



## **EXPRESSION OF INTEREST**

**Expression of Interest is invited from experienced and qualified Agencies for :**

### **Marketing of Medium Voltage Switchgear in North East Region.**

**(A) ACTIVITY:**

1. Demand survey of MV Switchgear.
  - (a) Collection of State-wise data of M.V. Switchgear upto 33KV (11KV Indoor and 33KV Outdoor VCBs).
  - (b) Formulation of Marketing Strategies.
  - (c) Business Promotion.
  - (d) Assurance of minimum business for next three years.

**(B) ELIGIBILITY CRITERIA:**

1. The Agency should be a legally registered entity.
2. The Agency should have proven track record.
3. The Agency should have sufficient experience.
4. Company should have adequate number of qualified Personnel to perform Marketing and Sales activities.
5. Company should have experience of working with at least two Government Power Utilities.

The agencies have to submit relevant documents to support the credential, experience, turnover etc.

Each page of documents submitted should be signed by authorised signatory.

Biecco Lawrie Ltd. reserves its rights to call agencies for detailed presentations.

Biecco Lawrie Ltd. reserves the right to accept or reject any or all requests without assigning any reason.

**Last date of receipt of EOI : 12<sup>th</sup> February 2010**

**Form – I (Page-I)**

1. Name of Organisation : .....
2. Address & Contact Nos. : .....  
with name of Contact Person. ....
3. Legal Status of the organisation : .....
4. Key Personnel : .....  
(Brief of qualifications/experience of each  
of the personnel to be enclosed as per  
Form-II)
5. Professional Experience of : (To be enclosed as per Form-III)  
the Organisation.
6. Year of Establishment : .....
7. (a) Total Personnel : .....  
(Professional Only)  
  
(b) Total personnel w.r.t. clause (4) of eligibility criteria : ..... (details  
to be enclosed in Form-II)
8. Annual Turnover : Year Year Year  
(Main Agency) 2007-08 2008-09 2009-10  
  
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(Rs. In crores)
9. Range of Services offered : (To be enclosed separately in not more than two  
pages).
10. Brief of Major Assignments: (To be enclosed as per Form-IV)  
Undertaken.
11. Latest IT return/Audited Annual Accounts : To be enclosed.
12. Latest IT return/Audited Annual Accounts: To be enclosed.

***Cont'd....2***

**Form – I (Page-2)**

13. Registration with SEBI, Bar Association : To be enclosed.  
or other statutory registrations with a  
copy of the same, as applicable for the  
Service offered.
14. Processing Fee details :
15. Name & address of associate (if proposed)  
and details of their roles & responsibilities  
in the assignment.
16. Annual Turnover of : Year Year Year  
(if proposed) 2010-11 2011-12 2012-13  
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(Rs. In crores) -----
17. Additional information if any :

**(Authorised Signatory on  
behalf of the Organisation)**

## **Form -II**

1. Name : .....
2. Date of Birth/Age : .....
3. Educational Qualification : .....
4. Total Experience in Years : .....
5. Year with the Organisation  
applying for empanelment. : .....
6. Experience : .....  
(List of position held, giving dates,  
name of Organisations, and brief  
responsibilities).

## Form -III

### PROFESSIONAL EXPERIENCE OF THE AGENCY

In Years :

Collections\JVs (if any) :

Areas of Professional Experience :

#### Experience in India :

- ▶ No. of assignments undertaken in power sector (distribution/transmission) :
- ▶ List of assignments with clients name & location against each assignment, duration in Months. :

#### Experience in Abroad :

- ▶ No. of assignments undertaken in power sector (distribution/transmission) :
- ▶ List of assignments with clients name & location against each assignment, duration in Months. :