



भारतीय रिज़र्व बैंक/ Reserve Bank of India
संचार विभाग/ Department of Communication

**Addendum - Request for Proposal for Selection/ Empanelment of Creative Agency/ies
For RBI's Public Awareness Campaigns**

E-Tender No. [RBI/DoC-Central Office Departments/Others/24/24-25/ET/694](#)

Department of Communication (DoC) calling for bids through E-tendering on the captioned work through E-tender on RBI Website and MSTC Portal on January 7, 2025.

S. No.	RFP Ref Page no.	Existing clause Details	Clarification Sought	Modification from the Bank's side
1.	Pg No – 3 Bid Schedule S.No H	Date & Time of Closing of e-tender for submission of online Technical bid and Financial bid 12:30 pm. on January 27, 2025	Request you to please extend the due date of tender submission by a few days from due date.	The tender submission date has been changed to 12:30 hrs on January 30, 2025.
2.	Page No – 4 Bid Schedule S.No M	Last date of submitting the Earnest Money Deposit (EMD) Date: January 24, 2025 Time: 4 pm	Request you to please extend the date.	Last date of submitting the Earnest Money Deposit (EMD) Date: January 28, 2025 Time: 4 pm
3.	Pg No – 13 F. Submission of bids	EMD document needs to be submitted before January 24, 2025		EMD document needs to be submitted before January 28, 2025
4.	Pg. 13/14 2.Earnest Money Deposit (EMD)	Bidders should email the UTR number and other details for reconciliation before 5:00 PM on January 24, 2025 to email id (pacdoc@rbi.org.in).		Bidders should email the UTR number and other details for reconciliation before 5:00 PM on January 28, 2025 to email id (pacdoc@rbi.org.in).
5.	Pg No-28 Annex A3 - Eligibility Criteria Response Sheet	The bidder should be in the business of creative and advertisement for last 5 years	Should the agency be in the field of advertisement buying space as well?	The bidder should be in the business of creative content production for last 5 years.

	S.No 4			
6.	Pg No-29 Annex A3 - Eligibility Criteria Response Sheet S.No 9	The minimum Gross Income from Advertising of the Bidder should not be less than ₹50 crore in each of the last three Financial Years (FY) i.e. F.Y. 2021-22, 2022-23 and 2023-24.	Should the agency be in the field of advertisement buying space as well?	Average of the gross income from production of creative content for clients of the bidder for last three years should not be less than ₹50 crore in each of the last three Financial Years (FY) i.e. F.Y. 2021-22, 2022-23 and 2023-24
7.	Pg No-29 Annex A3 - Eligibility Criteria Response Sheet S.No 10	The bidder should have carried out at least 5 creative jobs during the last two years in the 14 languages mentioned in the bid document.	Please reconsider this criterion.	The bidder should have carried out one creative job during the last two years in at least 12 out of the 14 languages mentioned in the bid document.
8.	Pg No-31 Annex A4 - Technical Evaluation S.No 4	Average revenue with the clients, from creatives of the applicant, company for last three years a. Upto ₹50 crores b. ≥ ₹50 Cr to < ₹70 Cr c. ≥ ₹70 Cr	Request for clarification.	Average of the gross income from production of creative content for clients of the bidder for last three years a. ≥ ₹50 Cr to < ₹60 Cr b. ≥ ₹60 Cr to < ₹70 Cr c. ≥ ₹70 Cr
9.	Pg No-32 Annex A4 - Technical Evaluation S.No 5	List of advertisement campaigns with billing of more than ₹10 cr per client during last 3 years a. 3-5 campaigns b. 5-10 campaigns c. 11 and above campaigns	Should the agency be in the field of advertisement buying space as well?	List of production of creative content with single billing of more than ₹2 cr during last 3 years a. 3-5 work orders b. 5-10 work orders c. 11 and above work orders

10.	Pg No-32 Annex A4 - Technical Evaluation S.No 5	Bidders to furnish proofs of such media campaigns. Bidders may showcase their best possible work (for private or public sector) giving complete details of at least one or two campaigns delivered in the last 3 years.		Bidders to furnish individual work orders amounting to more than ₹2 cr during last 3 years.
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2. The bidders are advised to submit the bid after considering the above addendum. Please note that this is supplementary to the tender document and will form part of the tender.

3. Bidders are requested to submit the following in hard copies –

- i. Technical bid documents – properly flagged, indexed and catalogued.
- ii. Bank guarantee in original – if EMD is submitted in the form of BG
- iii. USB containing the best 2 creative assignments carried out by the bidder in the last 3 years in the public sector or private companies (as required in pg 33 – S.no. 9, in the RFP document).

4. In case of inconsistency between document uploaded on the MSTC portal and hard copy of the document submitted, the version uploaded on the portal will be considered as final.

5. Financial bids to be submitted in ONLINE only. **If hard copy of financial bid is received, the concerned bidder will be disqualified from the tendering process.**

6. All the other terms and conditions pertaining to this e-tender will remain unchanged.

**CGM, DoC
RBI**