

## ANNEXURE - B

### QUALIFICATION CRITERIA FOR AGENCY SELECTION

Agency selection will be based on a two-stage process. The first stage comprises of scrutiny of documents submitted as cited in the Expression of Interest. Shortlisted Applicant Agencies will then be intimated about the next stage of selection - Production Agencies will be expected to make a scratch video for the creative assessment assignment for presentation at its own expense.

The Agencies will be marked out of 60 as per the undermentioned break-up:

SR. NO.	CATEGORY	MARKS
1	STAFF ON ROLL	<b>10</b> >5 PERSONS : 5 Marks =5-15: 8 Marks <15: 10 Marks
2	NUMBER OF GOVERNMENT CLIENTS	<b>10</b> 0 Govt. Clients : 5 Marks =1-2: 8 Marks <2: 10 Marks
3	TURNOVER	<b>10</b> 5 Crores : 8 Marks above 5 Crores: 10 Marks
4	NUMBER OF VIDEO SPOTS/DOCU-DRAMAS/EPIISODES PRODUCED IN THE PAST 1 YEAR (OF MIN 2 MIN DURATION)  <b>On the basis of creativity</b>	<b>20</b>
5	NUMBER OF AUDIO SPOTS/JINGLES PRODUCED IN THE PAST 1 YEAR (OF MIN 30 SEC DURATION)	<b>10</b> 5-10 : 5 Marks =10-20: 8 Marks <20: 10 Marks

NOTE: Agencies must obtain minimum 33% to qualify for the selection process. Anyone scoring/obtaining above 33% will qualify for presentation.

Agencies not having upto the mark video scratch may not be selected upon discretion of selection committee.