



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**

**UNDER LIMITED DOMESTIC
COMPETITIVE BIDDING**

Bid Document No.: BGL/318/2016-17

VOLUME-II of II



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

Bid Document No. BGL/318/2016-17

VOLUME
II OF II

CONTENTS

VOLUME 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 & Kakinada.

Bid Document No. BGL/318/2016-17

VOLUME
II OF II

SECTION – 7

SPECIAL CONDITIONS OF CONTRACT (SCC)

 <p>BHAGYANAGAR GAS LIMITED</p>	<p>Appointment of Direct Marketing Agency (DMA) for Domestic PNG Registration in Hyderabad & Kakinada.</p> <p>Bid Document No. BGL/318/2016-17</p>	<p>VOLUME II OF II</p>
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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 be supplementary of every other part and shall be read with and into the Contract so far 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.

1.0 DURATION OF CONTRACT:

Hyderabad: The agency shall be engaged for a period upto one year from the date of award of contract.

Vijayawada: The agency shall be engaged for a period upto one year from the date of award of contract.

2.0 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.

3.0 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.

4.0 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.

5.0 PAYMENT TERMS:

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

- 25% payment shall be released to the party after collection of Rs.500/- towards registration amount from the customers.
- Balance 75% payment shall be released after collection of balance Rs.4500/- from the customers.
- If the DMA is able to collect Rs.5000/- from the customer at once, then 100% payment shall be released.
- The payment shall be made based on the number of registrations made by the DMA.

- Depending upon launch of any future schemes for promotion of PNG a base amount shall be decided for which a payment of 25% shall be released from the quoted rates. Afterwards the payment shall be released on a pro rata basis i.e. depending upon the % of registration amount collected the payment to successful contractor shall be released as a % of the rates quoted.

Illustration				
Quoted Rate (arbitrary price) (Rs)	Base Amount (Rs)	Payment Release	Amount to be released (Rs)	Pro Rata
500	1000	25%	125	No
Balance Payment to contractor (to be treated as 100%)		375		
Balance Deposit to be collected (to be treated as 100%)		4000		
Collected amount	% to balance deposit	% of payment to be released	Amount to be released	Pro Rata
1000	25	25	93.75	Yes
1500	37.5	37.5	140.625	Yes
500	12.5	12.5	46.875	Yes
1000	25	25	93.75	Yes
Total	4000	100	375	
Total Deposit Collected (Rs)		5000		
Total Amount paid to contractor (Rs)		500		

- In case BGL launches an instalment based plan then collection of base amount from the eligible customer (Technically feasible) shall entitle the contractor for a full payment of quoted rates.

Illustration				
Quoted Rate (Rs) (arbitrary price)	Base Amount (Rs)	Payment Release	Amount to be released (Rs)	Pro Rata
500	1000	100%	500	No
Payment of Balance Rs 4000 shall be done by BGL in the regular gas consumption invoices.				

6.0 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

7.0 CONTRACT PERFORMANCE SECURITY:

The successful bidder within 30 workings days of award of work has to submit a contract performance bank guarantee as per the format enclosed/DD for a 7.5% of Contract/work order value as security deposit. The Security Deposit shall be released after certification of work by OIC and Process of RA bill.

8.0 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.

9.0 PRICE REDUCTION SCHEDULE (PRS): Not Applicable

10.0 OFFICER – IN – CHARGE:

Manager–Marketing, Bhagyanagar Gas Limited, Hyderabad shall be the officer–In–Charge for this tender after award of work.

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



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

Bid Document No. BGL/318/2016-17

VOLUME
II OF II

SECTION – 8

SCOPE OF WORK

SCOPE OF WORK

1. Contractor shall identify the housing societies where piped gas can be made available within one/two 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. Contractor shall obtain NOC for carrying out work in the society all other activities like restoration talks and negotiations etc. however shall be in scope of the project contractor.
3. 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.
4. “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.
5. Sales Executives shall maintain *daily visit report* as per the prescribed format and shall plan out the work for every week.
6. Contractor shall submit the registration requisition form for collecting new registrations by end of the day of registering the customer.
7. Assisting the customers to fill up registration form and collecting cheques or DD 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.
8. Contractor has to submit duly filled forms with supporting documents (id proofs), in case they fail to do so that booking will not be considered complete.
9. The A/c Payee Cheque or DD in favour of ‘Bhagyanagar Gas Ltd’ duly filled along with customer signature & issue receipts.
10. 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.
11. Buildings in a particular area will be released progressively in stages by the EIC.
12. The contractor shall perform following activities after collection of pre-registration:
 - a. Submitting the registration form along with cheques towards registration charges at BGL data center in the manner and format prescribed by BGL by end of the day.
 - 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. All registration charges are to be collected by way of A/c Payee Cheque/ DD only in favour of Bhagyanagar Gas Limited. Under no circumstances, cash will be collected
 - d. 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.
 - e. 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.
 - f. 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/- pre registration shall be recovered from the Contractor.
 - g. 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.
13. The contractor shall conduct marketing activities for collection of pre-registrations.
- A total of Rs5000/- (Rs. 500/-+Rs. 4500/-) will be collected towards interest free security deposit.
 - Contractor should submit all the cheques at BGL data center in the manner and format prescribed by BGL on weekly basis.
14. The Contractor would be responsible for recruitment of Sales Manager, Sales Admin. Officer, Customer service officer.

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. 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.

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.




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

Bid Document No. BGL/318/2016-17

VOLUME
II OF II

SECTION – 9

SCHEDULE OF RATES (SOR)

 <p>BHAGYANAGAR GAS LIMITED</p>	<p>Appointment of Direct Marketing Agency (DMA) for Domestic PNG Registration in Hyderabad & Kakinada.</p> <p>Bid Document No. BGL/318/2016-17</p>	<p>VOLUME II OF II</p>
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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 Only) 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.	3000		
Service Tax @.....%(Rs)				
Total Price Inclusive of all Taxes & Duties inclusive of service tax Rs.				

Note: Bidder to note that the evaluation & ordering shall be done separately for Hyderabad and Vijayawada CGDs, on L-1 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 & Kakinada. Bid Document No. BGL/318/2016-17	VOLUME II OF II
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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.	2000		
Service Tax @.....% (Rs)				
Total Price Inclusive of all Taxes & Duties inclusive of service tax Rs.				

Note: Bidder to note that the evaluation & ordering shall be done separately for Hyderabad and Vijayawada on L-1 basis.

SIGNATURE OF THE BIDDER:.....

NAME OF THE BIDDER:.....

STAMP OF THE ORGANISATION:.....