executives.
6. "Sales- Representatives" trained by BGL shall make cold calls to residents in Housing Societies on a door-to-door basis. Persuading the customers by giving sales talk, explaining the benefits of Piped Natural Gas during cold calls.
7. Sales Executives shall maintain *daily visit report* as per the prescribed format and shall plan out the work for every week.
8. Contractor shall submit the registration requisition form for collecting new registrations by end of the day of registering the customer.
9. Contractor has to submit duly filled application forms with supporting documents in case they fail to do so that booking will not be considered complete.
10. Assisting the customers to fill up registration form and collecting cheques towards registrations charges proposed by BGL from time to time. Contractor will ensure that The registration form is duly filled along with customer's signature.
11. The A/c Payee Cheque or DD in favor of 'Bhagyanagar Gas Ltd' duly filled along with customer signature & issue receipts. All registration charges are to be collected by way of A/c Payee Cheque/ DD only in favor of Bhagyanagar Gas Limited. Under no circumstances cash will be collected. Any deviation from this policy will attract penalty as decided by BGL.

12. All the cheques have to be submitted to BGL office within one from the date of cheque/ date of collection of cheque whichever applicable. Delay in submission of cheque beyond one week shall warrant a onetime penalty of Rs. 10/- per cheque. In addition for further delay beyond one week a daily penalty of Rs 2/- per cheque shall be charge for every single day delay in submission of cheque.
13. In the event of dishonor of cheques, Contractor is required to follow up the matter at no extra charges, and the payment for that particular cheque would not be made to the Contractor till realization of cheque. In case payment has already been made the same will be deducted from next bill.
14. After submission of cheques to BGL office, Contractor shall be provided with the Customer Reference Number(CRN) which contractor are required to communicate to each customer. Contractor shall also inform the consumer correctly the approximate time period (as communicated by BGL) in which connection will be given to them.
15. Contractor will keep updating the customer wise records of Cheques received at various stages (in terms of Registration / Subsequent installations). These records will be maintained in the format specified by BGL and copies (soft copy in Pen Drives and hard copy in printouts) will be given to BGL at regular intervals as required by BGL. These records will be submitted along with the cheques / filled –up registration forms. Any deviation from this policy will attract penalty as decided by BGL.
16. Contractor shall maintain a Marketing office with minimum following facilities:
 - a) Telephone / fax Lines
 - b) Consumer complaint logbook / Consumer feed back form.
 - c) Computers of configuration as prescribed by OWNER / CLIENT for compatibility with OWNER / CLIENT software.
17. Contractor will ensure that marketing executives communicate the correct information to consumers and conduct themselves in a dignified manner when representing BGL. On receipt of any complaint regarding misbehavior/ any other conduct which brings disrepute to the image of BGL contractor will remove such personnel from job on instruction from marketing department of BGL. The contractor shall be completely responsible for consequences, in any, legal or financial for any fact of misbehavior on the part of persons employed/contracted by him/her with prospective customers of BGL.
18. Contractor will attend meetings as per day and time specified by the concerned Marketing officer of BGL.
19. For marketing of the PNG connections, the Contractor will use an intelligent combination of following techniques, in consultation with PNG Marketing Dept. of OWNER / CLIENT, after obtaining the necessary permissions from all concerned RWA's etc.:
 - a) Leaflets

- b) Frequently asked question (FAQ)
- c) Banners
- d) Awareness cum Registration Camps
- e) Inserts in Cable TVs
- f) Audio/ Visual Presentations
- g) Demonstration of Meter / Regulators
- h) Tele Marketing
- i) Door to Door Marketing
- j) Mailer
- k) Any other marketing activity which in contractor's/BGL's opinion can yield better result.

The cost of marketing activities like leaflets/banners/canopies/mailers etc shall be borne by the contractor.

20. Contractor shall chalk out the plan for the entire contract period to achieve the target given by Marketing Dept and agreed by the BGL EIC.

