

CORRIGENDUM NO.1

“EOI for Empanelment of National Level Agencies for Creatives and Brand Management Services and Media planning and buying”

NIT NO: 5659/PUBLICITY/MPTB/2023

SYSTEM NO. -2023_MPTB_303864

1st September, 2023

THE FOLLOWING ARE THE MODIFICATIONS TO THE RFP

THE DELETIONS FROM THE EARLIER TEXT OF THE RFP ARE INDICATED AS STRIKE THROUGHES AND THE ADDITIONS ARE UNDERLINED.

Sl. No.	Point No.	Provision of the RFP
	Clause 9 Eligibility criteria Sub-clause II: CATEGORY II Media Planning, Buying, Releasing and Ancillary Services Point no. 4 Page no. 14	<p>Point no. 4 is hereby revised as under:</p> <p>The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years (Proof copy of work order etc. to be submitted).</p> <p>The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years <u>(i.e. FY 2019-20, 2021-22, 2022-23)</u> <u>(Note- Financial year 2020-21 shall not be considered due to Covid19)</u> (Proof copy of work order etc. to be submitted).</p>