

Responses to Pre-Bid Queries for the RFP (RFP No. INVESTINDIA/2026/SM/005), Dated 25th April 2026
GeM Reference: GEM/2026/B/7477088

Pre-Bid Venue/Mode: Online

30th April 2026

Sr. No.	Section No.	Page No.	Point No.	Original Clause	Query	Invest India's Response
1.	Pre-Qualification Criteria & GeM Bid Document	26	2	If the bidder is a Micro or Small Enterprise as per the latest orders issued by the Ministry of MSME, the bidder shall be exempted from the eligibility criteria of 'Experience Criteria'...If the bidder is a DPIIT-registered Startup, the bidder shall be exempt from the eligibility criteria of 'Experience Criteria'.	<p>1) As clarified in the pre-bid meeting, the provisions of the GeM Bid Document prevail, and accordingly, MSEs and DPIIT-recognised Startups are exempt from the prior experience criteria. However, as discussed in the pre-bid meeting, it has been indicated that such exempted bidders would be assigned zero marks under the experience evaluation parameter.</p> <p>2) In public procurement, exemptions granted to MSEs and Startups are intended to enable their participation without placing them at a structural disadvantage during evaluation. While relaxation in eligibility allows such bidders to qualify, assigning zero marks in the corresponding scoring criteria effectively places them at a disadvantage compared to other bidders. As per established government procurement norms and the intent behind DPIIT Startup recognition, such provisions are meant to encourage wider participation and ensure a fair evaluation framework, rather than limit competitiveness indirectly. In this context, the Bidder respectfully submits that awarding zero marks to exempted categories may restrict effective participation despite the exemption being granted.</p> <p>3) We request that Invest India kindly review and revise this provision to align with applicable procurement norms, ensuring that eligible MSEs and DPIIT-recognised Startups are not disadvantaged in scoring. A balanced approach, with appropriate minimum marks or an alternative evaluation method, would help ensure wider participation and more competitive price discovery for the mandate.</p>	No Change.
2.	Pre-Qualification Criteria & GeM Bid Document	26	3	If the bidder is a Micro or Small Enterprise (MSE) as per the latest orders issued by the Ministry	1) As clarified in the pre-bid meeting, the provisions of the GeM Bid Document prevail, and MSEs and DPIIT-recognised Startups are exempt from the minimum average annual turnover requirement of INR 14.5 crore. However, as discussed in the recent meeting, it has been indicated that	No Change.

				of MSME, the bidder shall be exempted from the eligibility criteria of 'Bidder Turnover'...If the bidder is a DPIIT-registered Startup, the bidder shall be exempted from the eligibility criteria of 'Bidder Turnover'."	<p>bidders availing this exemption would be assigned zero marks under the turnover evaluation parameter.</p> <p>2) While the exemption allows participation, assigning zero marks places such bidders at a disadvantage during evaluation. As per government procurement norms, these exemptions are intended to support fair participation without affecting competitiveness. A scoring approach that removes this benefit may be seen as restrictive and could also impact overall participation and price discovery.</p> <p>3) We request that Invest India review and revise the said provision to ensure that the evaluation framework remains consistent with applicable procurement norms and the intent of such exemptions. It may be considered to provide a minimum or proportionate scoring treatment for exempted bidders that allows fair participation in the evaluation process.</p>	
3.	Resources & Delivery (Section 3) & General Terms of Engagement, Clause 3.6	17 & 23		<p>The agency must position at least 1 Client Servicing Team Member twice a week at the Invest India office during the period of the contract.</p> <p>&</p> <p>Additionally, to ensure close coordination and seamless communication, three (3) resources from the deployed team shall be physically present at the Invest India office twice a week for in-person collaboration.</p>	<p>1) The RFP sets out two differing requirements regarding on-site presence. One clause (Page 17) requires at least one client servicing team member to be present twice a week, while Clause 3.6 (Page 23) requires three resources to be present twice a week. Both clauses use mandatory language and appear to be equally binding, but they prescribe different expectations.</p> <p>2) This variation creates uncertainty for the Bidder while planning team structure, effort allocation, and overall costing. The number of on-site resources directly affects staffing models, time commitment, and associated costs. In the absence of a single clear requirement, bidders may interpret the scope differently, which can lead to inconsistent proposals and challenges in fair evaluation.</p> <p>3) We request that Invest India clarify the correct and final requirement for on-site presence. Specifically, confirmation is requested on whether one resource or three resources are required to be physically present at the Invest India office twice a week, so that all bidders may prepare their proposals on a consistent and accurate basis.</p>	A total of two client servicing resources is required in the team. They should attend the office on a rotational basis, ensuring at least one resource is present each week. Depending on requirements, this can be scaled up to three resources (from the allocated team members).
4.	Content Table (Platform Posting Frequency) &	13 & 14	3 & 3.1	<p>LinkedIn, X, Facebook - Min 3 - max 7 unique posts per day. Instagram - 2 unique posts +</p>	<p>1) The RFP specifies content requirements at two different levels, which are not aligned. The platform-wise table (Page 13) defines a range of posts per day for each platform, while the format-wise table (Page 14) separately specifies minimum deliverables across formats such as infographics, carousels,</p>	The platform-wise volumes define the total number of posts per platform per day. The format-wise requirements are not additional, but indicate the

