



INDIANOIL-ADANI GAS PRIVATE LIMITED

INVITATION FOR
EMPANELMENT
OF
DIRECT MARKETING AGENCIES
FOR
PNG EXPANSION DRIVE



Join us in powering cleaner homes.
Stronger Communities. **A Greener Tomorrow.**



OPPORTUNITY FOR DIRECT MARKETING AGENCIES

JOIN IOAGPL'S PNG EXPANSION DRIVE

INVITATION FOR EMPANELMENT / APPOINTMENT OF DIRECT MARKETING AGENCIES

Indian Oil-Adani Gas Private Limited (IOAGPL) invites applications from experienced and competent Direct Marketing Agencies (DMAs) for empanelment to undertake door-to-door customer acquisition activities for Domestic Piped Natural Gas (PNG) connections across its authorized Geographical Areas (GAs).

The list of GA's offered for empanelment is given below:

S. No.	Geographical Area (GA) Name	State
1	Prayagraj	Uttar Pradesh
2	Udham Singh Nagar	Uttarakhand
3	Kozhikode	Kerala
4	Dharwad	Karnataka
5	Jaunpur	Uttar Pradesh
6	Gaya-Nalanda	Bihar
7	Aligarh-Hathras	Uttar Pradesh
8	Panipat	Haryana
9	Malappuram	Kerala
10	Prayagraj (EAAA), Bhadohi, Kaushambi	Uttar Pradesh
11	South Goa	Goa
12	Chandigarh (includes part of Panchkula & SAS Nagar)	U.T., Haryana & Punjab
13	Panchkula (EAAA), Shimla, Solan & Sirmaur districts	Haryana & Himachal Pradesh
14	Burdwan	West Bengal
15	Bulandshahr	Uttar Pradesh

EAAA: Except Areas Already Authorized

A. Brief Scope of Work

The selected DMA shall be responsible for the following:

1. Market Survey and Direct Marketing:

- Promoting PNG awareness among people across assigned areas, including residential societies, buildings, apartments, villages, colonies, etc., by organizing camps and promotional activities.
- Conducting door-to-door marketing activities to generate prospective customer leads for new domestic PNG connections.



- iii. Educating potential customers regarding PNG benefits, safety, and the available PNG schemes.
- iv. Facilitating customer onboarding through the online registration process for new domestic PNG connections using the IOAGPL mobile application.
- v. Collecting and verifying KYC documents from customers.
- vi. Assisting customers in making registration fee or scheme-related payments through the designated IOAGPL'S mobile application and approved digital payment modes.
- vii. Ensuring accurate and complete submission of customer records through the prescribed digital platform.
- viii. Collecting payments from already registered customers, as per the scheme opted by them, through IOAGPL-authorized channels.
- ix. The DMA shall submit monthly MIS reports covering leads generated, customer interactions, registrations completed, pending cases, meeting updates, and stakeholder engagement activities with RWAs / societies / panchayats / ward councillors, etc., as applicable.

The detailed scope of work (SOW), performance standards, reporting requirements, and remuneration structure shall be communicated to the shortlisted agencies after completion of the empanelment process.

2. Marketing Team and Infrastructure

- i. Depending upon the target, productivity, and success rate, the DMA must deploy an adequate number of field executives to complete the assigned targets within the specified time. Indicative monthly registration targets shall range between 1,000 and 6,000 domestic PNG registrations per month, depending upon the allocated Geographical Area (GA).
- ii. The DMA shall employ at least one experienced supervisor for every maximum of fifteen (15) field executives to closely monitor the individual performance of each field executive.
- iii. The DMA shall provide proper training to all its field executives to maintain professional conduct and customer data confidentiality. The DMA shall arrange all logistics, transportation, communication arrangements, and marketing materials for its field executives at its own cost.
- iv. The DMA shall not issue any communication, advertisement, commitment, or assurance on behalf of IOAGPL except as expressly authorized in writing. The DMA shall use only company-approved designs, creatives, and communication content in marketing materials. The DMA shall ensure the printing and installation of marketing materials and other necessary arrangements, and shall ensure adequate availability of marketing materials at its own cost.
- v. The DMA shall maintain strict confidentiality of customer information and KYC documents and shall comply with all applicable data privacy and information security requirements. Any misuse or unauthorized disclosure of customer data shall be grounds for termination and legal action.

