

Pre-bid Clarification: Request for Empanelment for Selection of an Agency for Media Planning for Startup India

Meeting Room 2, 1st Floor, Vigyan Bhawan Annexe, Maulana Azad Road, New Delhi – 110001

S. no:	Clause	Clarification Requested	Invest India Response
1	Page 13 - 2.9.1	The RFE says that the agencies need 3 years of experience in designing / production of creatives/ commercials for various media including print, tv, online, outdoor etc. as well as publicity material including brochures, posters etc.	The experience sought is inclined towards digital media planning. The same has been updated in the RFE document on the website.
2	Page 13 - 2.9.2	There is inconsistency in the total revenue required in the document. It's 3 crores here but at other places, it is 2 crores.	Kindly consider 2 Crores as the revenue requirement. The same has been updated in the RFE document on the website.
3	Page 28	Training is a specific component of this assignment – What is the nature of training referred to here?	This refers to training the client – which in this case would be Invest India on campaign execution. The same is required for developing a more productive working relationship between the two teams.
4	Page 29 – Point 18	Availability of Credit line – What does this entail?	A large number of media campaigns require either advance payment to platforms such as Twitter, Facebook, GDN. In some cases, a credit line is extended to media agencies, allowing their clients to execute campaigns with ease and with time constraints. Agencies with a credit line (either self or through partners) extend such a flexibility to their clients as well, allowing Invest India as a client to make payments for platform (FB, Twitter, LinkedIn, GDN) services after the campaign is executed. Startup India currently has a credit line with Twitter and LinkedIn only.
5		When does the EMD need to be submitted?	The EMD needs to be submitted along with the Financial proposal submission.
6		Will the media spend be incurred by the agency and reimbursed by us or will our card/credit line be used for the spends?	Wherever our credit lines are available, we will be using those. However, with networks and platforms which do not have a credit line, we will be using the agency credit line/ card.
7	– Page 51 – 2nd last paragraph	(Name and Address, Amount and Purpose of Commission and Gratuity to be paid to the Agents relating to the Proposal and Contract execution, if we are awarded the Contract are listed below)	After an internal review, the same has been removed as it is not applicable to the current tender documents.

8		Penalty for Change of man power	The penalty will not be levied if the team change takes place post due approval and concurrence of the Startup India team.
9		What does the technical proposal need to cover?	The same is outlined in detail on page 29-31 of the RFE document including the 3 mandatory case studies required for the proposal.