

Yamuna Expressway Industrial Development Authority

Annexure 1: Corrigendum/ Addendum (No. 1)

This is in reference to the advertisement (Ref.: YEA/MKT/196/2021) dated 24th March 2021, regarding “Request for Proposal (RFP) for Empanelment of Advertising agency for providing assistance to Yamuna Expressway Industrial Development Authority (YEIDA)” published by Yamuna Expressway Industrial Development Authority, may be read with following modifications:

S.No.	Clause in RFP	Corrigendum/ Addendum																
1.	<p>Data Sheet: Clause 13: Page 1 Schedule of Application Process</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Task</th> <th style="width: 70%;">Key Dates</th> </tr> </thead> <tbody> <tr> <td>Document upload/ publish date</td> <td>24.03.2021; 11:30 am</td> </tr> <tr> <td>Proposal Due Date (PDD)</td> <td>09.04.2021; 5.00 pm</td> </tr> <tr> <td>Opening of Technical Proposals</td> <td>13.04.2021; 5.00 pm</td> </tr> </tbody> </table>	Task	Key Dates	Document upload/ publish date	24.03.2021; 11:30 am	Proposal Due Date (PDD)	09.04.2021; 5.00 pm	Opening of Technical Proposals	13.04.2021; 5.00 pm	<p>Data Sheet: Clause 13: Page 1 Schedule of Application Process</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Task</th> <th style="width: 70%;">Key Dates</th> </tr> </thead> <tbody> <tr> <td>Document upload/ publish date</td> <td>24.03.2021; 11:30 am</td> </tr> <tr> <td>Proposal Due Date (PDD)</td> <td>16.04.2021; 5.00 pm</td> </tr> <tr> <td>Opening of Technical Proposals</td> <td>22.04.2021; 5.00 pm</td> </tr> </tbody> </table>	Task	Key Dates	Document upload/ publish date	24.03.2021; 11:30 am	Proposal Due Date (PDD)	16.04.2021; 5.00 pm	Opening of Technical Proposals	22.04.2021; 5.00 pm
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2.	<p>Data Sheet: Point 4: Page 1</p> <p>Proposal processing Fee: 1100/- INR (Non-Refundable)</p> <p>Account details: Name: Yamuna Expressway Industrial Development Authority Account No: 49960100000032 IFSC Code: BARB0YEIDAX Bank Name: Bank of Baroda, Yamuna Expressway Branch, Greater Noida, UP</p>	<p>Data Sheet: Point 4: Page 1</p> <p>Proposal processing Fee: (to be submitted separately for each category applied for) 1100/- INR (Non-Refundable)</p> <p>Account details: Name: Yamuna Expressway Industrial Development Authority Account No: 49960100000032 IFSC Code: BARB0YEIDAX Bank Name: Bank of Baroda, Yamuna Expressway Branch, Greater Noida, UP</p>																
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		2	The Applicant should not have been blacklisted by any Govt./Semi Govt. Organization.	An undertaking to this effect as per Form VII to be submitted		2	The Applicant should not have been blacklisted by any Govt./Semi Govt. Organization.	An undertaking to this effect as per Form VII to be submitted	
		3	Full operational office set up in Delhi / NCR with state of art infrastructure.	Relevant document viz. Telephone Bill, Electricity Bill, Registered Rent/ Lease Agreement for last six months		3	Full operational office set up in Delhi / NCR with state of art infrastructure.	Relevant document viz. Telephone Bill, Electricity Bill, Registered Rent/ Lease Agreement for last six months	
		4	The agency should have continuous 10 years full accreditation with the INS till date. (Your status of accreditation with INS will be cross checked from INS before empanelment).	Document proof		4	Either the gross billing during the three consecutive financial years, from the last four (4) financial years should be at least Rs. 50 Crore per year or the agency should have minimum five years' experience in execution of work of the Industrial Development Authorities (proof to be enclosed)	Copies of audited financial statements along with audit reports duly certified by the auditors for three consecutive financial years are to be provided.	
		5	Either the gross billing during the three consecutive financial years, from the last four (4) financial years should be at least Rs. 50 Crore per year or the agency should have minimum five years' experience in execution of work of the Industrial Development Authorities (proof to be enclosed)	Copies of audited financial statements along with audit reports duly certified by the auditors for three consecutive financial years are to be provided.					
4.	5.2.3. Category C: Audio-Video Production Agency (Digital Media) Stage I: Eligibility Criteria				5.2.3. Category C: Audio-Video Production Agency (Digital Media) Stage I: Eligibility Criteria				
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5.	<p>Clause 5.2.3.ii, Point 6, Page 23</p> <p>5.2.3. Category C: Audio-Video Production Agency (Digital Media)</p> <p>ii. Stage II: Evaluation Criteria</p> <p>Category C: Audio-Video Production Agency (Digital Media)</p> <p>Stage II: Evaluation Criteria</p> <p>Number of productions in last 5 years Number of Major Campaign/Films of Rs.20 Lakhs & above during last 5 years for Govt./Semi Govt. Organization/Central Ministry/ Development Authorities/ PSU</p> <table border="1"> <thead> <tr> <th>Number of Productions</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>5</td> </tr> <tr> <td>20 - 30</td> <td>10</td> </tr> <tr> <td>30 and above</td> <td>15</td> </tr> </tbody> </table>			Number of Productions	Marks	10	5	20 - 30	10	30 and above	15	<p>Clause 5.2.3.ii, Point 6, Page 23</p> <p>5.2.3. Category C: Audio-Video Production Agency (Digital Media)</p> <p>ii. Stage II: Evaluation Criteria</p> <p>Category C: Audio-Video Production Agency (Digital Media)</p> <p>Stage II: Evaluation Criteria</p> <p>Number of productions in last 5 years Number of Major Campaign/Films of Rs.20 Lakhs & above during last 5 years for Govt./Semi Govt. Organization/Central Ministry/ Development Authorities/ PSU</p> <table border="1"> <thead> <tr> <th>Number of Productions</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>5</td> </tr> <tr> <td>10 - 20</td> <td>10</td> </tr> <tr> <td>20 and above</td> <td>15</td> </tr> </tbody> </table>			Number of Productions	Marks	10	5	10 - 20	10	20 and above	15
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6.	<p>5.2.4. Category D: Social Media Management Agency (Electronic Media)</p>			<p>5.2.4. Category D: Social Media Management Agency (Electronic Media)</p>																		