	Types of Medium/Formats Table			<p>stories per day + min. 2 reels/month. YouTube - At least 6 YouTube shorts + 4 success stories + 4 unique long-form videos per month.</p> <p>&</p> <p>Infographics - Min 1 unique infographic post per day on LinkedIn, X, Facebook, Instagram (1x5daysx3platforms = min 15 infographic posts per week). Carousel Posts - 5 per week. Static Creatives - 1 per day (on each platform). Polls & Quizzes - Min 2 per week. Videos - Event Videos, Animated Videos: 2 per week, Phone-shot Reels: Min. 2 per month. GIFs - 2 per week.</p>	<p>static creatives, videos, GIFs and polls. At present, it is unclear whether these format-level requirements are included within the platform-level posting range or are to be delivered in addition to it.</p> <p>2) This lack of clarity leads to significant variation in how bidders may interpret the overall scope. If format-wise deliverables are treated as additional, the total content volume increases substantially beyond the stated daily posting range. If they are treated as part of the same pool, certain format minimums already appear to exceed the daily platform limits. This creates uncertainty in estimating monthly output, effort allocation, and costing. As a result, different bidders may arrive at very different assumptions, leading to proposals that are not comparable and may not accurately reflect the intended workload.</p> <p>3) We request that Invest India clearly define the total monthly content volume expected under this engagement. Additionally, a clear break-up of this monthly volume across formats, such as static creatives, carousels, infographics, reels or videos, GIFs and other content types, may kindly be provided. This will help ensure that all bidders prepare their proposals based on a consistent and accurate understanding of the scope.</p>	<p>expected mix of content types within this overall volume.</p> <p>Bidders should plan content such that the daily platform ranges are adhered to, while format-level minimums are met proportionately over the month, ensuring a balanced content mix.</p>
5.	Section 2, Platforms & Section 3.2 Content & Campaign	13 & 15		<p>The Agency shall conceptualise, design, and execute approximately two (2) active campaigns per month per social media account, with the flexibility for this number to increase based on requirements.</p> <p>&</p>	<p>1) The RFP states that Wikipedia has been listed along with platforms such as LinkedIn, Facebook, X, YouTube, and Instagram for creation and maintenance. However, Wikipedia works very differently from social media platforms. It is managed by an independent community, and content is controlled by volunteer editors rather than by organisations or their agencies.</p> <p>2) Content on Wikipedia must follow strict rules on neutrality and conflict of interest. Paid editing must be declared, and promotional or brand-led content is generally not accepted. If an agency directly creates or edits content on behalf of Invest India without following these rules, there is a risk that the content may be removed or the editor may face restrictions.</p>	<p>Wikipedia is being considered as a relatively new platform within the scope of this engagement. Invest India is open to exploring its potential in an appropriate and compliant manner.</p> <p>The immediate expectation is not active content creation or direct editing, but rather monitoring, identifying gaps, and recommending updates in</p>

				The number of active campaigns per month may increase over time.	This makes "maintenance" of a Wikipedia page different from managing regular social media platforms. 3) We request that Invest India clarify the exact scope of work related to Wikipedia. Specifically, whether the role is limited to monitoring the page for accuracy and informing Invest India of any issues, or whether the agency is expected to create or edit content directly. If direct editing is expected, guidance may kindly be provided on how this should be carried out in line with Wikipedia's policies.	line with Wikipedia's guidelines. Any further approach, including edits, will be undertaken cautiously and in adherence to platform policies.
6.	Annexure VII of Financial Bid Submission & Digital Marketing Section	46 & 20	6	We are enclosing a rate card for translation work for languages other than Hindi and English. This rate card will be fixed for the entire duration of the contract. However, no charges will be taken by me for Hindi and English. & Email/Newsletter Format includes – Informative & Promotional Emails...Promotional: Blogs/article promotion, event-based emailers, polls - surveys...	1) Annexure VII of the RFP asks for a rate card for translation work for languages other than Hindi and English, and also states that no charges will be made for Hindi and English content. However, the main scope of work and Terms of Reference do not mention translation requirements, languages involved, or any details related to such services. 2) In the absence of clarity on which languages are required, how much content needs to be translated, and what type of content is involved, it is difficult for the Bidder to prepare a meaningful rate card. Without this information, different bidders may make different assumptions, leading to inconsistent and non-comparable financial proposals. It is also unclear whether translation costs are to be included within the overall contract value or treated as additional costs. 3) We request that Invest India provide clarity on the translation requirement. This may include the expected languages, an estimated monthly volume, and the type of content to be translated, such as social media posts, articles, or videos. Additionally, confirmation is requested on whether translation costs are to be included within the retainer fee or billed separately, and the level of detail expected in the rate card to be submitted with the financial bid.	As mentioned on Page 13, translation into international languages will be required on a need basis and not as a fixed daily or monthly deliverable. Bidders are requested to submit a basic rate card for translation across relevant international languages. The exact languages, volume, and type of content will be defined as and when the requirement arises. Translation costs will be treated as additional, need-based services, and not as part of the retainer.
7.	Client Input & Counterpart Personnel	25	3	The agency must submit relevant documents about INS Accreditation, DAVP empanelment, etc., with their proposals.	1) The RFP states that it requires the submission of documents such as INS Accreditation and DAVP empanelment. These accreditations are generally related to print media and government advertising. However, the scope of work in this tender is focused on digital platforms and social media management, with no clear requirement related to print or traditional media. 2) INS Accreditation is specific to print media advertising, and DAVP empanelment is mainly relevant for government media buying. These do not appear directly linked to the services	Please refer to Corrigendum.

