

By Regd. Post with Ack. due

**ANDHRA PRADESH POWER GENERATION CORPORATION LIMITED  
VIDYUT SOUDHA :: HYDERABAD - 500 082.**

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**ABSTRACT**

APGENCO - Empanelment of Advertising Agencies in APGENCO for the period from **01-04-2008 to 31-03-2009** - Empanelment of **M/s.GDC Creative Advertising (P) Limited, Hyderabad** - Orders - Issued.

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G.O.O.No. 6 /CGM(IR)/2008

Dated :03-04-2008

Read the following:

- 1) Tender Notice No.1/2008 of Chief General Manager/IR.
- 4) Your quotation dated 21-03-2008

**PROCEEDINGS:**

- 1) Andhra Pradesh Power Generation Corporation Limited after careful examination has decided to appoint Advertising Agencies to undertake APGENCO's advertising & publication work in newspapers for the year 2008-09.
- 2) Accordingly, a notification has been issued in the daily newspapers inviting quotations from those reputed agencies meeting certain terms & conditions prescribed. After examining the credentials and based on fulfilling the conditions and the financial quotations received, the APGENCO hereby appoints **M/s.GDC Creative Advertising (P) Limited, Hyderabad** as one of the Advertising Agencies along with others.
- 3) **M/s.GDC Creative Advertising (P) Limited, Hyderabad** is appointed as Advertising Agency subject to the following terms & conditions.
  - a. The appointment will not confer any right on the Agency to release the advertisements only through the Agency, APGENCO has the right to appoint any other agency, or agencies to carryout the Advertisement work, if found necessary.
  - b. The appointment is made for the financial year 2008-09.
  - c. The organization has the right to discontinue the services of the agency, if the services rendered are found to be unsatisfactory with a month's notice on either side.

- d. The agency should not charge for the services rendered for the preparation of layouts, photo composing or Art work done in case of advertisements.
- e. The payments will be made for the advertisements in the newspapers as per the approved rates of DIPR/DAVP only.
- f. **M/s.GDC Creative Advertising (P) Limited, Hyderabad** should take utmost care to format the advertisements on their own so as to avoid excess utilization of space and get them published before the time stipulated by the organization.
- g. APGENCO shall choose the newspapers and their editions in which the advertisements are to be published.
- h. Advertising Agency must extend their services in all the working days of newspaper publications and APGENCO and even should be prepared to extend their services in the holidays also.
- i. The Agency shall nominate a person/officer from the agency to be available to the Divisional Engineer/Corporate Communication Cell or any other officer nominated by APGENCO for liaison and the Agency shall collect the material for advertisements etc., from this Officer. The Telephone Number, address etc., of such nominated person shall be furnished to APGENCO.
- j. If the service provided by the Agency is found to be unsatisfactory, penalty of 10% of the Bill or Release Order issued for particular advertisement will be levied. Prior to this a notice will be served for improvement. If no improvement is made in spite of levying the penalty and notices, contract will be terminated and Security Deposit (SD) shall be forfeited and no claim whatsoever shall be entertained.
- k. Even though the Agency fulfilled conditions prescribed based on which empanelment is contemplated now, they may be disqualified if they have furnished misleading or false information or documents in the forms, statement and attachments submitted in proof of the qualification requirement, and/or having record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history or financial failure towards newspapers for publication etc.
- l. The advertising agency shall arrange to print quarterly in-house news magazine of APGENCO "GENCO NEWS" brochures or translation work free of cost once in an year to each agency.
- m. All the statutory taxes such as Sales Tax, Income Tax, VAT, Administrative Charges, Service Tax etc., shall be borne by the Agency.

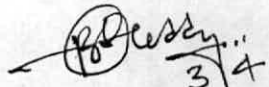
- 4) The EMD given by the agency for Rs.3,00,000/- will be treated as Security Deposit and will be refunded on successful completion of contract period with out interest.
- 5) **M/s.GDC Creative Advertising (P) Limited, Hyderabad** is requested to contact Divisional Engineer/Corporate Communication Cell, APGENCO, Vidhut Soudha, Hyderabad and commence the work immediately.
- 6) **M/s.GDC Creative Advertising (P) Limited, Hyderabad** shall furnish their acceptance of the terms and conditions stipulated above on a stamp paper worth Rs.100/- within 7 days from the date of receipt of these proceedings.

(BY ORDER AND IN THE NAME OF THE APGENCO)

AJAY JAIN  
MANAGING DIRECTOR

To  
**M/s.GDC Creative Advertising (P) Ltd.,**  
# 8-2-603/A, 1<sup>st</sup> Floor,  
Plot No.318, Zaheeranagar,  
Road No.10, Banjara Hills,  
Hyderabad-500 034.

// f.b.o. //

  
3/4  
Divisional Engineer/CCC

*Received  
original copy*

*3/4/08  
DIRECTOR  
GDC.*

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