

Expression of Interest for Empanelment of Outdoor Media Agencies

Tender ID No 2019_MPTB_55359, No. 4216/MPTB/Publicity/2019

Pre-Bid Meeting Queries and Answers

Dated: 14th October, 2019

S. no.	RFP Reference and Provision	Tender Clause	Query/ Suggestions	Authority Response
1	Page no. 5, Clause I. Introduction Para II	Madhya Pradesh Tourism Board invites Expression of Interest (EOI) for Empanelment of Outdoor Media Agencies. Agencies from reputed Media companies / agencies with experience of major national / international Outdoor/ OOH media campaigns and with a proven work experience with Government agencies, large business houses or Tourism Boards can apply for empanelment in order to take forward the Madhya Pradesh Tourism campaigns with renewed focus.	EOI if for empanelling media houses with experience in handling “national and International campaigns” In eligibility there should be clause, which showcase “agencies experience in handling international campaigns”	Not Accepted
2			Currently the eligibility criteria focus on national campaigns only. To access the capability of the company to handle International campaigns, Proof of the same should be asked for.	Not Accepted
3		Tender Document Fees of Rs. 1,180/- (Rupees One Thousand one hundred eighty including GST) towards non-refundable EOI Document Fees and fee levied by MP Govt. e-Procurement portal towards non-refundable e-procurement processing fees through online payment at http://mptenders.gov.in .	Favouring whom should it be	It has to be submitted online as per provisions on website: mptenders.gov.in
4	Page no. 6, Eligibility Criteria, Point no. 3	In last 3 (three) years, agency should have conducted outdoor media campaign in atleast 40 cities in India out of which at least 5 should be metro cities. (Campaign related work order covering these media to be submitted).	Should we submit PO or bills	Please refer Addendum issued
5	Page no. 6, Eligibility Criteria, Point no. 6	The Outdoor Media Agency should have undertaken the work of Outdoor Media Buying for a single client for a value of Rs. 1.5 Crore or above in last 3 financial years (Proof copy of work order etc. to be submitted).	Where Rs. 1.50cr per client billing is necessary for all year	Please refer Addendum issued

6	Page no. 10, b) Evaluation criteria based on the parameter	The agency should have experience in outdoor media buying for minimum 05 years in India engaged in outdoor media planning, buying and release. Marks:- 05 to 10 years: 4 marks, 11 to 15 years: 6 marks, 16 or above: 10 marks Maximum marks -10	We request to please consider this clause as Pre-Qualification criteria with maximum 5 marks and Rest 5 marks to be given to the company having empanelment with other tourism departments in India /international in past three years.	Not accepted
7			We request you consider maximum 10 years' experience in this clause and revised marking criteria accordingly.	Not accepted
8			We also request the authority to consider the above marks for the bidders having their owned out of Home media properties at Airports, Transit hubs in important cities across India.	Not accepted
9	Page no. 10, c) Evaluation criteria based on the parameter	In last 3 (three) years, agency should have conducted outdoor media campaign in at least 40 cities in India out of which at least 5 should be metro cities. (campaign related work order covering these media to be submitted). marks :- 40-50 cities: 5 marks 51 to 60 cities: 10 marks, 60 above cities: 15 marks	Please explain the Clause of compliance : Whether the proof of work shall be given of 40 – 60 city for single campaign or in multiple campaigns in past three years.	Multiple campaigns in past three years.
10			Should we submit PO or bills	Please refer Addendum issued
11	Page no. 11, d) Evaluation criteria based on the parameter	The outdoor media agency should have undertaken the work of outdoor media buying for a single client for a value of rs. 1.5 crore or above in last 3 financial years (proof copy of work order etc. To be submitted). Marks:- (marking on maximum nos. of clients though which agency received work order value of rs. 10 crore or above) Work orders from 1 to 3 nos. Of clients = 4 marks 4 to 8 nos. Of clients = 6 marks 9 nos. Of clients or above= 10Marks	Request to please explain the clause Are the proof of experience called for Min. 9 work orders from 9 clients of more than 1.5 crore each And also mentioned that maximum marks of work order value of Rs. 10 cr Both the clause is making this criteria confusing as all 9 creatives of min.1.5 cr will create a total value of 13.5 cr which is already above 10. Cr. Please suggest how many work orders of different clients.	Please refer Addendum issued
12			Work orders of Rs. 10 Cr. value is too high, we request you to consider Rs. 1 cr and above value work orders for evaluation for better participation and revised the clause accordingly.	

