

MUDRA Tender No. :3556/2018//MUDRA/Others dated January 18, 2018

Reply to prebid queries

S.No	Query	Reply of MUDRA
1	<p>Separate Two Demand Drafts are to submitted along with EMD of Rs. 2 Lakhs and 50,000/- separately for Assignment “a” and “ b“.</p> <p>If Yes, then Accordingly para No. 2 will be modified or deleted (as it is covering for both DD) in the format provided by you.</p> <p>And do we need to submit only Annexure- I separately, No other formats are to be submitted separately.</p>	<p>Separate Demand drafts to be given for activities ‘a’ and ‘b’.</p> <p>Annexure 1 needs to be submitted separately for each activity along with DD. However, all other formats need not to be given separately.</p> <p>One set of documents is sufficient for both activities.</p>
2	<p>On Page 43, Annexure – II , point No. 10 Publicity Campaigns > 10 Crores in last 3 Years :</p> <p>Can we submit Pvt. Sector campaigns work orders or not?</p>	<p>Yes, Both Public Sector or Private Sector Campaign work orders of amount greater then 10 crore in last 3 years can be submitted.</p> <p>Each publicity campaign should be covering at least three different media (Print, TV and Radio) and each campaign should be billing Over Rs. 10 Crore.</p>
3	<p>On Page 43, Annexure – II, point No. 14 Details of Revenue , net of Media Cost , for last 3 years : Which data (Turnover) is to be given?</p>	<p>Meaning of revenue net of media costs is the net income of company which excludes the amount paid to Media Vendor.</p> <p>A CA certificate in this regard to be submitted.</p>

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4)	Can we apply for both the category viz. a & b?	Bidder can apply for both categories a & b as mentioned on Page 3, Clause 3 of RFP.
5)	<p>Do you want us to submit the 'Idea/Concept of the proposed assignment' at the time of submission of bid?</p> <p>a) Write up on concept for carrying out the proposed campaign in brief We request you kindly give clarification on documents to be submitted in support / as part of the requirement mentioned</p>	<p>Write up has to be submitted by bidder explaining their concept/idea for carrying out the campaign. Advertising agency may submit a sample blue print, Sample sketches as supporting documents in this regard.</p> <p>Further, Agency have to present a detailed Powerpoint presentation regarding the same at Technical Evaluation stage . as per clause No. 4.12 at page 5 of RFP.</p>

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	b) Copy of the media contents developed earlier	<p>Submission of copies of Newspaper Advertisements published, Videos made earlier etc in earlier campaigns by Agency.</p> <p>This will enable to assess the expertise and credentials of Media agency in developing such contents.</p>
6)	Please explain the evaluation calculation.	<p>QCBS method is used for Evaluation of Assignment with Technical Evaluation carrying 75% weightage and Commercial Evaluation Carrying 25% weightage.</p> <p>However in case of release of Publicity material I QCBS will not be applied. Instead, agency will be assessed based on commercial Evaluation i.e. L1 quotes.</p>
7)	<p>Letter of Competence – Stamp Paper of what value?</p> <p>Or can we give it on our letterhead in our application and give it on stamp paper if we are finally selected/shortlisted to handle the assignment?</p>	<p>Agency may submit the letter of Competence on its letter head at the time of submission of bid. However, same has to be submit on Stamp paper of Rs. 200/- at the time of signing of agreement.</p>
8)	Non Disclosure Agreement – Same query as above	<p>Agency may submit the Non disclosure agreement on its letter head at the time of</p>

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		submission of bid. However, same has to be submitted on Stamp paper of Rs. 200 at the time of signing of agreement.
9)	Performance Bank Guarantee – Please refer point No. 1 in the PBG. Here please clarify the content to be filled in the 3 blanks.	Details of Bank, Amount of Bank Guarantee and Validity of Bank Guarantee may be filled at the appropriate places.
10)	Bid Security Form – Same query as in Sr No .1. Also need to clarify the content in some blanks on page 60.	Details of Bank, Amount of Bank Guarantee and Validity of Bank Guarantee may be filled at the appropriate places.
11)	Format IA – is this for creative and Format IB for media?	Yes. Both formats have to be given separately