					<p>required under this tender. Many digital-first agencies, including DPIIT-recognised Startups, may not hold these accreditations as they are not required for digital work. If these are treated as mandatory, it may limit participation from capable digital agencies and create a restriction for startups. If they are not mandatory, the current wording may still create confusion, as it states that bidders “must submit” these documents. It is also important to ensure that the absence of such accreditations does not affect technical evaluation for startups and similar bidders.</p> <p>3) We request that Invest India clarify whether INS Accreditation and DAVP empanelment are mandatory requirements for this tender. Confirmation is also requested on whether the absence of these credentials will have any impact on eligibility or technical evaluation, particularly for DPIIT-recognised Startups. If these accreditations are not mandatory, the Bidder requests that the clause be revised to clearly reflect their optional nature, so that bidders are not misled, and participation remains fair and open.</p>	
8.	Evaluation Criteria	29	3	<p>Marks will be given based on the performance of the proposed resource during the in-person interview. The team proposed must remain consistent during project execution.</p>	<p>1) The RFP states that the evaluation criteria require a team of 10 resources to be in place at the time of submission, indicating that bidders are expected to present a fully deployed team during the bidding stage.</p> <p>2) In practice, agencies do not typically hire or deploy full teams in anticipation of winning a bid. This approach may lead to inefficiencies and is not aligned with standard industry practice. Across similar mandates issued by other departments, bidders are usually asked to submit profiles of their existing team members who match the required roles and credentials. Upon award of the mandate, the selected bidder is then expected to deploy a dedicated team with the specified qualifications, along with submission of their detailed profiles. An undertaking to this effect is commonly provided by bidders to confirm their commitment.</p> <p>3) We request that Invest India kindly revise this provision to align with standard practice. This may include allowing submission of relevant existing team profiles at the bidding stage, along with an undertaking that a qualified team meeting the stated requirements will be deployed upon award. This revision will help ensure wider participation and enable better discovery for the mandate.</p>	<p>The proposed team is a critical part of the evaluation process, and marks will be deducted in case the required team is not presented during the assessment.</p> <p>Bidders are expected to ensure that the proposed resources are available for the in-person interview, either physically or with some members joining virtually.</p> <p>The team proposed at this stage should be consistent with the team deployed during project execution.</p>

9.	<p>Section I: Instructions for the Bidding Agencies</p> <p>&</p> <p>Section 1.6.3 – Assessment of Technical Bids</p>	26 & 28	1.4.2 (Sl. 2) & 1.6.3 (Sl. 1)	<p>Pre-Qualification Criteria (Sl. No. 2): "The bidder shall have minimum experience of operating social and/or digital media marketing & promotion (organic) with government entities/ statutory bodies/ autonomous bodies/ allied bodies/ private reputed organizations having - completed 1 similar work (in line with scope of work) with project value not less than 3.83 Crores...or completed 2 similar works...with project value not less than 2.39 Crores...or completed 3 similar works...with project value not less than 1.91 Crores...in the last 3 years as on the last date of bid submission."</p> <p>Technical Evaluation Criteria (Sl. No. 1 - Relevant Experience): "Experience of handling similar scope of work with government entities (Centre/state)/</p>	<p>Being a Registered Start-up (DIPP222078), we note that the tender provides complete relaxation for DPIIT-recognized Startups and MSMEs in terms of prior experience and turnover criteria. We appreciate this progressive provision encouraging emerging organizations.</p> <p>Under the current QCBS evaluation model (70% Technical : 30% Financial), the technical evaluation parameters appear to emphasize prior project experience, organizational strength, and past performance.</p> <p>Query: How are Startups expected to demonstrate technical qualification in the absence of extensive past project experience, especially in Government/PSU assignments?</p>	No Change.
----	--	---------------	---	--	---	------------