Stage I: Basic Eligibility Evaluation			Stage I: Basic Eligibility Evaluation		
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4	The agency should have continuous 10 years full accreditation with the INS till date. (Your status of accreditation with INS will be cross checked from INS before empanelment).	Document proof – Valid INS accreditation certificate	4	The Applicant should have minimum average annual turnover of Rs.10.00 crores per annum (Rs. Ten Crores per annum in three (3) consecutive financial years, from the last four (4) financial years, as per the last published audited report of the Applicant from the date of proposal submission.	Copies of audited financial statements along with audit reports duly certified by the auditors for three consecutive financial years are to be provided.
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7.	Form IV: Technical Capacity, page 31				
	Please provide the details of technical capacity in the following format:				
		Technical Criteria	Response	Eligible Status	Reference Page No. of supporting documents
	1	Type of Agency (Proprietorship agency/Partnership agency)	Years)	(Eligible/Ineligible)	(Certificate of incorporation)
	2	Years since registration	Years)	(Eligible/Ineligible)	(Certificate of incorporation)
	3	Experience of Team Member	Years)	(Eligible/Ineligible)	(Certified copies of Financial Statements to be attached as proofs.)
	4	Average Annual Turnover	(in Lakhs)	(Eligible/Ineligible)	(Certified copies of Financial Statements to be attached as proofs.)
	5	Experience of Similar/Eligible Projects No. 1	(Name of Project + Project Cost)	(Eligible/Ineligible)	(Performance/ Completion Certificates from Client clearly stating the nature of work & services rendered)
	6	Experience of Similar/Eligible Projects No. 2	(Name of Project + Project Cost)	(Eligible/Ineligible)	(Performance/ Completion Certificates from Client clearly stating the nature of work & services rendered)
7	No pending litigations with the YEIDA		(Eligible/Ineligible)		
8	INS Accreditation certificate, wherever applicable				

8.	Form V: Curriculum Vitae, Page 32
	Point 5:
	5. Membership of Professional Associations

Form IV: Technical Capacity, page 31				
Please provide the details of technical capacity in the following format:				
	Technical Criteria	Response	Eligible Status	Reference Page No. of supporting documents
1	Type of Agency (Proprietorship agency/Partnership agency)	Years)	(Eligible/Ineligible)	(Certificate of incorporation)
2	Years since registration	Years)	(Eligible/Ineligible)	(Certificate of incorporation)
3	Experience of Team Member	Years)	(Eligible/Ineligible)	Index giving page numbers of the Form V: CV provided for each proposed team member in the bid Proposal
4	Average Annual Turnover	(in Lakhs)	(Eligible/Ineligible)	(Certified copies of Financial Statements to be attached as proofs.)
5	List of all Projects submitted with the Bid Proposal	(Project Cost)	Index giving page numbers of the Form VI: Project Description Sheet provided in the bid Proposal	
6	No pending litigations with the YEIDA		(Eligible/Ineligible)	
7	INS Accreditation certificate, wherever applicable			

	Form V: Curriculum Vitae, Page 32
	Point 5:
	5. Membership of Professional Associations (if applicable)

9.

