



EXPRESSION OF INTEREST FOR EMPANELMENT OF CREATIVE CUM ADVERTISING AGENCIES

About Repco Home Finance Ltd (RHFL):

Repco Home Finance Ltd (RHFL) is a professionally managed housing finance company head quartered in Chennai, Tamil Nadu. We are registered as a housing finance company with the National Housing Bank (NHB) and desires to empanel creative and advertising agencies with good track record.

1. **Responsibility** will be mainly for releasing advertisements in all media mentioned below:

- Creating different advertising campaigns and release of the same on Print Media.
- Designing & Artwork for Hoardings, Posters, designs of all other outdoor media advertisements.
- Designing & Artwork for leaflets, magazines and souvenirs etc.
- Developing Concepts & Producing of TVC and Radio Jingle for RHFL.
- Release of advertisement in electronic media such as Radio, TV etc.
- Suggestions/preparation of media plan for advertising campaigns in Print and Electronic Media.
- Conceptualization to execution on any other work related to Outdoor Publicity.
- Advertising consultant for planning, designing and execution of 360 degree media activities.

2. For this purpose, RHFL invites applications from reputed advertising agencies, having office in Chennai.

3. The filled in application form along with samples of designs & profile in sealed envelope clearly super scribed "**Expression of Interest for Empanelment of Advertising Agencies**" should be submitted to AGM (Marketing), Repco Home Finance Ltd by the date and time stipulated.

The selection process schedule will be as under:

1 The process of selection of agencies for empanelment at RHFL will be a two stage one. The first stage will involve scrutiny of applications received, by a team constituted for the purpose to assess adherence to eligibility criteria.

2 The short-listed agencies will then be called to make a presentation before the Committee at a pre-fixed date detailing the Profile, experience, capability, creative ideas, strategy, area of operation, etc. of the Agency.

3. RHFL reserves the right to accept/reject any/all of the applications without assigning any reason thereof.

4. The decision of RHFL in the selection of advertising agencies will be final and binding.

Terms and Conditions

Last date for submission of EXPRESSION OF INTEREST FOR EMPANELMENT OF CREATIVE CUM ADVERTISING AGENCIES is **04.08.2018 till 4:00 pm**. Application received after this date and time will not be accepted.

Application completed in all respect should be addressed to:

AGM (Marketing)

Repc Home Finance Ltd.,

III Floor, Alexander Square,

#2, Sardar Patel Road, Guindy,

Chennai - 600 032.

Disclaimer:

RHFL reserves the right not to consider the proposals submitted by any vendor without assigning any reason whatsoever. Bringing any outside influence will lead to disqualification.

GRIEVANCE MECHANISM:

Any Vendor participating in this process but aggrieved by the decision of the Company may submit his/her representation in writing (within 10 days of completion of the process) to:

The Chief Operating Officer,
REPCO HOME FINANCE LTD,
Third Floor, Alexander Square,
New No: 2, Sardar Patel Road, Guindy,
Chennai - 600 032.