21. Buildings in a particular area will be released progressively in stages by the EIC.

22. The contractor shall perform following activities after collection of pre-registration:

- a. Submitting the registration form along with cheques towards registration charges at BGL office in the manner and format prescribed by BGL on weekly basis.
- b. All registrations shall be submitted along with registration charges for Rs.500/-which shall be subsequently adjusted into refundable interest free security deposit.
- c. In the event of cheques not clearing, CONTRACTOR is required to follow up the matter at no extra charges or cost till cheques are cleared into BGL account.
- d. The registration connection charges prescribed herein are applicable at present. However BGL shall have absolute discrete /liberty to amend, vary modify the charges and / or terms and conditions /manner in which the same are to be administered/ collected. The CONTRACTOR shall be required to abide by the decision of BGL in this regard.
- e. Contractor shall not make any registrations from the areas declared /specified as technically non-feasible by BGL as they are required to do marketing only in areas for which BGL has released drawings. In case it is observed that Contractor has collected registrations from technically non-feasible area and the same are to be refunded by BGL, then the administrative charges of Rs. 500/- per registration shall be recovered from the Contractor.
- f. Contractor shall not collect pre-registration/registration from any Institutions, Builders property and buildings not mentioned in block diagram, without written approval of EIC, BGL. The approval for marketing activities for the above categories is solely at the discretion of BGL.

23. The contractor shall conduct marketing activities for collection of pre-registrations.

➤ Contractor shall collect the interest free security deposit of Rs. 5000/- as per following:

1. Rs 500/- along with registration form.
2. Balance Rs 4,500/- before commissioning gas supply.

- *All charges are to be collected by way of A/c Payee Cheque/ DD only in favor of Bhagyanagar Gas Limited. Under no circumstances cash will be collected. Any deviation from this policy will attract penalty as decided by BGL.*

In the event of cheques not clearing. CONTRACTOR is required to follow up the matter at no extra charges or cost till cheques are cleared into BGL account. Contractor should submit all the cheques at BGL office in the manner and format prescribed by BGL on weekly basis.

24. The Contractor would be responsible for recruitment of Sales Manager, Sales Admin. Officer, Customer service officer.
25. Appointment of Sales Manager having qualification of Diploma (Mktg) with min 1-2 years experience in Sales or Graduate with Min. 3-4 years experience in Sales, within 15 days of LOI. The Sales manager will be empowered by the Contractor to deal with BGL Mktg. In-charge on a day-to-day basis for all marketing related issue and activities. Sales Manager shall be provided with Mobile Phone. The contractor would be responsible for recruitment of Sales Manager, Sales Admn Officer, Customer Service Officer, and Marketing Executives with Gazetted officer certification.

Job Profile of Sales Manager:

- a. Appointment of smart, presentable and experienced Marketing Teams as required.
- b. Daily review of Sales Team regarding the status of loop wise registrations quantity, penetration etc.
- c. To attend weekly meeting as per day and time specified by concerned Marketing In-charge.
- d. Ensure smooth operation of Sales Admin officer
- e. Ensure following reports to be submitted to BGL.
 - DPR daily (Before 10.00 am every day)
 - Loop wise status weekly (at the time of attending the weekly meeting)
 - Beat wise status fortnightly.
 - Building wise status monthly.
 - Maintaining the DVR of every sales representative as per prescribed format.
 - Maintaining database of the acknowledgement copy of introductory letter of BGL duly signed by Chairman or Secretary with society seal.

Any other activities prescribed by BGL from time to time.

Sales Manager shall report to Manager (Marketing) of BGL.

Appointment of Sales admin Officer:

Job Profile

- Keeping track of the POP material, banner etc. and plans for inventories.
- Data entry of registration forms collected by Sales Teams.