Form VI: Credential Format, Page 33**Project Description Sheet**

(Use separate sheet for each cited Project)

The following information should be provided in the format below for each Eligible Assignment for which your agency individually was legally contracted by the client stated below:

Assignment Name:		
Project Category according to Category Matrix in clause II.I		
Name and Address of Client:		
Location:	Project cost (in rupees): Built-up Area in sqm:	
Start date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in rupees):
Name of Associated agencies, if any:		
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		
Reference with Contact name, telephone number and e-mail (if any) for verification of the details provided above		

Name of the Applicant:

*Applicant needs to furnish Completion/Performance Certificate for supporting for all the completed projects as per Technical criteria.

Form VI: Credential Format, Page 33**Project Description Sheet**

(Use separate sheet for each cited Project)

The following information should be provided in the format below for each Eligible Assignment for which your agency individually was legally contracted by the client stated below:

Assignment Name:		
Project Category according to Category Matrix in clause II.I		
Name and Address of Client:		
Location:	Project cost (in rupees):	
Start date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in rupees):
Name of Associated agencies, if any:		
Name of Senior Staff (Project Director/Coordinator, Team Leader) involved and functions performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		
Reference with Contact name, telephone number and e-mail (if any) for verification of the details provided above		

Name of the Applicant:

*Applicant needs to furnish Completion/Performance Certificate for supporting for all the completed projects as per Technical criteria.

Signature of the applicant with seal

	Signature of the applicant with seal Dated: Witness: Address: Occupation:	Dated: Witness: Address: Occupation:
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Annexure 2: Reply to Pre-Bid queries/clarifications

S.No	Bidding Document Reference (Clause/ Page No.)	Content as In RFP Requiring Clarification	Agency	Query / Points of Clarification Required	YEIDA's Comments								
1.	Data Sheet: Point 13: Page 1	Data Sheet: Schedule of Application Process <table border="1" style="margin-top: 10px;"> <thead> <tr> <th>Task</th> <th>Key Dates</th> </tr> </thead> <tbody> <tr> <td>Document upload/ publish date</td> <td>24.03.2021; 11:30 am</td> </tr> <tr> <td>Proposal Due Date (PDD)</td> <td>09.04.2021; 5.00 pm</td> </tr> <tr> <td>Opening of Technical Proposals</td> <td>13.04.2021; 5.00 pm</td> </tr> </tbody> </table>	Task	Key Dates	Document upload/ publish date	24.03.2021; 11:30 am	Proposal Due Date (PDD)	09.04.2021; 5.00 pm	Opening of Technical Proposals	13.04.2021; 5.00 pm	Airads Limited	Request you to consider postponing the last date of submission to 12.04.2021 instead of 09.04.2021 considering the date for opening of proposal is set to 13.04.2021	Please refer Corrigendum 1
			Task	Key Dates									
			Document upload/ publish date	24.03.2021; 11:30 am									
			Proposal Due Date (PDD)	09.04.2021; 5.00 pm									
			Opening of Technical Proposals	13.04.2021; 5.00 pm									
Max Publicity and Communication	We would request you to please extend the last date of Bid submission by 7 working days	Please refer Corrigendum 1											
Ventures Advertising	We would request you to please extend the due date of the above tender at least for a few days so that we can manage this tender from Mumbai office and also participate in the said tender	Please refer Corrigendum 1											
Vermillion Communication	Would request you to kindly extend the submission due date for another 5-7 days keeping in view of the time you may take to clarify queries from us as well from other agencies.	Please refer Corrigendum 1											
2.	Data Sheet: Point 4: Page 1	Data Sheet: Point 4: Proposal processing Fee: 1100/- INR (Non-Refundable) Account details: Name: Yamuna Expressway Industrial Development Authority Account No: 49960100000032 IFSC Code: BARB0YEIDAX Bank Name: Bank of Baroda, Yamuna Expressway Branch, Greater Noida, UP	Airads Limited	Please clarify and confirm if this is to be submitted separately for each category and do we have to submit a demand draft for it	Please refer Corrigendum 1								
			Pamm Advertising & Marketing	If we are applying for all the categories then we have to pay Proposal Processing Fee separately for every category.	Please refer Corrigendum 1								
			Sheena Advertising	Can we attach a draft of Rs 1100/- for processing fee	Please refer Corrigendum 1								

