

CORRIGENDUM NO.1

<u>Expression of Interest (EOI) for Empanelment of Media Agencies/Owner</u>		
No: 4573/C&P/MPTBMEDIA/2023 System No: 2023_MPTB_291907 17/07/2023		
THE FOLLOWING ARE THE MODIFICATIONS TO THE RFP THE DELETIONS FROM THE EARLIER TEXT OF THE RFP ARE INDICATED AS STRIKE THROUGHS AND THE ADDITIONS ARE UNDERLINED.		
Sl. No.	Point No.	Provision of the RFP
(i).	CLAUSE 4 Procedure Point No. ii Page No. 9	Point no. ii of Clause 4 is hereby revised as under: ii. The bidder whose proposal is found to meet the required criteria shall be empaneled with MPTB. MPTB shall advertise through the empaneled agencies/ media owners at DAVP prices <u>and media agency/owner not having DAVP rates but having sole rights can be empaneled at discounted rate quoted in Form no. 2 during the term of the empanelment.</u>
(ii).	Clause 3 – "Other terms and conditions" Page No. 8	Point No. ix is hereby inserted in Clause 3 as under: ix. <u>In case of damage of flex/hoarding/banner due any reason beyond control of the empaneled agency, the agency shall be responsible for replacement of flex/hoarding/banner at the approved DAVP Rate.</u>
(iii).	Clause 2 Scope Of Services Page no.-08	Clause 2 is hereby revised as under: MPTB invites proposals from- A. Agencies/media owners empaneled by Directorate of Advertising & Visual Publicity (DAVP), Ministry of Information and Broadcasting, Government of India and having legal and sole rights for advertising and B. agencies/ media Owners having legal and sole rights for advertising at particular media or location, <u>[Digital-Cinema (multiplex, cineplex) /OOH advertising (Hoardings, Banners etc.)/ Train Coach/ Train inside Station/ Metro Train Coach/ Metro Station/ Airport/ Post Office/ Petrol Pumps/ Railway Station Pillar board, Sign Board, Display Board/ Bus Shelter or Bus Stand Pillar board, Sign Board, Display Board/ LED Screen, Inflight infotainment, National newspapers, National T.V. channels (entertainment news), Digital Websites - Web, Mobile & App Display Banner media , Radio etc.] various offerings and demonstrations to promote Madhya Pradesh Tourism.</u>

(iv).	Clause 9	Point no. 7 of Form 1: application form is hereby revised as under:																					
	Form 1: application form Point no. 7 Page no.-12	7	Media applied (Provide the full details of the media for which exclusive rights are available)	Tick applicable																			
Digital Cinema	Online Publisher	Train Coach		Railway (others)																			
Auto rickshaw, Cabs, etc		Airport		Post Office																			
Metro Train Coach	Metro Station	Buses		ATM Machine																			
Petrol Pump		Bus Stand Pillar board, Sign Board, Display Board																					
Railway Station Pillar board Sign Board, Display Board		LED Screen		Inflight infotainment																			
National T.V. channels (entertainment news)		National newspapers		Train inside Sticker																			
OOH advertising (Hoardings, Banners etc.)		<u>Radio</u>		<u>Digital Websites - Web, Mobile & App Display Banner media</u>																			
		Others (Mention details)																					
(v).	Clause 9	Form 2 (table) is hereby revised as under:																					
	Form 2 – Details of media available for advertising Page No.-14	<p><u>Format A- Format for Agencies/media owners empaneled by DAVP</u></p> <table border="1"> <thead> <tr> <th><u>No</u></th> <th><u>State</u></th> <th><u>City</u></th> <th><u>Location</u></th> <th><u>Other Specifica- tions</u></th> <th><u>DAVP Rate</u></th> <th><u>Duration of empanel- ment</u></th> <th><u>Special Offers (rates) for campaigns if any (e.g. - 7 days, 15 days, 1 month, more than 1 month etc.)</u></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							<u>No</u>	<u>State</u>	<u>City</u>	<u>Location</u>	<u>Other Specifica- tions</u>	<u>DAVP Rate</u>	<u>Duration of empanel- ment</u>	<u>Special Offers (rates) for campaigns if any (e.g. - 7 days, 15 days, 1 month, more than 1 month etc.)</u>							
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		Format B- Format for Media agency/owner not having DAVP rates but having sole rights							
									Special Offers (rates) for campaigns if any (e.g. - 7 days, 15 days, 1 month, more than 1 month etc.)
		No	State	City	Location	Other Specifications	Discounted Rate	Duration of Empane-ment	
(vi).	Clause 3 – "Other terms and conditions" Point No. i, ii, iii Page No. 8	Point No. i, ii, iii of Clause 3 are hereby deleted as under : i. Editing, adaptation and transfer of various media Likewise, adaptation of TVCs/Print ad/Outdoor/Aircrafts and Train Wrap/ Bus Coach Wrap/ Digital and Social Media creatives for media plan/inventory. ii. Translation or conversion of content/creatives in regional languages. iii. Production cost for online transfer of TVCS, Jingles etc. to Radio FM, Multiplexes and other media should be included in overall agency service charges/ cost, no separate payment shall be made on these accounts.							
(vii).	DATASHEET	Last date for submission of EOI and date of opening of EOI are hereby extended as under:							
		Sr. No.	Particulars			Details			
		6.	Last Date and Time for Submission of EOI			10/08/2023 21/08/2023 at 15:00 Hours at e-Procurement portal of GoMP: https://www.mptenders.gov.in/			
		9.	Date, Time and Place of opening of EOI			<ul style="list-style-type: none">11/08/2023 22/08/2023 at 15:00 HoursMADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)Contact: +91-9407057416 E-mail : cs.mptb@mp.gov.in			