

Reply of Prebid queries (RFP for selection of integrated marketing communication agency for promotion branding of Assam Tourism in India Overseas)

| Quaries | Reply |
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| 1) M/s Ventures Advertising Pvt. Ltd. | |
| <p>1. As per page no. 18 of RFP documents, the Agency should have handled at least one singled creative account with revenue of over Rs.2.00 cr. during the last 3 years. (clause no. 3.1.2-2-v, clause title Experience)</p> <p>(justification)</p> | <p>1. The creative account will include print, TVC's, radio, online & outdoor activities including designing of creative.</p> |
| <p>2. As per page no. 18 of RFP documents, the Agency should have handled produced at least 10 released television commercials. (clause no. 3.1.2-2-vii, clause title Experience)</p> <p>(justification)</p> | <p>2. The conditions of RFP will remain same.</p> |
| <p>3. As per page no. 19 of RFP documents, the Agency should have experience of working with a list celebraties fromt he Indian Film Industry in making television commercials. (clause no. 3.1.2-2-viii, clause title Experience)</p> <p>(justification)</p> | <p>3. Yes, proofs need to be submitted of handling celebrities from Indian Film Industry in make TVC's. This is the qualifying criteria.</p> |
| <p>4. As per page no. 19 of RFP documents, the bidder should have average turnover of INR 50 crores per annum in the last 3 financial years. (clause no. 3.1.2-3, clause title Financial capacity)</p> <p>(justification)</p> | <p>4. The conditions remains unaltered.</p> |
| <p>5. As per page no.21 of RFP documents, as per your NIT, agencies should submit EMD of Rs.5 lacs against subject tender.</p> <p>(justification)</p> | <p>5. The EMD has to be paid with the tender. However, any such relaxation will be only considered upon verification of such exemptions with Govt. of Assam. As of now, the EMD has to be paid.</p> |

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| 2) M/s ogilvy & Mather | |
| An application was submitted by us requesting an extension in the submission date of the technical and financial proposal. | |
| 3) M/s Viacom 18 | |
| 1. Eligibility of Bidder (Section 3.1.2) – The Agency / Any one member of the consortium should have a fully functional office in Guwahati and the establishment of this office should have been before the notification of this RFP. (justification) | 1. The conditions will be relaxed. However, a registered office in Guwahati is mandatory. Once a party or consortium is selected, the office has to be functional within 15 days of signing of agreement. |
| 2. Viacom 18 Media Pvt Ltd has completed 9.3 years as against the requirement of 10 years stated in the RFP. We will need relaxation on the said point, as the organization used to operate under the name of MTV Asia Networks Pvt Ltd. | 2. The minimum requirement of 10 years for the mandatory of RFP. |
| 3. As mutually decide in the meeting, we would request you to kindly extend the date by minimum 15 days to submit the Tender. | 3. The submission of tender date has been extended 13 February 2017. |
| 4) M/s Tattva Creations | |
| 1. Do we need to include all production cost, engagement cost separately or together as turnkey? | 1. The format mentioned in Appendix 6 clearly shows the productioncost shown separately. However, the entire cost of the production including engagement will be covered under turnkey basis. |
| 2. Any update on the extension of last date of bid submission? | 2. The date has been extended on 13th Feb, 2017 |
| 3. Any clarification from the pre bid meeting which was held on 30th January 2017? | 3. The same has been uploaded on the website www.assamtourisonline.com |
| 4. Do we need to include the media buying rates for Newspaper, magazine, radio, TVC? | 4. Media release is not a part of this scope of work. |
| 5. Does the entire campaign / production have to be only centred around Pyanka Chopra? | 5. This has not been mentioned in the RFP. |