3.	Point 7 Data Sheet, Page 1	Data Sheet: Point 7: Mode of Proposal Submission: Hard copy to be submitted as per Clause 4.2 at the following address: Bank Branch Name: Bank of Baroda, Yamuna Expressway Branch, Greater Noida, UP	Airads Limited	Kindly confirm if we have to send our proposal at this same address	Already addressed in RFP, for further clarification only: Proposal to be submitted to Bank of Baroda, Yamuna Expressway Branch, Greater Noida, UP, in hard copy
			Concept Communication Limited	The place of submission is mentioned as Bank of Baroda, Yamuna Expressway Branch, Greater Noida, U.P. Kindly clarify	
			Vermillion Communication	As per the Data Sheet the Mode proposal in Hard copy is to be made at Bank of Baroda YEA Branch at Greater Noida whereas as per the NIT it is to be submitted at your office. Please confirm the place of submission.	
4.	Clause 4.2.1 Page 10	Language of Proposal: The Proposal and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the Applicant with the Proposal may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.	Master Ad. Inc.	In tender documents it is written that English translation is needed in case supports attached are in any other language whereas our humble submission is that most of the Govt. documents are issued generally in Hindi language and if these are translated in English language the originality of the documents can be disturbed.	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
5.	Clause 4.2.13 Point i Page 12	Clause 4.2.13: Earnest Money Deposit Point i The RFP document should be accompanied with an Earnest Money Deposit (EMD) as mentioned in the Data Sheet of this document.	Prayas Creations	It was mentioned that RFP documents should be accompanied with an Earnest Money Deposit (EDM), but none of any information has been provided in Data Sheet of RFP. So, what amount of EMD has to present with RFP and in which form, kindly clear	Already addressed in RFP, for further clarification only: No EMD to be submitted during empanelment of agency
			Vermillion Communication	It is mentioned that proposal to be submitted along with EMD while no details of EMD is available in the document. Please confirm there is no EMD is to be submitted	
			Sheena Advertising	What is the EMD?	

			Master Ad. Inc.	EMD not mentioned in Data Sheet but in tender documents it is written that EMD will be forfeited-please clarify.	
6.	Clause 5.2	<p>Stage wise Evaluation and Eligibility Criteria for each empanelment category</p> <p>5.2.1. Category A: Print Media Advertising Agency (Print Media)</p> <p>5.2.2. Category B: Event /Outdoor Publicity Agency</p> <p>5.2.3. Category C: Audio-Video Production Agency (Digital Media)</p> <p>5.2.4. Category D: Social Media Management Agency (Electronic Media)</p>	Sagacious Advertising & Marketing	Audio-Video Production Agency will be categorized under Digital Media or Electronic Media?	<p>Already addressed in RFP, for further clarification only:</p> <p>Please refer clause 3.2.3, Page 4 Category C Digital Media</p>
7.	Clause 5.2.1.i Point 3 Page 18	<p>5.2.1. Category A: Print Media Advertising Agency (Print Media)</p> <p>i. Stage I: Basic Eligibility</p> <p>Point 3</p> <p>Full operational office set up in Delhi / NCR with state of art infrastructure.</p>	Continental Advertising Services	<p>Relevant document viz. Telephone Bill, Electricity Bill, Registered Rent/ Lease Agreement for last six months..</p> <p>You need all the supporting Documents or any of one?</p>	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
8.	Clause 5.2.1.i Point 5 Page 18	<p>5.2.1. Category A: Print Media Advertising Agency (Print Media)</p> <p>i. Stage I: Basic Eligibility</p> <p>Point 5</p> <p>The Applicant should have minimum average annual turnover of Rs.10.00 crores per annum (Rs. Ten Crores per annum in three (3) consecutive financial years, from the last four (4) financial years, as per the last published audited report of the Applicant from the date of proposal submission.)</p>	360 Solution Degree	Category should be read as Consecutive or Cumulative for the last 3 years	<p>Already addressed in RFP, for further clarification only:</p> <p>Average (cumulative) annual turnover of any three consecutive years from last four financial years is to be considered</p>

