

Pre-Bid Queries for Request for Proposal (RFP)

Request for Proposal for Selection of Agency for International Public Relation, Marketing Support Services

NIT No: 3502/E&M/MPTB/2023

System No: 2023_MPTB_282577

08/06/2023

S.N	RFP Clause and Page no.	Clause as stated in RFP			Query/Remark	Query response
INCREDIBLE DESIGN						
1)	Clause 5.1.1 (2) Selection method Page no.-31	Clause 5.1.1 (2)			Turnover to be eligibility to bid criteria. To enable more marks for strategy to deliver.	No change
		Sr. No	Parameters	Maximum Marks		
		2	The applicant’s annual average turnover during the <i>last 5</i> (Five) financial Years i.e. 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23 should be minimum Rs. 5.00 CR (Rs. Five Crores only) or equivalent amount in local Currency as on the Bid Due Date. 5 Crore = 5 marks Above 5 crore, 2 marks for every additional 1 crore and upto a maximum of 15 marks in aggregate	15		

2)	Clause 1.2.3 (e) Deliverables	Clause 1.2.3 (e) -Point no. 1				Frequency of press releases to be reduced to 1 per month.	Kindly refer to Point (i) of Corrigendum No. 2
	Page no.-08	S.N	Deliverables	Frequency	Timelines		
		01	Agency shall be responsible for ensuring 360-degree media presence - TV, Print, Radio, Digital Media Press releases in English and local foreign languages based on new initiatives and activities of MPTB, events, festivals etc.	05 press releases in a month in internationally prominent/leading media in said regions. At the time of special events the numbers should to be increased as per the requirement .	Every month		
3)	Clause 1.2.3 (e) Deliverables	Clause 1.2.3 (e) -Point no. 2				Frequency of stories to be reduced to 1 per month.	Kindly refer to Point (i) of Corrigendum No. 2
	Page no.-08	S.N	Deliverables	Frequency	Timelines		
		02	Story generation based on events and activities of MPTB	At least 04 stories in a month to be shared with prominent /leading international media. (Digital/Print)	Every month		
4)	Annexure XI Page no.-55	Annexure XI -point (a) a) List of Magazines / Newspapers where advertorial is planned / proposed				To combine Germany, Spain and France as one Europe.	No change