

Addendum and Minutes of Meeting – Startup India Marketing Agency Bid

The following points were discussed in the Pre-Bid Meeting scheduled on 30th October, 2018

1. Agencies presenting need to look at the Startup India website to understand the kind of work which is done and the different programs which have been done in the past. Their agency pitch should ideally consist of:
 - Campaigns for the future: We will judge you basis your creativity and depth on the subject matter.
 - Samples of their past work

2. The Eligibility Criteria in section 2.9.1 where the bidder was required to be in operation for atleast 2 years has been removed.

3. The date for submission of technical bid has been postponed to 25th November, 3pm. Agencies will be given a date and time slot for the presentations between 26th 3pm and 28th 7 pm. The date and time slot will be confirmed by November 25th, 9pm.

The financial bids will be opened on 29th November at 3pm in Invest India for those who have made it past the technical round bids.