		Documentary Evidence requirements	Continental Advertising Services	Point 3: Pls clarify no. of client	Not applicable
11.	Clause 5.2.1.ii Point 4 Page 19	5.2.1. Category A: Print Media Advertising Agency (Print Media) ii. Stage II: Evaluation Criteria Point 4 Number of Accounts of Maharatna / Navratna Companies/ Govt./ Authorities/ PSU Departments handled during the last five years (to be reckoned from due date of submission of response against the RFP). 0.5 marks for each Maharatna/Navratna/Govt. (upto maximum of 5 marks) Refer Point 13 of Annexure 2 for Documentary Evidence requirements	Bhagirathi (Media & Marketing)	Kindly clarify the supporting documents to be submitted, can we submit empanelment documents for Maharatna/ Navratna/ Govt. /Authorities & PSU's with certified by CA	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
			Concept Communication Limited	In case of showing experience and clients in Maharatna/Navratna/PSU, etc, should we submit empanelment letters only as Work Completion Certificate is not relevant possible in this case	
			Kaka Advertising Agency	in this point we can submit the work orders of the client in each category	
12.	Clause 5.2.1.ii Point 5 & 6 Page 19	5.2.1. Category A: Print Media Advertising Agency (Print Media) ii. Stage II: Evaluation Criteria Point 5: Number of assignments for any of the following categories: Brochure/Annual report/Coffee Table Book/Booklet /Leaflet/ In House Journal/ National level campaign - undertaken for Ministry / Department / Development Authorities / PSU under Government of India in the last five years from the date of submission	Bhagirathi (Media & Marketing)	No. 5 & No. 6 are same, can we submit a detail in one annexures of work done in brochure/Annual report/ for last 5 years in CA 's letterhead with work order)	Point 5 seeks specific experience of working for Ministry / Department / Development Authorities / PSU under Government of India
			Pamm Advertising & Marketing	On Page No. 19 at Point 6 you have mentioned following point what does it mean	Please share relevant and required documents in the Bid

	<p>of RFP (Note: repetition of category of services allowed) 1 marks for each assignment (upto a maximum of 10 marks)</p> <p>Point 6: Number of assignments for the following categories:</p> <p>Copy of experience certificate issued by client in areas of diversified services during the last five years (to be reckoned from the date of submission of RFP):</p> <ol style="list-style-type: none"> a. National Level Print Media Campaign b. Brochure c. Leaflet/Flyer d. In House Journal e. Coffee Table Book f. Annual Report g. Booklet h. Stickers i. Public Relation j. Offset and digital print production k. Land Allotment Scheme Advertisement l. Corporate Advertisement <p>(Note: repetition of category of services not allowed) 1 mark for each assignment (upto a maximum of 10 marks)</p> <p>Refer Point 13 of Annexure 2 for Documentary Evidence requirements</p>	Kaka Advertising Agency	in this point we can submit the work orders with completion certificate of the client in each category	Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
13.	<p>Documentary evidence required within Clause 5.2.1.ii for Points 2, 3, 4, 5 and 6</p> <p>Work order/copy of few pages of the Contract/agreement/ letter of award (providing evidence of brief description of the relevant scope of work) and any one of the following:</p> <ol style="list-style-type: none"> 1. Completion certificate or 2. Following documents need to be submitted <ol style="list-style-type: none"> a. Certification from the CA on the letter head of the applicant must be submitted, certifying more than 90% project completion and payment, and b. self-declaration to conagency that the relevant task (being sub component of a Project) has been completed by the applicant. 			