				Ministry/ PSUs/ statutory bodies/ autonomous bodies/ private companies/public companies having: 3 or more completed projects of value 1.91 Crores each or above – 10 marks; 2 completed projects of value 2.39 Crores each or above – 15 marks; 1 completed project of value ₹3.83 Crores or above – 20 marks."		
10.	Section 1.6.3 – Assessment of Technical Bids	28- 32	1.6.3 (Sl. 1 to 7)	Technical Evaluation Criteria – overall framework (Sl. Nos. 1 to 7): Marks distribution: Relevant Experience – 20 marks; Submission of Case Studies – 10 marks; Team Composition & Capability – 20 marks; Understanding of Scope & Organizational Requirements – 10 marks; Proposed Approach & Methodology – 20 marks; Value Addition – 5 marks; Submission of Sample Social Media Campaign Plan – 15	Query: Whether alternative evaluation criteria (such as innovation, methodology, team capability, or pilot credentials) will be considered for Startups to ensure a level playing field.	No Change

				marks. Total – 100 marks. "Minimum Marks for Technical Qualification: 70 Marks" "Method of Selection: QCBS (70:30) - Technical: Financial"		
11.	Section 1.6.3 – Assessment of Technical Bids & Combined and Final Evaluation	28 & 34	1.6.3 (Sl. 1) & 1.9.7	Technical Evaluation Criteria (Sl. No. 1 – Relevant Experience): "Experience of handling similar scope of work with government entities (Centre/state)/ Ministry/ PSUs/ statutory bodies/ autonomous bodies/ private companies/public companies having: 3 or more completed projects of value 1.91 Crores each or above – 10 marks; 2 completed projects of value 2.39 Crores each or above – 15 marks; 1 completed project of value ₹3.83 Crores or above – 20 marks. Note: Only the highest applicable	Query: If there are any specific scoring relaxations or weightage adjustments applicable for DPIIT-recognized Startups during technical evaluation.	No exemption in Technical Evaluation.

				<p>category will be considered for evaluation."</p> <p>Combined and Final Evaluation: "Nb= $\{(Tb/Thigh)*100*0.7\}$ + $\{(CMin/Cb)*100*0.3\}$"</p> <p>"The agency which scores the highest aggregate marks will be awarded the contract."</p>		
12.	Section I: Instructions for the Bidding Agencies	26	1.4.2 (Sl. 1)	<p>Pre-Qualification Criteria (Sl. No. 1): "The bidder should be a Company registered and operational in India under the Companies Act, 1956/2013 or a partnership registered and operational under the Limited Liability Partnership Act 2008, having its registered office in India for the 5 (Five) years as on 31st March 2025 or should have place of effective management in India."</p>	<p>Query: Whether participation through consortium / partnership models is permitted to complement capability gaps.</p> <p>We seek this clarification to better understand the intent of the Startup relaxation provision and to structure our participation accordingly.</p>	<p>Consortium / Joint Venture / partnership-based participation is not permitted under this RFP. Bids must be submitted by a single legal entity meeting all eligibility criteria on its own credentials. No Change.</p>

				The RFP document does not contain any clause expressly permitting or prohibiting consortium / Joint Venture / partnership-based participation.		
13.	Pre-Qualification Criteria	26	1	The bidder should be a Company registered and operational in India under the Companies Act, 1956/2013 or a partnership registered and operational under the Limited Liability Partnership Act 2008, having its registered office in India for the 5 (Five) years as on 31st March 2025 or should have place of effective management in India.	I have carefully reviewed the RFP document and would like to inform you that we meet all the basic eligibility requirements specified. However, it has been observed that under the Pre-Qualification Criteria (Point 1), there is no explicit mention of eligibility for entities registered as a society/trust. In this regard, I would like to request your kind clarification on the following: <ul style="list-style-type: none"> • Whether organizations registered as a society or trust are eligible to participate in this RFP. • If not currently included, I kindly request you to consider incorporating society/trust entities under the eligible categories, as such organizations also possess the required capabilities to successfully execute the scope of work. 	Please refer to Corrigendum.
14.	3	20	7	Strategy Decks & Reporting	<ol style="list-style-type: none"> Can we get data on the Monthly Mentions Volume, Actionable and Non-actionable for last 6 months? What will be the operational window, eg 9hrs 5days, 9hrs 7days, 12 hrs 5 days, 12hrs 7 days, 16 hrs x 7 days, 24 x 7 days etc Which tool/platform are you currently using for Response Management? (e.g., Konnect Insights, QuickMetrix, Locobuzz, or any other internal setup) Please specify the platforms to be covered for Query Management. (e.g. FB, Twitter, Instagram, LinkedIn) Language: Are regional language mentions (e.g., Hindi and others) expected to be monitored and responded to? 	<p>Monthly Mentions Data: Indicative volumes may be shared with the selected agency. However, bidders are advised to assume moderate to high engagement levels across platforms, including both actionable and non-actionable mentions.</p> <p>Operational Window: The engagement is expected to follow a flexible operational window, broadly aligned with</p>