- Keeping track of receipt books and preparing receipt reconciliation report and submitting to BGL every Monday.
- Maintaining database for all payment related matter & construction activities.
- Depositing cheques, soft data along with registration forms at Data Center once in a week.
- Properly maintaining the permission letters loop wise/ correspondence received from the societies.
- Updating the reports required by the Sales Manager from time to time.
- All backroom related matter shall be the responsibility of the Sales admin. Officers.
- CRN reconciliation / Form reconciliation as per the formats prescribed from time to time
- Any other activities prescribed by BGL from time to time.
- Sales Admin. Officer shall report to Sales Manager and ensure all reports to BGL without fail.

**Appointment of Customer Service Officer (CSO)
Job Profile**

- Maintaining the logbook for consumer enquiry and consumer complaints. The feedback for the enquiry/complaints shall be forwarded to BGL CRM within three working days.
- Attending telephone call for enquiries/ complaints and forwarding the same to Sales Manager accordingly.
- To meet the secretary along with Sales Manager during initial visit.
- Developing a rapport with the Secretary/ Chairman of Housing Societies.
- Corresponding and Coordinating with society regarding permission, status of engineering activities and other related issues of BGL from time to time.
- Immediately attending the customer's complaints and updating the Sales Manager accordingly.
- Arranging 'Consumer Meet' on monthly basis or as and when required by BGL.
- Any other activities prescribed by BGL from time to time.
- CSO will report to Sales Manager and will be responsible for forwarding reports to Customers Services Department of BGL.

Pre-registration activities:

To conduct demand generation activity as listed below.

- a. Contractor will provide the banners and display the banners as per instruction of Mktg-in-charge within Housing Societies after obtaining permission from the Society. In the event of the banner being displayed on any public property, the necessary permissions and sanctions of any local Authority, as and where required, shall be procured by the contractor without involving BGL at any stage.
- b. 'Direct mailer' i.e brochures, handbills etc. dropping of such printed matter shall be arranged by the contractor. The contractor shall not in any event print any matter on behalf of BGL unless otherwise approved by BGL in writing. Coordination with

- Chairman/Secretary of Housing, Societies for any permissions and requirements necessary for such a direct marketing assignment and BGL activities.
- c. Contractor shall procure at least two tents of size 6ft X 6ft for conducting road shows at strategic location. Tent should be designed as suggested by BGL.
- d. Contractor shall organize and arrange for the demonstration of the Piped Gas Connection during Marketing Presentation as well as for other purposes mentioned. Any statutory permission which may be required for the same shall be in the scope of the contractor.
- e. Arranging presentations – Audio Visual Presentation at every Housing Society. The contractor shall provide all such equipment necessary for an Audio-Visual Presentation. In any such presentation the contractor shall at least provide a Colour T.V BGL approved V.C.D. V.C.D players. The contractor shall ensure attendance by undertaking activities such as :
- Placing the presentation invitation on the Society Notice Board and / or sending invitation through Society office.
 - Sending out invitation on behalf on BGL.
 - Personal invitations just before starting the presentation etc.
- f. Make Cold calls through “Sales Representatives”, trained by BGL, to residents in Housing Societies on a door-to-door basis. Persuading the customers by giving sales talk, explaining the benefits of Pipe natural Gas during cold calls.

Institutional & Builders Marketing

In this category, Contractor shall not collect pre-registration/registration without written approval of EIC,BGL. The approval for marketing activities is solely at the discretion of BGL.

In this category, all the registrations should be done by institution/builder. Need min. 50 registrations & above 75% penetration in available potential of particular project/complex. In this category of Marketing, the Contractor shall be required to follow up the Institution, Builder and any other corporate whose building/s are located in the project areas. The subsequent follow up and getting payment along with required registration shall be responsibility of the Contractor. Generally institutional customers release total payment at a time. BGL Marketing Dept. shall contact the institutions & introduce the Contractor. The Contractor will do the following:

- Persuade & convince the concerned officials by giving sales talk, explaining the benefits of Pipe Natural Gas for the residents of housing colonies /Flats.
- Follow up the concerned officials till payment is released.
- Update BGL about status on weekly basis with written report separately for each institution in prescribed format
- All the registrations should be from the area released to the Contractor.
- Should communicate Customer Relationship Number (CRN) Nos. to the engineering division of BGL.
- Should update the flat nos. to the respective CRN and update the data.



Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

In case the Contractor fails to achieve the target as set by Marketing Department in the respective sectorial area, BGL retains the right to carry out the Marketing Activities in the given area by appointing DMAs or any other means, at the Contractors risk & cost.

The Contractor will be paid as per the pre priced **SOR** for different stages of collection of connections charges.




Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

SECTION – 9
SCHEDULE OF RATES (SOR)

 BHAGYANAGAR GAS LIMITED	Appointment of Direct Marketing Agency (DMA) for Domestic PNG Registration in Hyderabad, Vijayawada & Kakinada. Bid Document No. BGL/288/2015-16	VOLUME II OF II
---	--	------------------------

SOR A: SCHEDULE OF RATES-HYDERABAD


S.No	Description	Qty	Unit Price inclusive of all taxes & duties but excluding Service Tax	Total Price including all taxes & duties but excluding Service Tax
		Nos.	Rs.	Rs.
1	Collection of Rs.5000/- (Rupees Five Thousand) towards interest free refundable security deposit from the customers in the breakup as suggested by BGL, along with submission of registration form (Hard & Scan Copy) and all requisite KYC documents.	57,000		
Service Tax @14%				
Total Price Inclusive of all Taxes & Duties inclusive of service tax Rs.				

Note: Bidder to note that the evaluation & ordering will be done on city wise basis

SIGNATURE OF THE BIDDER:.....

NAME OF THE BIDDER:.....

STAMP OF THE ORGANISATION:.....

 BHAGYANAGAR GAS LIMITED	Appointment of Direct Marketing Agency (DMA) for Domestic PNG Registration in Hyderabad, Vijayawada & Kakinada. Bid Document No. BGL/288/2015-16	VOLUME II OF II
---	---	------------------------

SOR B: SCHEDULE OF RATES-VIJAYAWADA

S.No	Description	Qty	Unit Price inclusive of all taxes & duties but excluding Service Tax	Total Price including all taxes & duties but excluding Service Tax
		Nos.	Rs.	Rs.
1	Collection of Rs.5000/- (Rupees Five Thousand) towards interest free refundable security deposit from the customers in the breakup as suggested by BGL, along with submission of registration form (Hard & Scan Copy) and all requisite KYC documents.	24,000		
Service Tax @ 14%				
Total Price Inclusive of all Taxes & Duties inclusive of service tax Rs.				

Note: Bidder to note that the evaluation & ordering will be done on city wise basis

SIGNATURE OF THE BIDDER:.....

NAME OF THE BIDDER:.....

STAMP OF THE ORGANISATION:.....



Appointment of Direct Marketing Agency (DMA) for
Domestic PNG Registration in Hyderabad, Vijayawada
& Kakinada.

VOLUME
II OF II

Bid Document No. BGL/288/2015-16

SOR C: SCHEDULE OF RATES-KAKINADA

S.No	Description	Qty	Unit Price inclusive of all taxes & duties but excluding Service Tax	Total Price including all taxes & duties but excluding Service Tax
		Nos.	Rs.	Rs.
1	Collection of Rs.5000/- (Rupees Five Thousand) towards interest free refundable security deposit from the customers in the breakup as suggested by BGL, along with submission of registration form (Hard & Scan Copy) and all requisite KYC documents.	13,000		
Service Tax @ 14%				
Total Price Inclusive of all Taxes & Duties inclusive of service tax Rs.				

Note: Bidder to note that the evaluation & ordering will be done on city wise basis

SIGNATURE OF THE BIDDER:.....

NAME OF THE BIDDER:.....

STAMP OF THE ORGANISATION:.....