14.	Clause 5.2.2.i Point 5 Page 20	5.2.2. Category B: Event /Outdoor Publicity Agency i. Stage I: Basic Eligibility Evaluation Either the gross billing during the three consecutive financial years, from the last four (4) financial years should be at least Rs. 50 Crore per year or the agency should have minimum five years' experience in execution of work of the Industrial Development Authorities (proof to be enclosed)	Pamm Advertising & Marketing	Can we attach only five years' experience in execution of work of the Industrial Development Authorities or we have to attach Audit Report and Balance Sheet of Last three years also along with the experience proof.	Already addressed in the respective clause Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
15.	Clause 5.2.2.ii Point 1 Page 20	5.2.2. Category B: Event /Outdoor Publicity Agency ii. Stage II: Evaluation Criteria Either the gross billing during the three consecutive financial years, from the last four (4) financial years should be at least Rs. 50 Crore per year or the agency should have minimum five years' experience in execution of work of the Industrial Development Authorities (proof to be enclosed)	Pamm Advertising & Marketing	can we attach only five years' experience in execution of work of the Industrial Development Authorities or we have to attach Audit Report and Balance Sheet of Last three years also along with the experience proof.	Already addressed in the respective clause Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
16.	Clause 5.2.2.ii Point 4 Page 21	5.2.2. Category B: Event /Outdoor Publicity Agency ii. Stage II: Evaluation Criteria Number of Accounts of Maharatna / Navratna Companies/ Govt./ Authorities/ PSU Departments handled during the last five years (to be reckoned from due date of submission of response against the RFP). 0.5 marks for each Maharatna/Navratna/Govt. (upto maximum of 5 marks)	Concept Communication Limited	In case of showing experience and clients in Maharatna/Navratna/PSU, etc, should we submit empanelment letters only as Work Completion Certificate is not relevant possible in this case	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date) Please refer 5.2.2 Stage II Documentary evidence column, point 2 (a) & 2 (b), Page 21

17.	Clause 5.2.2.ii Point 6 Page 21	<p>5.2.2. Category B: Event /Outdoor Publicity Agency</p> <p>ii. Stage II: Evaluation Criteria</p> <p>Number of assignments for the following categories: Copy of experience certificate issued by client in areas of diversified services during the last five years (to be reckoned from the date of submission of RFP):</p> <p>a. Exhibition/ Expo/Stall/ Fair – 4 mark</p> <p>b. Conference/ Seminar/ Workshop – 2 mark</p> <p>c. Virtual Event – 2 marks</p> <p>d. Inaugural/ Branding/Promotional event – 2 mark</p>	Pamm Advertising & Marketing	Is it compulsory to attach work order for every service	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
18.	Clause 5.2.3.i Point 6 Page 22	<p>5.2.2. Category C: Audio-Video Production Agency (Digital Media)</p> <p>i. Stage I: Basic Eligibility Evaluation</p> <p>The Applicant should have minimum average annual turnover of Rs.10.00 crores per annum (Rs. Ten Crores per annum in three (3) consecutive financial years, from the last four (4) financial years, as per the last published audited report of the applicant from the date of proposal submission.)</p>	360 Solution Degree	Category should be read as Consecutive or Cumulative for the last 3 years	Average (cumulative) annual turnover of any three consecutive years from last four financial years is to be considered
			Bhagirathi (Media & Marketing)	Minimum average annual turnover of Rs. 10 CR in 3 consecutive years (This billing for AV production turnover or this will be also included Releasing of AV / TVC/Radio Jingle media release business).	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
			Pamm Advertising & Marketing	Average annual turnover it should be only for Audio-Video Production or agency's overall total average turnover	Overall

19.	Clause 5.2.3.ii Point 2 Page 22	<p>5.2.2. Category C: Audio-Video Production Agency (Digital Media)</p> <p>ii. Stage II: Evaluation Criteria</p> <p>Number of productions in last 5 years Number of Major Campaign/Films of Rs.20 Lakhs & above during last 5 years for Govt./Semi Govt. Organization/ Central Ministry/ Development Authorities/ PSU</p>	Bubna Advertising	As per DAVP rate TVC of upto one minute and documentary upto five minute have Approved rate of 5.25 Lakh per film. Outside this budget few films from PSU happen but are very rare. You are requested to kindly remove relevant clause of 20 lakhs per film and instead make it on DAVP rate. You may also add private client work above 20 Lakh per film	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)								
20.	Clause 5.2.3.ii Point 6 Page 23	<p>5.2.2. Category C: Audio-Video Production Agency (Digital Media)</p> <p>ii. Stage II: Evaluation Criteria</p> <p>Category C: Audio-Video Production Agency (Digital Media)</p> <p>Stage II: Evaluation Criteria</p> <p>Number of productions in last 5 years Number of Major Campaign/Films of Rs.20 Lakhs & above during last 5 years for Govt./Semi Govt. Organization/Central Ministry/ Development Authorities/ PSU</p> <table border="1" data-bbox="389 842 958 1098"> <thead> <tr> <th>Number of Productions</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>5</td> </tr> <tr> <td>20 - 30</td> <td>10</td> </tr> <tr> <td>30 and above</td> <td>15</td> </tr> </tbody> </table>	Number of Productions	Marks	10	5	20 - 30	10	30 and above	15	Sagacious Advertising & Marketing	<ol style="list-style-type: none"> 1. Please specify minimum number of productions to attract 5 Marks is 10 or any number between 1-10 2. There is no marks allotment for number of productions between 10-20 please clarify 	Please refer Corrigendum 1
Number of Productions	Marks												
10	5												
20 - 30	10												
30 and above	15												
21.	Clause 5.2.4 Page 23	<p>5.2.4. Category D: Social Media Management Agency (Electronic Media)</p>	Sagacious Advertising & Marketing	Social Media Management Agency will be categorized under Electronic Media or Digital Media?	Please refer Clause 5.2.4 Category D Electronic media: social media								

