

Bidder Qualification Criteria (BQC) for Appointment of Direct Marketing Agencies (DMAs) for Domestic and Commercial Segment.

Sr. No.	Criteria	Supporting Documents										
A	Technical Criteria	Compliance required in Technical Evaluation										
A.1	The Bidder shall have at least ANY of the following experience of having successfully carried out and completed similar work during the last 7 years reckoned from the month in which this tender is published: <table><tr><td>a</td><td>Three similar completed works, each costing not less than</td><td>50% of SOV</td><td rowspan="3">As per Annexure-1</td></tr><tr><td>b</td><td>Two similar completed works, each costing not less than</td><td>62.5% of SOV</td></tr><tr><td>c</td><td>One similar completed work, each costing not less than</td><td>SOV</td></tr></table>	a	Three similar completed works, each costing not less than	50% of SOV	As per Annexure-1	b	Two similar completed works, each costing not less than	62.5% of SOV	c	One similar completed work, each costing not less than	SOV	A. Bidders not associated with GEL: Detailed Purchase Order / Work Order copies along with completion certificate issued by client. B. Bidders associated with GEL (existing and previously): shall submit the work order for fulfilment of the criteria specified herein. Note: A job completed by a bidder for its own plant / projects cannot be considered as experience for the purpose of meeting BQC of the tender. However, jobs completed for Subsidiary / Fellow Subsidiary / Holding company will be considered as experience for the purpose of the meeting BQC subject to submission of tax paid invoice(s) dually certified by Statuary Auditor of the bidder towards payment of statuary tax in support of the job completed for Subsidiary / Fellow Subsidiary / Holding company. Such bidder to
	a	Three similar completed works, each costing not less than	50% of SOV	As per Annexure-1								
	b	Two similar completed works, each costing not less than	62.5% of SOV									
	c	One similar completed work, each costing not less than	SOV									
	Notes: 1) "Similar work" is defined as to carrying out field marketing for acquisition of new customer in following sectors • City Gas Distribution (CGD) company • LPG Distribution Company/Agency • Electricity provider/distribution company • Telecom • Mobile Service Provider • Municipal corporation • Bank/ Insurance											

	• Non-Banking Financial Company • Industrial marketing 2) All values are basic values, excluding GST or any taxes. 3) Purchase order/ contract issue date shall be considered as a base July/2019 for 7-year duration calculation. 4) Multiple PO / limit PO / Work Order/ job order against a single contract or tender can be considered as a Single Order) 5) For bidders quoting for more than one GA, the SOV requirement has to be fulfilled on cumulative basis, through a single order with cumulative value or through one/more orders against each value requirement. 6) The bidder shall not submit bids for more than two (2) geographical areas within each zone under this tender.	submit these documents in addition to the documents specified to meet BQC. In case of proprietorship firm, the PO and experience certificate should in the name of firm bidding for the tender.
B	Financial Criteria	Compliance required in Financial Evaluation
B.1	The bidder should have achieved a minimum turnover as per Annexure-2 in any one of the last 3 (three) audited financial years i.e. 2023-24, 2024-25 & 2025-26.	Bidder shall submit following documents as the documentary evidence toward adherence to the criteria specified herein. 1) Chartered Accountant Certificate with UDIN confirming annual turnover, working capital and Net worth as per qualification criteria. 2) CA certified audit report including balance sheets and profit & loss statement as per qualification criteria. Note: 1) If the bidder's working capital is inadequate, the bidder shall furnish a letter from any bank approved by
B.2	The bidder should have a minimum working capital as per Annexure-2 as per audited balance sheet for Previous year i.e. 2025-26.	
B.3	Bidder's net worth as per the last audited financial statement i.e. for the financial year, FY 2025-26 shall be positive.	

