

## Salient Points and Questions raised during the Social Media Pre-Bid Request for Proposal (RFP)

16<sup>th</sup> January 2019

- The meeting opened with an introduction session, where all the representatives of Invest India and the various agencies introduced themselves.
- The following agencies were present, along with their respective representatives:

1. **Sakura Solutions Pvt. Ltd.** - Ms. Meenakshi Singh
2. **Cyfuture India Pvt. Ltd.** - Mr. Ram Kr. Tiwari
3. **EY**- Mr. Ankit Bansal and Mr. Kashish Dua
4. **Goldmine Advertising**- Ms. Shilpa Uberoi
5. **To The New**- Mr. Raman Mittal and Ms. Swati Khatri
6. **Square Communications**- Mr. Uddipta Pathak
7. **PWC**- Ms. Alisha Kapoor

- The following represented **Invest India**:

1. Ms. Ranjana Jetley
2. Mr. Manav Singh Gahlaut
3. Mr. Bhaskar Chaturvedi
4. Ms. Madhumitha Ramanathan
5. Mr. Sidharth Nayyar

- The agencies were briefed on the scope of the work for this project. They were informed that the tasks involved would be nuanced at times, requiring specialisation as well as technical knowledge.
- The following were some queries raised by the representatives, which were duly answered by Invest India:

**Q1- Will all the agency's resources be seated in the Invest India office?**

A- No, only the project/account manager will be required to sit at the Invest India office.

**Q2- What will be the target audience of the social media campaigns undertaken by the selected agency?**

A- The target audience will be diverse, as Invest India will cater to Indians, as well as various people and entities from across the world.

**Q3- In the RFP proposal, could the prerequisite of 10 prior accounts/clients be reduced?**

A- No

**Q4- With reference to the text outlined in the RFP, how should the Rs. 10 cr budget be utilised?**

A- The Rs. 10 cr budget is to test the agency's resource utilisation capability. And thus, the Rs. 10 cr should be used (over three months) to create and develop content, as well as increase Invest India's social media presence across various media channels in any manner they deem fit.

**Q5- WRT page 7, point e- Should the agency consider a specific budget/number?**

A- No, as the budget may vary depending on various factors. The agencies are thus advised to make a table of possible resource allocation under different possible budgets (Ex- 5 cr, 10 cr, 20 cr).

**Q6. Do the evaluation presentations need to be submitted along with the tender for the RFP? This is because the agencies might find it difficult to complete the task within such a short span of time.**

A- Yes, as was discussed and approved by the majority of attending parties, an extension has been given to the agencies. The new date for the submission of the case study is 28<sup>th</sup> January.

**Q7- What will the role of the agency be when it comes to the influencer program?**

A- For the influencer program, a three-step process will come into play. First, the shortlisted agency will be responsible for identification of suitable influencers to onboard. Second, the creation of an engagement program wrt the influencer will also be the responsibility of the selected agency. Finally, if needed, Invest India will assist in reaching out to the influencer. Thus, the agency will have an intensive role in this program.

**Q8- Will the agency be expected to engage in promotional activities through press releases, newspaper adverts in foreign countries?**

A- Yes, the agency will be expected to disseminate promotional material/press releases on PR wires & news sharing websites. If foreign PR agencies need to be engaged, a plan for the same can be submitted for Invest India's consideration and approval.

**Q9- Can the earnest money deposit be made in the form of a bank guarantee?**

A- No

**Q 10- Can the agencies submit statements of work, invoices or contracts?**

A- No. Proof of delivery is required, and thus a completion certificate is necessary. However, if that is not possible- a certificate from the client of work in progress will suffice.