						<p>standard working hours, with the ability to scale during peak periods, campaigns, or events.</p> <p>Response Management Tool: Currently, a mix of industry-standard tools and internal processes is used. The selected agency may be required to propose suitable tools (at their own cost)</p> <p>Platforms for Query Management: All major social media platforms, including LinkedIn, X (Twitter), Facebook, Instagram, and others as required, will be in scope.</p> <p>Language: Monitoring and response may include English, Hindi, depending on the nature of queries and audience.</p>
15.	3	20	6	Strategy Decks & Reporting	Apart from flagging copyright and I infringement, unauthorized advertisement and inappropriate content, is the Agency required to do anything else? if yes, please specify.	All the deliverables as mentioned on page 18 & 19
16.	11	22	B	Copyright and IP rights	Is deindexing & Impersonation Takedowns also expected to be carried out by the vendor? If yes, does it have to be part of our retainer or can be billed as a pay per use item only to be charged when used?	This is to be handled by the vendor in coordination with the respective platforms and Invest India team. No additional charges will be applicable for this.
17.	1.2	12	1	Accounts	Can you confirm the current number of active social media handles and expected increase during the contract period?	All major platforms- LinkedIn, X, Facebook, Youtube, Instagram. Increase will be as per trend or new platform if required.
18.	1.2	13	3	Content	With 3–7 posts per day per platform across multiple platforms, can Invest India confirm if this applies to: Only the main handle OR All sub-brands and vertical accounts combined?	Main handle

19.	3	19	4	Influencer partnerships	How many influencer collabs are expected on a monthly basis?	Influencer partnerships will be undertaken on a need basis, depending on campaign requirements, priorities, and strategic objectives. There is no fixed monthly number defined at this stage.
20.	1.2 Minimum Eligibility Criteria	26	3	The annual turnover of the bidder shall be at least an average of INR 14.5 crore for last 3 financial years	We request that the turnover requirement be reduced to 50% to allow wider participation and promote competition among capable agencies.	No Change
21.	1.2 Minimum Eligibility Criteria	27	5	The bidder should have at least 100 skilled full-time manpower	We request removal or relaxation of this clause, as it restricts participation of efficient mid-sized agencies who can deliver quality work with optimized teams.	No Change
22.	1.2 Minimum Eligibility Criteria	26	1	The bidder should be a Company or LLP registered in India	We request that Proprietorship Firms also be allowed to participate in the RFP, subject to submission of relevant documents (GST, PAN, experience, etc.).	Please refer to Corrigendum
23.	1.2 Minimum Eligibility Criteria	NA	NA	No provision for Consortium participation mentioned	We request inclusion of a Consortium clause to enable participation of agencies with complementary expertise, enhancing overall service quality.	Consortium / Joint Venture / partnership-based participation is not permitted under this RFP. Bids must be submitted by a single legal entity meeting all eligibility criteria on its own credentials. No Change.
24.	1.2 Minimum Eligibility Criteria	26-27	Multiple	Eligibility criteria including turnover and experience	We request that MSME units be given relaxation in turnover and experience criteria as per Government of India procurement policies to encourage MSME participation.	MSEs and DPIIT-recognised Startups are exempted from the prior turnover and prior experience criteria at the Pre-Qualification stage in line with GeM Bid Document provisions and the MoMSME Policy Circular on relaxation of norms. However, this exemption applies only to eligibility; under the Technical Evaluation, marks linked to turnover and experience parameters will be awarded based on