		Government of Gujarat for submission of Bank Guarantee as per relevant GR applicable at the time of bid published date, confirming the availability of the line of credit for the working capital requirement as specified herein. 2) FY 25-26 shall be considered as preceding Financial Year. However, If audited financial report of FY 25-26 is not available, then FY 24-25 shall be considered as preceding Financial Year and relevant documents shall be provided. 3) If audit report is not applicable as per Income Tax Rules, in such cases bidder to submit, full income tax return along with CA certification (with UDIN) incorporating additional as below. a) "Profit offered for tax" in Income Tax Return for respective year/years to be made part of the CA certificate. CA to certify (with UDIN) that the vendor has opted for presumptive taxation scheme U/s 44AD of the Income Tax Act, 1961 in the respective year/years and the turnover reported in the return of income filed with the Income Tax Department are matching.
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Note (Most Important):

1. Bidder shall submit all supporting documents in English language only. In case the certificates/ documents are in a language other than English, translated documents of the same, duly attested by a third-party agency, shall however be submitted along with the technical bid
2. Bidder shall submit all qualification documents (preferably colour scan copy) as mentioned above on N-procure. No additional documents in the physical form shall be considered.
3. All qualification documents as mentioned above falls under rejection category and non-submission of any of the requisite documents shall make the bid liable for rejection summarily.
4. For Bidder associated with GEL, Documentary evidence for work completion (i.e. Invoice / Inspection Release Note / Completion Certificate / Performance Certificate) against Gujarat Energy Limited Purchaser Order/ Work order/ contract is not require. However, the same will be verified by GEL internally and Technical evaluation will be carried out by GGL as per criteria considering submitted PO/work order/contract.
5. Bidder is suggested to submit the documents which have been already verified by GEL/GEL appointed consultant in previous tenders, if any. In case of submission of documents which have been not verified by GEL/GEL appointed consultant in previous tender, Bidder is suggested to submit the document for which issuing authority is accessible and responsive.
6. Bidder shall submit contact details (other than GEL) of document issuing authority with minimum as Name & Designation, Office address, Email address and Contact Number
7. Documents shall be submitted in line with BQC requirement only.
8. Only those documents which are sufficient for qualification shall be uploaded. Extra documents shall be avoided.
9. In case of composite works (i.e. works comprising of more than one discipline) which included the qualifying work stated above, then the value of such qualifying work out of total value of completed composite work, shall be considered for the purpose of evaluation.
10. If work order/ completion certificate does not indicate all activities as defined under “similar work” then Bidder should either submit a certificate to this effect from the Client correlating the work order/ completion certificate number or furnish the detailed Schedule of Rates (SOR) pertaining to the work order/Approved for construction drawings approved by Client to verify that all the salient works had been undertaken while executing the contract.
11. Bidder can quote for any or all GROUPS/ CLUSTERS/ SORs. Bidder shall be evaluated for individual GROUPS/ CLUSTERS/ SORs as per criteria mentioned in tender. However, for Bidder to qualify for award of Contract for multiple GROUPS/ CLUSTERS/ SORs, the Bidder shall have to meet the Technical & Financial Criteria GROUP-WISE/ CLUSTER-WISE/ SORs-WISE on Cumulative Basis.
12. Bidders are required to quote for full quantity in quoted GROUPS/ CLUSTERS/ SORs. If any Bidder quotes for part quantity against any GROUPS/ CLUSTERS/ SORs, their bid shall be considered incomplete and shall not be evaluated.

