

## Pre Bid Meeting for the Appointment of a Creative Agency for “Brand India Campaign”

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Pre Bid Meeting for the appointment of a Creative Agency for “Brand India Campaign” anchored by India Brand Equity Foundation (IBEF) was held on 12 October 2021, at 12:30 PM virtually. The list of participants is enclosed as **Annexure A**.

The question-answers session was conducted virtually in the meeting where the queries were answered by IBEF representative.

**Questions asked during the Q&A session are listed below:**

- 1. IBEF mentioned a mandatory condition in the RFP document that the company should submit an Earnest Money Deposit (EMD)/bid security in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank for Rs. 1,00,000/- (Rupees One Lakh only) drawn in favor of CEO, IBEF. Is it mandatory to submit, if the company is registered in MSME?**

Ans. It is mandatory, because this is a large scale national tender, there will be no exceptions; everyone must completely comply with the tender documents and their terms and conditions.

- 2. Is it mandatory to provide Certificate of Chartered Accountant- mentioned at Annexure 2(b) in tender document to certify Creative Account(s) with revenue of over Rs. 2 Cr handled by the agency in any one of the last three financial years (2018-19, 2019-20, 2020-2021) or do we need to follow IBEF Tender document format? Please clarify?**

Ans. Yes, you must follow all the instructions and adhere to the Tender document's terms and conditions. Every format must be adhered to exactly as specified in the document. If an agency wants to share further information, they are free to do so.

- 3. As per the DAVP rate card there is no cost of production of brochures, leaflets, etc. in that case how one can state the cost for production? Please specify?**

Ans. The RFP is for creative designing work, for which standard DAVP rates will apply. The production is not part of this RFP. If there is a need to design some items for which the DAVP rates are yet not fixed, the rates will be decided by a committee of experts appointed by IBEF. Please see the tender paper for further information.

- 4. Is it mandatory to have an office overseas or multiple offices are required at different locations globally?**

Ans. According to the tender document, there should be one global office in addition to India, and an agency must provide confirmation of the same.

5. Is it possible to extend the date of submission of tender? Requesting the same as the week is of festivities and holidays?

**Ans. The management of IBEF has extended the last date of submission of RFP by 4.00 pm, 26<sup>th</sup> Oct 2021.**

6. The Creative Agency should have handled at least one creative account in any sector, with revenue of over INR 2 crore, in any one of the last three financial years (2018-19, 2019- 20, 2020-21) is it possible to reduce the cost?

**Ans. The management of IBEF has revised the clause. The clause will now be read as: The Creative Agency should have handled at least one creative account in any sector, with revenue of over INR 1 Crore, in any one of the last five financial years (2016-17, 2017-18, 2018-19, 2019- 20, 2020-21)**

## List of Participants – Annexure A

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1. Lalit Advertising
2. Crayons Advertising
3. Concept India
4. Span Communications
5. RK SWAMI BBDO
6. Brand Mommy
7. Senthil Nathan S (Dy. CEO – IBEF)
8. Ms. Parul Singh (AD- IBEF)
9. Ishan Kumar (Manager –IBEF)
10. Ms. Aysu Bhardwaj (Sr. Executive– IBEF)