						demonstrated credentials. No Change.
25.	NA	NA	NA	NA	Please confirm whether the bid base amount of ₹4,79,00,000 is inclusive or exclusive of applicable taxes	Exclusive of applicable taxes
26.	Important Information	25	3	The agency must submit relevant documents pertaining to INS Accreditation on, DAVP empanelment etc. with their proposals.	As the scope of work under this RFP is focused on social-media content development and management (organic digital platforms), INS Accreditation and DAVP empanelment—typically relevant for print and traditional media—do not appear essential. Kindly clarify the intent of this requirement and consider relaxing this condition as a mandatory eligibility criterion.	Please refer to Corrigendum.
27.	Section 1.4.2 / Annexure XVII	27 / 69	EMD	Bidder to submit refundable EMD as per GeM details.	Kindly clarify whether an EMD submitted earlier with Invest India (if valid and unrefunded) can be considered for this tender, or whether submission of a fresh EMD is mandatory for this RFP.	EMD of ₹14,00,000 submitted in GeM Tender No. GEM/2026/B/7418189 will be carried forward and considered valid for this RFP (GEM/2026/B/7477088). Fresh submission is not required for bidders who have already submitted EMD in the earlier tender.
28.	Pre-Qualification Criteria	26	3	Turnover of last 3 financial years ending 31 March 2025	Our organization follows a January–December financial year in line with global compliance requirements of the Havas Group. We can submit audited turnover documents for CY 2022, CY 2023 & CY 2024. Kindly confirm whether calendar-year-based audited financials may be accepted in lieu of FY-based turnover.	Turnover must be for Indian Financial Years ending 31 March 2025 (FY 2022-23, 2023-24, 2024-25). Calendar year financials will not be accepted. No Change.
29.	Technical Evaluation – Team Composition	29	Note	Marks awarded based on in-person interview of proposed resources	Kindly clarify whether all 10 proposed resources are required to attend the interview, or if 2–3 key resources would be sufficient for evaluation (such as Account Manager, Strategy Lead, and Creative Lead). We request consideration for allowing the interview to be conducted in a virtual mode , as the final deployment of resources would take place post-selection, and virtual interviews would enable participation of the most relevant subject-matter experts more effectively.	The proposed team is a critical part of the evaluation process, and marks will be deducted in case the required team all 10) is not presented during the assessment. Bidders are expected to ensure that the proposed resources are available for the in-person interview, either physically or

						with some members joining virtually. The team proposed at this stage should be consistent with the team deployed during project execution.
30.	Technical Evaluation – Presentation	30-31	Clauses 4, 5, 6 & 7	Presentation to be submitted along with the bid	Kindly clarify whether the presentation deck is required to be submitted along with the Technical Bid on GeM, or whether it is to be presented/submitted at a later stage after technical shortlisting.	Presentation deck must be submitted with the Technical Bid before bid submission deadline.
31.	Technical Evaluation	30-31	NA	Date and venue to be intimated	Kindly specify if a tentative date or indicative timeline for the technical presentation can be shared to facilitate planning of internal resources.	Date and venue for technical presentation will be intimated to pre-qualified bidders after the last date of bid submission.
32.	GeM Tender Details	NA	NA	Estimated Bid Value ₹4.79 Cr	Kindly clarify whether the Estimated Bid Value of ₹4.79 Crore mentioned on GeM is inclusive of GST or exclusive of GST.	Exclusive of applicable taxes
33.	Financial Proposal	47	1.8	Financial Quote (as per GeM)	Considering GeM generally requires cost break-up, kindly clarify whether only a consolidated financial quote is to be submitted or whether a detailed financial break-up is also required to be uploaded on GeM.	Bidders must enter the cost (inclusive of GST) in the GeM portal as per the template.
34.	Eligibility Participation	NA	NA	NA	Kindly clarify whether a group of companies / subsidiary or associate entities under the same parent group may participate as a single bidder, with credentials and documents supported by group entities, subject to appropriate authorization and declarations.	Consortium / Joint Venture / partnership-based participation is not permitted under this RFP. Bids must be submitted by a single legal entity meeting all eligibility criteria on its own credentials. No Change.
35.	Section I: Instructions for the Bidding Agencies & Section 1.6.3 – Assessment of	26 & 28	1.4.2 (Sl. 2) & 1.6.3 (Sl. 1)	Pre-Qualification Criteria (Sl. No. 2): "The bidder shall have minimum experience of operating social and/or digital media marketing & promotion (organic) with government	Inclusion of "Integrated Marketing" in Scope Definition (Section 1.2 – Point 2 & Section 1.6.2 – Relevant Experience) We request that the term "integrated media marketing" be replaced with / expanded to include "integrated marketing." In current industry practice, social media management, digital content, and campaign execution are delivered as part of broader integrated marketing mandates, rather than being	No change

	Technical Bids		<p>entities/ statutory bodies/ autonomous bodies/ allied bodies/ private reputed organizations having - completed 1 similar work (in line with scope of work) with project value not less than 3.83 Crores...or completed 2 similar works...with project value not less than 2.39 Crores...or completed 3 similar works...with project value not less than 1.91 Crores...in the last 3 years as on the last date of bid submission."</p> <p>Technical Evaluation Criteria (Sl. No. 1 – Relevant Experience): "Experience of handling similar scope of work with government entities (Centre/state)/ Ministry/ PSUs/ statutory bodies/ autonomous bodies/ private companies/public companies having: 3 or more completed projects of value 1.91 Crores each or above</p>	<p>restricted to media-led scopes. Including "integrated marketing" would:</p> <ul style="list-style-type: none"> • More accurately reflect the nature of work defined in the Terms of Reference • Ensure participation from agencies with holistic digital, content, and campaign expertise • Strengthen the quality and relevance of bids by bringing in players with end-to-end execution capability 	
--	----------------	--	---	--	--

