



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

Addendum - Request for Proposal for Selection/Empanelment of Creative Agencies

E-Tender No. - [RBI/DoC-Central Office Departments/Others/2/25-26/ET/59](#)

Department of Communication (DoC) calling for bids through E-tendering on the captioned work through E-tender on RBI Website and MSTC Portal on April 25, 2025.

| S. No. | RFP Ref Page no. | Existing clause | Amended clause |
|--------|---|--|---|
| 1 | Pg No.24 XIII. Other conditions – Point no 21 | The Bidder shall submit one original set of the Bid document and one copy. | The Bidder shall submit one physical copy of the Bid documents submitted on MSTC. |
| 2 | Pg No-29 c) Annex A3 – Eligibility Criteria Response Sheet S.No 5 - | Bidder should have full accreditation/registration/ membership with at least two of the following professional bodies: • The Indian Newspaper Society (INS) • Advertising Standards Council of India (ASCI), • Advertising Agencies Association of India (AAAI), • Directorate of Advertising and Publicity (DAVP), Indian Broadcasting Federation (IBF). | The bidder must have accreditation/registration/ membership with Advertising Standards Council of India (ASCI) and with any one of the professional bodies mentioned below: • The Indian Newspaper Society (INS) • Advertising Agencies Association of India (AAAI), • Directorate of Advertising and Publicity (DAVP) • Indian Broadcasting Federation (IBF). |
| 3 | Pg No-29 c) Annex A3 – Eligibility Criteria Response Sheet S.No 10 | The bidder should have carried out at least one creative job during the last two years in atleast 12 of the 14 languages mentioned in the bid document. | The bidder should have covered atleast 12 of the 14 languages mentioned in the bid document, in not more than two creative jobs taken together. |
| 4 | Pg No.-29 Annex A3 Points 7-9 | The net worth of the bidder (applicant company) should be positive during each of the previous three financial | The previous financial years for these will be considered as under: 2022-23 (Audited) |

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| | | <p>years (April 2021-March 2024)</p> <p>The bidder (applicant company) must have recorded net profit (after tax) continuously for the last three years, that is, financial years – 2021-22, 2022-23 and 2023-24.</p> <p>The gross income from production of creative content for clients 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.</p> | <p>2023-24 (Audited)</p> <p>2024-25 (Provisional)</p> |
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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. All the other terms and conditions pertaining to this e-tender will remain unchanged.

CGM, DoC
RBI