22.	Clause 5.2.4.i Point 5 Page 24	5.2.4. Category D: Social Media Management Agency (Electronic Media) i. Stage I: Basic Eligibility Evaluation The Applicant should have minimum average annual turnover of Rs.10.00 crores per annum (Rs. Ten Crores per annum in three (3) consecutive financial years, from the last four (4) financial years, as per the last published audited report of the Applicant from the date of proposal submission.	360 Solution Degree	Category should be read as Consecutive or Cumulative for the last 3 years	Average (cumulative) annual turnover of any three consecutive years from last four financial years is to be considered
23.	7. Pro-forma for Submission Page 27	7. Pro-forma for Submission	Vermillion Communication	Format for signing of proposals. Please clarify whether all the pages including the attachments, supporting documents etc. need to be signed	Every page of the Proposal needs to be signed, as mentioned in the RFP
24.	Form II, Point 3, Page 29	Form II: General Information Years since incorporation with documentary evidence (or equivalent certificate):	Master Ad. Inc.	Support for incorporation of Proprietary concern- What kind of document support is required?	e.g. CIN certificate, Partnership Deed etc
25.	Form II, Point 4, Page 29	Form II: General Information Years since registration of agency with documentary evidence (or equivalent certificate):	Master Ad. Inc.	Support for incorporation of Proprietary concern- What kind of document support is required?	e.g. CIN certificate, Partnership Deed etc
26.	Form III, Page 30	Form III: Financial Information Please provide with financial details about the Applicant along with necessary supporting documents in the following format	Kaka Advertising Agency	When we are enclosing the account statements with the CA certificate then this form is mandatory for the applicant.	Yes
			Pamm Advertising & Marketing	Do you require separate turnover for all the categories or only single turnover	Overall turnover
27.	Form IV, Point 3, Page 31	Form IV: Technical Capacity Experience of Team Member: (Reference Page No. of supporting documents) Certified copies of Financial Statements to be attached as proofs.	Prayas Creations	Kindly clarify what relevant documents actually to be attached.	Please refer Corrigendum 1
			Anu Image Maker Advertising	Kindly clarify exactly what we have to mention.	

			Kaka Advertising Agency	What we have to attach the documents in Financial Statements in the last column.	
			AKAR Advertising	Kindly send the details of which document we have attached for the same	
			Master Ad. Inc.	Please clarify point 3 of Form IV at Page 31 of RFP	
28.	Form IV, Point 3, Page 31	Form IV: Technical Capacity Column 3: Eligible Status	Kaka Advertising Agency	What we have to write in the Response & Eligible Status	As per row wise information asked for in "Response" column Eligibility as per documents submitted in the "Eligible Status Column"
29.	Form IV, Point 5 & 6, Page 31	Form IV: Technical Capacity Pease provide the details of technical capacity in the following format: (Empanelment Category) Point 5: Experience of Similar/Eligible Projects No. 1 Point 6: Experience of Similar/Eligible Projects No. 2	Airads Limited	Please clarify which similar projects are to be attached here as it mentions only 2 projects while we are submitting around 60 similar projects for each category.	Please refer Corrigendum 1
			Centum Advertising & Marketing	Please let us know what kind of details we have to fill in this column.	
			Pamm Advertising & Marketing	Do we have to provide major 2 campaign details and work orders of that specific category?	
			Anu Image Maker Advertising	Kindly clarify exactly what we have to mention.	
30.	Form V, Page 32	Form V: Curriculum Vitae	Pamm Advertising & Marketing	if we have 38 staff then we have to attach cv of 38 staff persons or we can attach cv of key persons only.	Proposed Team only
31.	Form V, Point 5, Page 32	Form V: Curriculum Vitae Membership of Professional Associations	Prayas Creations	which type of membership you are expecting from team members of agency because there is no such type of association which provides the membership to employees of Advertising Agencies	Please refer Corrigendum 1

