

# HBL



हिमालयन बैंक लिमिटेड

# Himalayan Bank Ltd.

<b>1.</b>	<b>Company Information</b>	
A	Name:	
B	Address:	
C	Internet URL:	
E	Telephone:	
F	Fax:	
G	primary contact: Name, title and e-mail id	
H	Agency's ownership (corporate structure):	
I	Govt. Registration No & Date of Registration:	
J	AAAN Registration No & Date of Registration:	
<b>2.</b>	<b>Clients</b>	
A	List top 10 clients (Past and Present).	
B	List of Bank Financial Institutions (currently working with)	
C	List of Bank Financial Institutions (worked with in the past)	
<b>3.</b>	<b>Financial Information</b>	
A	Approximate amount of annual revenue generated	
B	Scale and volume of agency's annual transaction	
C	Approximate percentage breakdown of agency's creative output	
<b>4.</b>	<b>BOD Structure &amp; Staff</b>	
A	Bio-data of the BOD Members	

B	Breakout of employees by function: account, creative, planning/research, media, other (please explain).	
C	Brief biographies of key management executives and key staff	

<b>5.</b>	<b>Specialized Services</b>	Briefly describe your agency's capabilities in:
A	Pre/Post Ad. Production and Management (both Electronic-including Digital Marketing & Print Media)	
B	General/Specific Advertising Campaign (both Electronic-including Digital Marketing & Print Media)	
C	Direct Marketing	
D	Public Relations (including media placement of press releases)	
E	Interactive	
F	Promotion	
G	Event Management	
H	Other (specify)	

<b>6.</b>	<b>Compensation</b>	
A	Agency's policy with respect to method of compensation.	
B	List of the types of services and corresponding charges	

<b>7.</b>	<b>Creative Samples</b>	
A	Samples of your creative past work.	
B	Please present a concept proposal on what you will do to promote HBL and its product/services if you are appointed as our official Advertising Agency.	

<b>8</b>	<b>Awards and Recognition</b>
A	Details of awards and recognition agency have received.