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| 5) M/s Span Communication | |
| Request you to please provide the following details issuing Bank Guarantee regarding Bid Security - | |
| 1. Name of Bank | State Bank of India |
| 2. Bank Branch Address | South Guwahati Branch, Ulubari, Guwahati - 8 |
| 3. IFSC code | SBIN0001244 |
| 6) M/s Yaap Digital Private Limited | |
| A. Queries pertaining to formation of a consortium for the purposes of this bid | |
| <p>1. Clause 3.1.1 of the RFP states: "The Bidder should be a renowned & competent Marketing, Branding and Advertising Agency or a Consortium as well where the number of consortium members in a particular submission cannot be more than 3 nos and should be involved in similar nature of businesses. The members of the consortium will mutually identify and put forward one member of the consortium as the lead partner in whose name the work order and payments will be made by ATDC."</p> <p>We would like to enquire whether there is any separate format in the RFP wherein 'the names of every agency in the consortium and the nomination of one member of the consortium as the lead partner' are expressly mentioned. In case there is no format where such facts are expressly mentioned, can the consortium members attach a covering letter stating the same? Please clarify.</p> | <p>1. An affidavit by each partner nominating one as lead partner should be submitted in Technical bid. In Appendix 4, the details of the bidder in case of consortium all names of each partner clearly mentioning lead member should be mentioned.</p> |
| <p>2. The formats in the appendices do not clearly mention if they need to be filled by the lead partner in the consortium or by every agency in the consortium. Please clarify.</p> | <p>2. Any one member or partner nominated by the consortium will fill up all the formats and also submit all technical and financial details submission. Documents for nomination should be submitted.</p> |

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| <p>3. Please clarify whether a single consolidated Power of Attorney needs to be executed by all members of the consortium in favour of the concerned person nominated by them or if separate Power of Attorneys need to be executed by every agency in the consortium in favour of a single person nominated by all of them.</p> | <p>3. Separate power of attorneys need to be executed by every agency in the consortium in favour of a single person nominated by all of them.</p> |
| <p>B. General Queries</p> | |
| <p>4. Section 3.14.1 of the RFP states: "The bidder shall submit each of the submission in three separate envelopes."</p> <p>However, section 3.14.2 of the RFP: "The Bidder shall submit all the Qualification and Technical Submissions in one envelope and mark it as "Technical Bid" and in the second envelope the Bidder shall submit the Financial Submissions and mark it "Financial Bid". Each of these envelopes shall be sealed."</p> <p>Further, the formats stipulated in appendices 4, 5 and 6 state 'Envelope 1' for Qualification Submission; 'Envelope 2' for Technical Submission and; 'Envelope 3' for Financial Proposal.</p> <p>Kindly clarify how many envelopes in total need to go in the outer envelope and which submissions each of the envelopes need to contain.</p> | <p>4. Envelope 1 : one separate envelope for qualification submission and one separate envelope for technical submission. Envelope 2 : one separate envelope for financial bid as per format.</p> |
| <p>5. While we understand that the EMD amount must accompany the Technical Submission (in the original envelope), there is no clarity in the RFP on which envelope must contain the Demand Draft of Rs. 10,000/- against the cost of RFP and bid processing fee. Please clarify.</p> | <p>5. Demand Draft of Rs.10000/- should be submitted in the technical bid envelope.</p> |
| <p>6. In Appendix - 5, Sr. No. 1 a) mentions a letter of technical proposal submission. There is no format for the same. Can we use our own format with regard to this?</p> | |

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| 7) M/s Yaap Digital Private Limited | |
| Will the quote mentioned in the Professional Fee Table be a total of the additional information format (table indicating costs towards print, radio, online, collaterals)? | You may quote your professional fees as well as those mentioned in the Financial bid format. However, professional fees & fees for Annexure 6 are main to decide on the financial bid. |
| 8) M/s ogilvy & Mather | |
| We would request you to clarify whether the average turnover of the WHOLE consortium should have been 50 crores per annum in the last 3 years or EACH company in the consortium should have an average turnover of 50 crores in the last 3 years ? | We are to inform you that the had partner of the consortium should have at least a turnover of Rs. 50.00 crore per year for the last 3 years. |