			Kaka Advertising Agency	What is "Membership of Professional Association" means?			
32.	Form V, Point 11,12 Page 32	Form V: Curriculum Vitae Point 11: Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned Point 12: Certification	Kaka Advertising Agency	What we have to do in point no. 11 & 12	Please refer Corrigendum 1		
			Anu Image Maker Advertising	Kindly clarify exactly what we have to mention.	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)		
33.	Form VI, Page 33	Form VI: Credential Format Project Description Sheet: Row 4 <table border="1" data-bbox="394 788 891 1002"> <tr> <td>Location:</td> <td>Project cost (in rupees): Built-up Area in sqm:</td> </tr> </table>	Location:	Project cost (in rupees): Built-up Area in sqm:	Prayas Creations	What type of Project details is to be filled in this Form and how many project sheets are to be produced and what does mean the built up area in Sqm. as the word Sqm. does not belong to Advertising Services.	Please refer Corrigendum 1
			Location:	Project cost (in rupees): Built-up Area in sqm:			
			Master Ad. Inc.	Built up Area Whether applicable in Advertising Agency.	Please refer Corrigendum 1		
			Anu Image Maker Advertising	the form is for event category we are applying in Category A Print Media	Query not clear		
			Kaka Advertising Agency	In this sheet we are not getting we are giving the services for the advertising for YEIDA how we can give the project cost, buit-up area in sqm, Project category according to Category Matrix in clause 5	Please refer Corrigendum 1		
			Ridge Advertising & Marketing Consultants	Do we have to fill all the projects/advertisement details separately?	Please refer Corrigendum 1		
Pamm Advertising & Marketing	This format is applicable for which category and do we have to make this Form for every work order we attach in our application.	Yes					

			Vermillion Communication	There is a question "Built up area in sqm" Kindly clarify on this. Also, it is mentioned in this format that it should be signed by a witness as well. Clarify.	Please refer Corrigendum 1
34.	Form VI, Page 33	Form VI: Credential Format Project Description Sheet	Sagacious Advertising & Marketing	Please clarify what do we need to fill in 1. Location: 2. Project cost (in rupees): 3. Built-up Area in sqm:	Please refer Corrigendum 1
35.	General eligibility related queries for all categories	Stage I: Basic Eligibility Evaluation for all the categories The agency should have continuous 10 years full accreditation with the INS till date. (Your status of accreditation with INS will be cross checked from INS before empanelment).	Prabhatam Advertising Private Limited	We would like to draw your attention that accreditation with INS is not required for Category B: Event /Outdoor Publicity Agency, Category C: Audio-Video Production Agency (Digital Media) and Category D: Social Media Management Agency (Electronic Media). So, we request you to kindly remove the requirement of accreditation with INS from Eligibility Criteria for above mentioned three categories.	Please refer Corrigendum 1
36.		INS Accreditation	Max Publicity and Communication	Sir INS Accreditation has been asked as mandatory in both categories B and Category C. We would request you to kindly remove the clause as INS is only for Printing Newspaper ads.	Please refer Corrigendum 1
37.		Turnover: "should have minimum average annual turnover... from last three fin. years per annum from the last four financial years"	Vermillion Communication	Should we mention in our application details of last consecutive four years and also same in the CA certificate	Please share relevant and required documents in the Bid Proposal as per the RFP and Corrigendum 1 (before Proposal Due Date)
38.		Turnover Requirement	Vermillion Communication	Turnover requirement of Event/Outdoor, Social Media and Film production would request you to reduce the turnover amount related as there was not much work done by the agencies during the last year due to Covid 19. (We feel that comparing to the turnover condition for print media advertising agency the turnover figure mentioned for the other three categories are substantially high).	

39.		Financial Annual Reports for 3 years	Concept Communication Limited	Do we need to get certification on photocopy of Annual Reports for 3 years by the Auditor? Since our Auditor office is in Mumbai and in the current COVID situation there, we request you to give more time for the certification of the copies.	
40.		Bidding Documents	Sheena Advertising	What documents form part of the Financial Bid and What documents form part of the Technical Bid.	
41.		Form V, Page 32	Kaka Advertising Agency	How many Curriculum Vitae have to be submitted? Can we submit one Curriculum Vitae "like the Team Leader who will look the YEIDA after the empanelment."	CV for each team member of the proposed Team to be submitted