

## Corrigendum

### REQUEST FOR PROPOSAL FOR SELECTION OF INTEGRATED MARKETING COMMUNICATION AGENCY FOR PROMOTION & BRANDING OF ASSAM TOURISM IN INDIA & OVERSEAS

#### 1. Revised Marking System

Parameters	Maximum Marks	Maximum	Eligibility	Slabs	Marks
Turnover	10	INR 75 crs +	INR 50 crs	75 +	10
				60—75	7
				50—60	5
No. of years	10	12.5 years	10 yrs.	12.5 +	10
				10—12.5	7
No. of Work Orders (General)	10	20 +	10	20 +	10
				15—20	7
				10—15	5
No. of Work Orders (Tourism)	10	5 +	4	5 +	10
				4—5	7
No. of Work Orders (International Audience or clients)	5	4 +	3	4 +	5
				3—4	3
Value of Single Work Order	5	INR 2.25 crs	INR 2 crs	2.25 crs +	5
				2—2.25 crs	3
No. of TVC Production	10	15 +	10	15 +	10
				10—15	7
Presentation	40				
Total	100				

#### 2. Revised Appendix 4 Part (B) currently states that


##### Appendix 4 Part (B) currently states that

\*The Bidders should provide proof of experience in the form of letter from each of the clients mentioned and copies of the published campaign material for each of the clients clearly indicating the Bidder's name on such material.

#The Bidders demonstrating experience in tourism for Hospitality, Leisure, Entertainment etc. shall produce a copy of necessary certifications issued by Ministry of Tourism, Government of India or any other appropriate authority during the tenancy of the Bidder's assignment.

##### Please read this as

The Bidder needs to provide documentary evidence from the client i.e. copy of work order, work contract / agreement for each of the mentioned assignment.

  
Managing Director  
Assam Tourism Dev. Corpn. Ltd.