

Prebid Queries for “RFP for Engagement of Agency for Digital Media Management”

In reference to the “RFP for Engagement of Agency for Digital Media Management”, please find below the queries submitted by the bidders against second pre- bid queries submission notice for second phase till 24th may 2020.

1. Company Name:- Maxposure Media Group

S. No.	Page No.	Clause No.	Clause Heading	Query/Clarification Sought	Suggestion	Response by the authority
1	9	1.1, Point (b) - EMD And Point (i)- Presentation	Fact Sheet	1. EMD: Is there an exemption of EMD for an MSME? 2. Presentation: We will request of the presentation can be held virtually with the increase in Covid cases in the country		1. Yes 2. Accepted
2	15	2.2.11	Pre- Qualification (PQ) and Technical Proposal	Team Composition and CV's: We would hire the onsite team if we are awarded the contract. For evaluation for the RFP, can the profiles of the current team from the bidder's office be provided along with their experience? We can also provide a declaration that we will hire a team as per the details mentioned in the RFP if we are awarded the contract. Most of the offside companies- may or may not have all the required resources currently on their pay-rolls.		Yes , please refer point no 7.2 of the RFP
3	24	Clause 7.1, Point 1.18	Clause: Scope of Work Sub Heading: Planning and	Question on Media Buying: Do the bidders have to factor in the media buying costs also in the commercials?		No , please refer point no (i) of the Corrigendum 5

Prebid Queries for “RFP for Engagement of Agency for Digital Media Management”

			Media Buying for Digital Marketing	If yes, what is the approximate spend of FY 2019-20 and will the same be followed in 2021-22?		
4	50	Clause 16: Format 5	Format 5:Project Experience	We will request if Format 5 can be submitted on the letterhead of the bidder and not the client. A lot of clients due to the lockdown will not be able to provide this document. This document can be evaluated based on the workorder/agreements/competition certificate that will be attached as supporting by the bidder. Even client references and contacts can be provided, if required.		Not accepted
5	52	Clause 18: Format 7	Format 7: Technical Score Sheet	As per Corrigendum 5, “National and International Awards won by the bidder” has been removed from the Technical Evaluation. Hence, for Format 7- Please suggest where the “10 marks” will be reallocated?		please refer point no (iii) of the Corrigendum 5, presentation score is revised to 40 marks.
6	25	Clause 7.2	Manpower Profile	As per Corrigendum 5, Web developer has been removed. Does that mean there will be no development work on the website during the tenure of the contract and only design and uploading new content on the website? As per the Deliverables on Page 27 of the RFP- There can be a requirement of re-development/ microsite creation. Please clarify?		Please refer point no 1.1.4 and 1.1.5 of the RFP

Prebid Queries for “RFP for Engagement of Agency for Digital Media Management”

2. Company Name:- CYfuture India Private Limited

S. No.	Page No.	Clause No.	Clause Heading	Query/Clarification Sought	Suggestion	Response by the authority
1	17	4.2 Technical Evaluation Criteria Point 3	Revenue earned from Digital and Social Media Management Projects	bidder should submit work order and agreement and a certificate for revenue earned from Digital and Social Media Management projects worth Rs 2 Crore duly certified by a Chartered Accountant	bidder should submit work order and/or agreement and/or a certificate for revenue earned from Digital and Social Media Management projects worth Rs 2 Crore duly certified by a Chartered Accountant	bidder should submit work order/agreement and a certificate for revenue earned from Digital and Social Media Management projects worth Rs 2 Crore duly certified by a Chartered Accountant

D.D – C, P & D