				– 10 marks; 2 completed projects of value 2.39 Crores each or above – 15 marks; 1 completed project of value ₹3.83 Crores or above – 20 marks."		
36.	Section I: Instructions for the Bidding Agencies	26	1.4.2 (Sl. 2)	<p>Pre-Qualification Criteria (Sl. No. 2): "...completed 1 similar work (in line with scope of work) with project value not less than 3.83 Crores (inclusive of all applicable taxes and levies) in the last 3 years as on the last date of bid submission. The contract for the completed work should have had a duration of at least one year.</p> <p>Or</p> <p>completed 2 similar works (in line with scope of work) with project value not less than 2.39 Crores (inclusive of all applicable taxes and levies) in the last 3 years as on the last date of bid submission. The</p>	<p>Rationalization of Project Value Thresholds (Section 1.2 – Point 2)</p> <p>We request the removal of the existing high-value thresholds (₹3.83 Cr / ₹2.39 Cr / ₹1.91 Cr) and inclusion of projects with minimum value of ₹50 lakhs for eligibility consideration.</p> <p>Given that the scope is heavily focused on content, social media, and digital engagement (largely organic in nature), the current thresholds may not accurately represent the typical scale of such mandates. Including ₹50 lakh-level projects would:</p> <ul style="list-style-type: none"> • Better align with market realities of digital and social media engagements • Enable participation from highly specialized and performance-driven agencies • Increase competition, thereby driving better value and innovation 	No Change

				<p>contract for the completed work should have had a duration of at least one year.</p> <p>Or</p> <p>completed 3 similar works (in line with scope of work) with project value not less than 1.91 Crores (inclusive of all applicable taxes and levies) in the last 3 years as on the last date of bid submission. The contract for the completed work should have had a duration of at least one year."</p>		
37.	<p>Section I: Instructions for the Bidding Agencies</p> <p>&</p> <p>Section 1.6.3 – Assessment of Technical Bids</p>	26 & 28	1.4.2 (Sl. 2) & 1.6.3 (Sl. 1)	<p>Pre-Qualification Criteria (Sl. No. 2) – Page 26:</p> <p>Project value thresholds prescribed: ₹3.83 Cr (1 project) / ₹2.39 Cr (2 projects) / ₹1.91 Cr (3 projects).</p> <p>Technical Evaluation Criteria (Sl. No. 1 – Relevant Experience) – Page 28:</p>	<p>Alignment Across Sections (Section 1.2 & Section 1.6.2)</p> <p>We also request that the eligibility criteria be aligned with the Technical Evaluation framework, where projects of similar value ranges are already being considered. This will ensure consistency, transparency, and a fair evaluation process.</p> <p>The intent of these requested amendments is to ensure that the RFP attracts genuine, capable, and execution-focused agencies, whose experience is directly relevant to the scope outlined. Broadening the definition to "integrated marketing" and rationalizing project thresholds will significantly enhance the competitiveness and overall quality of participation.</p>	No Change.

				<p>Project value thresholds for marks allocation: 1 completed project of ₹3.83 Crores or above – 20 marks; 2 completed projects of ₹2.39 Crores each or above – 15 marks; 3 or more completed projects of ₹1.91 Crores each or above – 10 marks.</p> <p>"Note: Only the highest applicable category will be considered for evaluation."</p>	<p>We sincerely request your consideration of the above and would appreciate a clarification or suitable amendment.</p>	
38.	-	12	1	<p>Accounts: Account setup & management of new accounts, sub accounts or reviving of existing old accounts, campaign execution, reporting</p>	<p>Could you please confirm the total number of active and proposed social media accounts (including sub-brands, initiatives, and new accounts) that will fall under the scope? How will priorities be managed across multiple accounts in case of simultaneous deliverables?</p>	<p>The number of active and proposed accounts may evolve over the course of the engagement, including main handles, sub-brands, and new initiatives as required.</p> <p>Prioritization across accounts will be guided by Invest India, based on campaign importance, timelines, and strategic focus. The agency is expected to remain flexible and responsive to manage simultaneous deliverables effectively.</p>
39.	-	19	3	<p>Amplification (Organic media & performance marketing): The agency will</p>	<p>Please confirm whether media buying and execution will be handled by the agency or internally by Invest India. If handled by the agency, will there be a separate budget allocation and commercial structure defined for the same?</p>	<p>Media buying and execution may be handled by the agency as and when required, in consultation with Invest India.</p>