13. If bidder is bidding for more than one Groups/ CLUSTERS/ SORs, then Cumulative Working Capital and Cumulative Annual Turnover of the respective quoted GROUPS/ CLUSTERS/ SORs shall be considered for evaluation.
14. The Price evaluation will be carried out by OWNER on individual GROUPS/ CLUSTERS/ SORs basis as per the following methodology:
 - a. If a bidder qualifies for all the quoted GROUPS/ CLUSTERS/ SORs and happens to be L-1 bidder for all the quoted GROUPS/ SORs, in that case contract will be awarded to the L-1 bidder until other-wise the tender documents mentions limitation on maximum number of clusters can be awarded to Single Bidder.
 - b. If a bidder happens to be lowest (L1) bidder for more number of GROUPS/ CLUSTERS/ SORs and qualifies for lesser number of GROUP(s)/ CLUSTER(s)/ SOR(s), then the order shall be awarded on “LEAST COST TO OWNER” basis for the nos. of GROUPS/ CLUSTERS/ SORs for which bidder qualifies until other-wise the tender documents mentions limitation on maximum number of clusters can be awarded to Single Bidder.
15. Consortium / Joint Venture bids are not acceptable. Experience as a member of consortium / Joint Venture shall not be considered. Experience of the bidding entity shall only be considered. In-house work experience (or where the sub-contractor and owner belong to the same organisation) shall not be considered as a valid experience for the purpose of qualification.

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Annexure-1
Technical Criteria (Ref A1)

Zone	GA/District	50% of SOV	62.5% of SOV	SOV
Zone 1	Nadiad	1,92,666	2,40,833	3,85,332
	Anand	99,825	1,24,781	1,99,650
	Panchmahal	1,60,920	2,01,150	3,21,840
	Dahod	1,75,320	2,19,150	3,50,640
Zone 2	Surat	4,09,827	5,12,284	8,19,654
	Bharuch-Ank	2,48,244	3,10,305	4,96,488
	Dahej	78,195	97,744	1,56,390
	Narmada	87,593	1,09,491	1,75,185
	Valsad	2,19,906	2,74,883	4,39,812
Zone 3	Thane	6,85,200	8,56,500	13,70,400
Zone 4	Rajkot	6,03,300	7,54,125	12,06,600
	Morbi	1,01,963	1,27,453	2,03,925
	Surendranagar	2,24,310	2,80,388	4,48,620
	Amreli	1,15,223	1,44,028	2,30,445
Zone 5	Ujjain-Dewas and Indore	1,26,480	1,58,100	2,52,960
	Jalore-Sirohi	1,50,893	1,88,616	3,01,785
	Banswara & Dungarpur	1,71,645	2,14,556	3,43,290
Zone 6	Amritsar	2,09,280	2,61,600	4,18,560
	Bathinda	2,46,795	3,08,494	4,93,590
	Hoshiarpur & Gurdaspur	2,17,140	2,71,425	4,34,280
	Ferozepur-Faridkot - Muktsar	2,22,030	2,77,538	4,44,060
	Sirsa, Fatehabad, Mansa	3,08,415	3,85,519	6,16,830

Annexure-2
Technical Criteria (Ref B1 and B2)

Zone	GA/District	Min Annual Turnover (50% of annual value per vendor)	Min Working Capital (10% of annual value per vendor)
Zone 1	Nadiad	7,70,664	1,54,133
	Anand	3,99,300	79,860
	Panchmahal	6,43,680	1,28,736
	Dahod	7,01,280	1,40,256
Zone 2	Surat	16,39,308	3,27,862
	Bharuch-Ank	9,92,976	1,98,595
	Dahej	3,12,780	62,556
	Narmada	3,50,370	70,074
	Valsad	8,79,624	1,75,925
Zone 3	Thane	27,40,800	5,48,160
Zone 4	Rajkot	24,13,200	4,82,640
	Morbi	4,07,850	81,570
	Surendranagar	8,97,240	1,79,448
	Amreli	4,60,890	92,178
Zone 5	Ujjain-Dewas and Indore	5,05,920	1,01,184
	Jalore-Sirohi	6,03,570	1,20,714
	Banswara & Dungarpur	6,86,580	1,37,316
Zone 6	Amritsar	8,37,120	1,67,424
	Bathinda	9,87,180	1,97,436
	Hoshiarpur & Gurdaspur	8,68,560	1,73,712
	Ferozepur-Faridkot - Muktsar	8,88,120	1,77,624
	Sirsa, Fatehabad, Mansa	12,33,660	2,46,732