13			Also clarify that single work order of the desired value will be considered or total value of different work orders received from single client will be considered.	Total value of different work orders received from single client will be considered.
14			Can bidder submit the statement of work orders certified by CA to reduce the pdf size and present the work orders during the presentation before evaluation committee	Accepted, Please refer Addendum issued
15	Page no. 10, g) Evaluation criteria based on the parameter	Point no g,: understanding the requirements of mptb in terms of media planning- target market, target audience, long term and short term goals, tourism communication Maximum -10 marks	The documents / submission to this clause is required to be submitted during the online submission of EOI or to be presented on the presentation day?	Documents as stated in page no. 9-10, Clause IV. Details of EOI is to be submitted online.
16	Page no. 11, h) Evaluation criteria based on the parameter	Sample outdoor media plan (yearly) for brand reinforcement for mpt (ii)sample media plan for promotion of an mp tourism event Maximum -10 marks	The documents / submission to this clause is required to be submitted during the online submission of EOI or to be presented on the presentation day?	Documents as stated in page no. 9-10, Clause IV. Details of EOI is to be submitted online.
17	Page no. 11, i) Evaluation criteria based on the parameter	Out of the box/ innovative ideas related to outdoor media planning, buying and releasing. Maximum -10 marks	The documents / submission to this clause is required to be submitted during the online submission of EOI or to be presented on the presentation day?	Documents as stated in page no. 9-10, Clause IV. Details of EOI is to be submitted online.
18	Page no. 11, Clause V. Procedure for selection/empanelment Point no. 5	Agencies scoring minimum 75 marks will be empanelled. In case more than 3 agencies secure 75 marks or above, top three agencies securing highest marks will be empanelled.	if more than 2 agencies should have score equal marks then. What will the selection criteria be for empanelled the respective agency.	Top 3 agencies will be empanelled, if more than three agencies secure equal marks agency with highest turnover in last year (2018-19) will be selected. Please refer Addendum issued.

Addendum no. 1 to the Expression of Interest for Empanelment of Outdoor Media Agencies

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<p style="text-align: center;">THE FOLLOWING ARE THE MODIFICATIONS TO THE REQUEST FOR PROPOSAL</p> <p style="text-align: center;">THE DELETIONS FROM THE EARLIER TEXT OF EOI ARE INDICATED AS STRIKETHROUGHS AND THE ADDITIONS ARE UNDERLINED.</p>		
Sl. No.	Clause No.	Provision of the Request for Proposals
(i)	Page no. 6, Eligibility Criteria, Point no. 3	<p>Clause: In last 3 (three) years, agency should have conducted outdoor media campaign in atleast 40 cities in India out of which at least 5 should be metro cities. (Campaign related work order covering these media to be submitted).</p> <p>Clause is revised as under: In last 3 (three) years, agency should have conducted outdoor media campaign in atleast 40 cities in India out of which at least 5 should be <u>cities- Delhi Mumbai, Kolkata, Hyderabad and Bhopal. (Campaign related work order/ CA Certificate clearly certifying the above is to be submitted).</u></p>
(ii)	Page no. 6, Eligibility Criteria, Point no. 6	<p>Clause: The Outdoor Media Agency should have undertaken the work of Outdoor Media Buying for a single client for a value of Rs. 1.5 Crore or above in last 3 financial years (Proof copy of work order etc. to be submitted).</p> <p>Clause is revised as under: The Outdoor Media Agency should have undertaken the work of Outdoor Media Buying for a single client for a value of Rs. 1.5 Crore or above in last 3 financial years. <u>(Proof copy of work order/ CA Certificate clearly certifying the above is to be submitted).</u></p>
(iii)	Page no. 10, c) Evaluation criteria based on the parameter	<p>Clause: In last 3 (three) years, agency should have conducted outdoor media campaign in at least 40 cities in India out of which at least 5 should be metro cities. (campaign related work order covering these media to be submitted).</p> <p>marks :- 40-50 cities: 5 marks 51 to 60 cities: 10 marks, 60 above cities: 15 marks</p>

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(iv)	Page no. 11, d) Evaluation criteria based on the parameter	<p>Clause: The outdoor media agency should have undertaken the work of outdoor media buying for a single client for a value of rs. 1.5 crore or above in last 3 financial years (proof copy of work order etc. To be submitted). Marks:- (marking on maximum nos. of clients though which agency received work order value of rs. 10 crore or above)</p> <p>Work orders from 1 to 3 nos. Of clients = 4 marks 4 to 8 nos. Of clients = 6 marks 9 nos. Of clients or above= 10Marks</p> <p>Clause is revised as under: The outdoor media agency should have undertaken the work of outdoor media buying for a single client for a value of rs. 1.5 crore or above in last 3 financial years years <u>(Proof copy of work order/ CA Certificate clearly certifying the above is to be submitted).</u></p> <p>Marks:- (marking on maximum nos. of clients though which agency received work order value of <u>Rs. 1.5 crore</u> or above)</p> <p>Work orders from 1 to 3 nos. Of clients = 4 marks 4 to 8 nos. Of clients = 6 marks 9 nos. Of clients or above= 10Marks</p>
	Page no. 11, Clause V. Procedure for selection/empanelment Point no. 5	<p>Clause: Agencies scoring minimum 75 marks will be empanelled. In case more than 3 agencies secure 75 marks or above, top three agencies securing highest marks will be empanelled. <u>If more than three agencies secure equal marks, agency with highest turnover in last year (2018-19) will be selected.</u></p>