



Annex – C

Addendum: [Request for Proposal for selection of agency for Media Monitoring \(including social media\) and Analysis for 2025-2028](#)

S. No.	RFP Ref Page no.	Existing clause Details	Revised clause details
1	Pg No-28 c) Annex III – Eligibility Criteria Response Sheet Sr. No. 3	Net worth of the company should be positive in each of the last three years and minimum net worth of the service provider, averaged for the past three years, as per the last three audited annual balance sheets should be above ₹50 lakh.	<i>DELETED</i>
2	Pg No-28 c) Annex III – Eligibility Criteria Response Sheet Sr. No. 4	The annual income from Media Monitoring (including Social Media) and analysis service should be minimum ₹5 Crore for last three years as per the audited balance sheets.	<i>The annual income from Media Monitoring (including Social Media) and analysis service should be minimum ₹2 Crore for last three years as per the audited balance sheets.</i>
3	Pg No-30 c) Annex IV – Technical	The net worth of the bidder averaged in the last three financial years, 2023-24, 2022-2023, 2021-2022: a. upto ₹50 lakhs – 1 crore Crore b. ₹1-5 Crore c. >₹5 Crore	<i>This criterion is no longer required and has been removed from the RFP. It is replaced with the criteria mentioned below:</i>



	Evaluation Parameters Sr. No. 3		<i>The average of the net profit (profit after tax) in the last three years, that is, financial years – 2021-22, 2022-23 and 2023-24:</i>			
			<i>Sr. No.</i>	<i>Averaged Net Profit</i>	<i>Documentary Evidence</i>	<i>Marks Assigned</i>
			<i>a</i>	<i>₹40-60 lakhs</i>	<i>CA signed certificate stating the net profit of the bidder</i>	<i>2</i>
			<i>b</i>	<i>>₹60-80 lakhs</i>		<i>3</i>
			<i>c</i>	<i>>₹80 lakhs</i>		<i>4</i>