- vi. The DMA shall comply with all applicable provisions of the Code on Wages, the Industrial Relations Code, the Code on Social Security, and the Occupational Safety, Health and Working Conditions Code, as well as all other statutory obligations in respect of its deployed personnel.
- vii. The DMA, its employees, agents, and representatives shall not collect any cash payment from customers; the collection of cash from customers is strictly prohibited. All the customer payments shall be collected and processed through IOAGPL-authorized mobile applications and digital platforms.

B. Eligibility Criteria

Applicants should meet the following criteria:

- i. The DMA must be a legally registered entity in India (Proprietorship Firm / Partnership Firm / LLP / Pvt. Ltd. Co. / Public Ltd. Co. / Registered Cooperative Society).
- ii. The DMA should have a minimum of two (02) years of experience in direct sales and field marketing in sectors such as City Gas Distribution, telecom, banking, insurance, FMCG, or other utility services, or in similar customer acquisition activities. The DMA shall furnish supporting documents such as work orders, agreements, or completion certificates, etc., in support of its experience.
- iii. The average annual turnover should be at least 30% of the estimated annual value of the work for the GA(s) applied for. The estimated annual value for each GA will be communicated during empanelment.
- iv. The DMA should have the ability to deploy the required manpower in the respective Geographical Areas (GAs) within fifteen (15) days of issuance of the work order.
- v. The DMA shall submit a detailed manpower deployment plan demonstrating its capability to achieve the monthly targets in the allotted GAs.
- vi. The DMA shall commit to deploying a minimum of one (01) supervisor for every fifteen (15) field executives.
- vii. The DMA should not have been blacklisted, banned, or debarred by any Government authority, PSU, CGD entity, or statutory authority during the last three (03) years.

C. Selection Process

Shortlisting of agencies will be based on:

- i. Organizational capability and experience.
- ii. Financial strength.
- iii. Availability of manpower and operational infrastructure.
- iv. Presentation / interaction, if required.
- v. Compliance with all eligibility requirements.

D. Remuneration

The detailed remuneration structure will be communicated to the shortlisted agencies during the empanelment process.

E. Empanelment Period

The empanelment will initially be valid for a period of one (01) year and may be extended at the sole discretion of IOAGPL based on performance and business requirements.

F. Application Process

Interested agencies may apply for one or more GAs. Separate manpower deployment plans shall be submitted for each GA.

Interested agencies are required to submit their Expression of Interest (EOI), along with supporting documents such as company profile, relevant experience details, and statutory documents, etc., as mentioned below, to the email ID: dma.eoi@ioagpl.com superscribing "EOI for Empanelment of Direct Marketing Agencies (DMAs) for Domestic PNG Customer Acquisition."

The submission deadline is 18:00 hours on 10/07/26

Documents to be submitted:

- i. Cover letter expressing interest, on the company's letterhead.
- ii. Company / firm profile.
- iii. Certificate of incorporation / registration, if applicable.
- iv. PAN card.
- v. GST registration certificate.
- vi. Details of relevant experience and major assignments completed.
- vii. Contact details of the authorized representative.
- viii. Copies of work orders or completion certificates for relevant experience.
- ix. Self-certified declaration confirming that the DMA has not been blacklisted, banned, or debarred by any Government authority, PSU, CGD entity, or statutory authority during the last three (03) years.

G. Disclaimer of Obligations and Reservation of Rights

All actions taken by IOAGPL in connection with this invitation for empanelment, including evaluation, shortlisting, empanelment, or allocation of work, shall be without prejudice to its rights and remedies available under applicable laws, contracts, or policies.

IOAGPL reserves the absolute right, at its sole discretion and without any obligation or liability, to modify, suspend, withdraw, or cancel this empanelment process, in whole or in part, at any stage, without assigning any reason whatsoever. Participation in this process shall not confer upon any applicant any right, claim, or entitlement of any nature against IOAGPL.

Important Note:

1. Submission of an EOI shall not confer or guarantee any right to empanelment.
2. IOAGPL reserves the right:
 - i. to verify any information submitted by the applicant / agencies and to seek additional documents or clarifications as deemed necessary.
 - ii. to accept or reject any or all EOIs, wholly or partially, without assigning any reason thereof. Empanelment does not assure or guarantee allocation of any minimum volume of work, registrations, revenue, or business.
 - iii. to empanel multiple DMAs for the same GA, or a single DMA per GA, depending upon business requirements, geographical coverage, performance considerations, and monthly target volumes achieved.
 - iv. to terminate, suspend, or remove any empaneled DMA at any time in case of unsatisfactory / poor performance, misconduct, violation of applicable laws, breach of confidentiality obligations, or any act prejudicial to the interests of IOAGPL.