				<p>support/assist Invest India team in analyzing, planning, supervising paid social & digital media campaigns and ensuring best possible rates/negotiations directly with media owners for running creatives, banners, adverts etc. paid-social & digital media campaigns (online, mobile, etc)for running banners, adverts etc. Such campaigns will be executed during the contract period on themes and subjects decided in consultation with Invest India, across relevant digital platforms, as and when required.</p>		<p>Separate billing for paid performance marketing, if required.</p>
40.	-	13	3	<p>Content: The Agency shall create, curate, update and publish content that is photo-rich & video-rich, original/unique, engaging and factually & grammatically correct for various languages (both national and</p>	<p>Could you please specify the languages expected for content delivery (national and international)? Will translation support or source content be provided by Invest India? or Will translation cost be paid separately by Invest India to the bidder?</p>	<p>As mentioned on Page 13, translation into international languages will be required on a need basis and not as a fixed daily or monthly deliverable. The exact languages, volume, and type of content will be defined as and when the requirement arises. Source content will be decided by the</p>

				international, if required) for better engagement with users.		selected agency+ Invest India team. Translation costs will be treated as additional, need-based services, and not as part of the standard monthly retainer.
41.	-	14	3.1	Event Videos and Phone Shot Videos	Who will be managing the event photography & videography. Will the team be getting footage to edit and make videos?	Invest India team will share event footages.
42.	-	28	1	Technical Evaluation Criteria: Certificate of Completion/Letter of Award/ Contract/Work Order for each project being quoted.	Certificate of Completion- We would request Invest India to accept ongoing projects of the bidders as well wherein the bidders can submit experience letter from clients, instead of competition letters. Work orders and payment history can also be submitted	No Change.
43.	-	25	3	Client's Input and Counterpart Personnel: The agency must submit relevant documents pertaining to INS Accreditation, DAVP empanelment etc. with their proposals	In the earlier pre-bid meeting, it was stated that DAVP accreditation is not mandatory; however, in the recent pre-bid, it has been indicated as mandatory. We kindly request you to clarify this change. Additionally, INS accreditation is generally applicable to print advertisements, whereas this tender is for the selection of an agency for social media content development and management. We would be grateful if you could kindly clarify the relevance of this requirement in the present context	Please refer to Corrigendum.
44.	-	GEM portal	GEM portal	Offer Price Tab under GEM portal:	The bidder is only able to write the monthly cost inclusive of taxes in the portal. The portal is not totaling the final cost for 2 years. Request Invest India to check the portal and confirm.	Bidders must enter the cost (inclusive of GST) in the GeM portal as per the template.
45.	Eligibility Criteria – Experience	-	-	The bidder shall have minimum experience of operating social and/or digital media marketing &	1 project ≥ ₹1.75 Cr OR 2 projects ≥ ₹1.10 Cr each OR 3 projects ≥ ₹0.90 Cr each Aligns thresholds proportionally with industry standards while ensuring capability	No Change

			<p>promotion (organic) with government entities/ statutory bodies/ autonomous bodies/ allied bodies/ private reputed organizations having -</p> <p>completed 1 similar work (in line with scope of work) with project value not less than 3.83 Crores (inclusive of all applicable taxes and levies) in the last 3 years as on the last date of bid submission. The contract for the completed work should have had a duration of at least one year.</p> <p>Or</p> <p>completed 2 similar works (in line with scope of work) with project value not less than 2.39 Crores (inclusive of all applicable taxes and levies) in the last 3 years as on the last date of bid submission. The contract for the completed work should have had a duration of at</p>		
--	--	--	--	--	--

				<p>least one year. Or completed 3 similar works (in line with scope of work) with project value not less than 1.91 Crores (inclusive of all applicable taxes and levies) in the last 3 years Noi as on the last date of bid submission. The contract for the completed work should have had a duration of at least one year.</p>		
46.	Manpower Deployment	-	-	<p>Immediate deployment from LOA</p>	<p>30–45 days from LOA for full deployment. Ensures quality hiring, onboarding, and project alignment</p>	No change
47.	Technical Evaluation – Experience Marks	-	-	<p>Relevant Experience: *Experience of handling similar scope of work with government entities (Centre/state)/ Ministry/ PSUs/ statutory bodies/ autonomous bodies/ private companies/public companies having: 1. 3 or more completed projects of value 1.91 Crores each or above – 10 marks</p>	<p>3 projects ≥ ₹0.90 Cr (10 marks) / 2 projects ≥ ₹1.10 Cr (15 marks) / 1 project ≥ ₹1.75 Cr (20 marks) Keeps evaluation proportional to revised eligibility while maintaining scoring fairness</p>	No Change

				<p>2. 2 completed projects of value 2.39 Crores each or above – 15 marks</p> <p>3. 1 completed project of value ₹3.83 Crores or above – 20 marks</p> <p>Note: Only the highest applicable category will be considered for evaluation.</p>		
48.	EMD Requirement			<p>₹14,00,000 to be submitted (mode as per RFP)</p>	<p>Allow submission of EMD in form of Bank Guarantee (BG)</p> <p>Reduces financial burden and improves participation without compromising security</p>	<p>EMD of ₹14,00,000 may be submitted via Bank Guarantee or through RTGS/NEFT. Both modes are acceptable. MSEs are exempt from EMD submission.</p>

END OF DOCUMENT