

SPORTS AUTHORITY OF INDIA, KHELO INDIA DIVISION

F. No. KI/FIT/PRC-MM/016/2019-20

Date: 30.09.2019

Minutes of the Pre-Bid Meeting for the RFP for hiring of Multimedia Creative Agency held on 30-09-2019, 11:30 a.m. at Sports Authority of India HQ Conference Hall, JLN Stadium, New Delhi 110003

A Pre-Bid Meeting for RFP for hiring of Multimedia Creative Agency was held on 30-09-2019, 11:30 a.m. at Sports Authority of India HQ Conference Hall, JLN Stadium, New Delhi 110003. The following officers participated in this meeting on behalf of SAI vide order dated 25-07-2019:

1. Sh. Rohit Bhardwaj, Secretary (SAI)
2. Sh. Matadin Asiwai, DD (Finance)
3. Sh. S.C. Yadav, AD (ES)
4. Sh. Prashant Singh, AD (Khelo India)
5. Sh. Siddharth Vatsa, Sr. Consultant (Procurement)

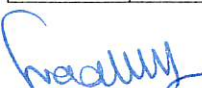
2. At 11:30 a.m. on 30-09-2019, the following Companies reported for the Pre-Bid Meeting:

Sr No	Name	Designation	Company
1	Sandeep Pugalia	Account Manager	Crayon Ad Agency
	Arunabha Deshmukh	Account Manager	
2	Priya Tuteja	Representative	Adworth Media
3	Shivangi	Representative	Expressions Ad Agency
	Riya	Representative	
4	Rishabh Tiwari	Representative	Shemaroo Entertainment
5	Dhiraj Kumar	Manager	India News Communications Ltd.
6	Ramesh Kaul	Manager	Promodome Communications

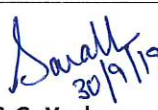
3. The Committee was apprised of the queries submitted by the bidders. The queries and respective replies to the queries are tabulated here as under:

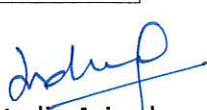
Name of Company: SHOWCRAFT PRODUCTIONS

S. No.	Query	Clarification
1	As stated on Page no 27, in eligibility Criteria Point 1 – “The Agency has to be empanelled with DAVP to participate in this bid”.	Only those agencies can participate who are empanelled with DAVP under Multimedia Head are eligible to


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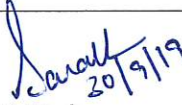
S. No.	Query	Clarification
	As per Government of India, Agencies which are registered with MSME are exempted from any eligibility criteria, Tender Fees etc. We would like to request relaxation for the same, since Showcraft Productions Pvt Ltd is registered with MSME entity, attached herewith. We would like to further state that we are empanelled as Creative, Branding and Promotion agency in Ministry of Housing Affairs. Kindly Comply with our request.	participate in this Bid. Suitable corrigendum is being issued in this regard. In case, as per notification of Government of India, the bidder falls in the category of exemption of Bid Security, it should furnish the relevant notification along with required documents like valid Registration Certificate etc.

Name of Company: NIRMAN ADVERTISING PVT. LTD.

S. No.	Query	Clarification
1	If only DAVP agency can apply or non DAVP panel agency can also apply.	Only those agencies can participate who are empanelled with DAVP under Multimedia Head are eligible to participate in this Bid. Suitable corrigendum is being issued in this regard.
2	Around 45 works/ 7 heads are mentioned in the BOQ, if its compulsory to apply for all the heads or agency can apply for particular head in which they expertise.	Yes, it is compulsory to apply for all of the heads mentioned in scope of Work.
3	TVC matter would be provided or it has to be shoot.	End to end services will be delivered by the selected agency in respect of scope of work mentioned in RFP.
4	How many locations would be there is it is to be shoot.	No clarification required.
5	Who will be providing the Theme Song.	End to end services will be delivered by the selected agency in respect of scope of work mentioned in RFP.
6	Jingle is to be made in single or multiple voices. Whether your office will be providing the content or has to be developed by the agency.	End to end services will be delivered by the selected agency in respect of scope of work mentioned in RFP.
7	Under head 4, 1. You need the designing cost for newspapers advertisements or cost of the advertisement in various newspapers. If cost is required we need the newspapers names and editions where the ads are to be released. 2. Bus Wrap Branding - You need the cost of designing or printing or wrapping 3. If the rental of the bus branding will be paid by the authority as rates for each state and destination in state are variable.	Only costs of designing of various branding elements are to be given.


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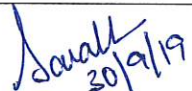
8	<p>Head 4</p> <ol style="list-style-type: none"> 1. You need the designing rates for booklets for 50 pages or cost of printing. If printing cost is required, we need the following specifications i.e., size, cover and inside paper, col or B/W 2. Translation cost cant be given without seeing the contents. It should be rate per word(translation, composition and proofing cost) 3. Brochures cost - per page cost . You need the designing cost or printing cost. 4. Translation cost for brochures cannot be given without seeing the content. Rate could be given 5. Flyers - What would be the size of flyers. You need the cost or designing charges 6. Flyers translation cost - It cannot be given without seeing the content. Rate could be given. 	Only costs of designing of various print branding elements are to be given.
9	<p>Head 6</p> <ol style="list-style-type: none"> 1. Photographs cost required for local event or outside Delhi event or shoot for making the film/flyer/brochure etc? 2. You need the hard copy of the photograph or soft copy 3. If hard copy - what would be the size of the photo and what would be quality of paper 4. Cost per event - In Delhi or outside. Estimated time of event required. How many photographers are required for each event. 	Cost to be given for specifications as per Scope of Work.

Name of Company: SPAN COMMUNICATIONS

S. No.	Query	Clarification
1	As per Page No: 15 Sr. No. 03 there is one note -The bidder shall provide necessary license from licensing authority for running the business at client's site. - What exactly document should submit along with technical bid.?	This document is not required. Necessary amendments are being published in corrigendum.
2	As per Page No. 38 - Section – IV (F) Letter of Authorisation for Attending Bid Opening Meeting - This document should be submitted with technical bid while submission of bid?	No, the person attending the meeting shall carry the document along at the time of Bid Opening.


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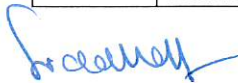
S. No.	Query	Clarification
3	As per Page No. 27 - Clause No. 2 - The Firm / Agency should registered functioning office in NCT of Delhi.- Registration No. and Certificates of establishment of Office/Shops in NCT of Delhi.- We are Partnership Firm registered under in Indian Partnership Act 1932. So can we submit Partnership Deed Registration copy for this point.	Any documentary proof establishing the presence of office in Delhi is acceptable.


Name of Company: Promodome Communications Pvt. Ltd.


S. No.	Query	Clarification
1	Whether we can submit MSME certificate in lieu of EMD.	In case, as per notification of Government of India, the bidder falls in the category of exemption of Bid Security, it should furnish the relevant notification along with required documents like valid Registration Certificate etc.
2	Total budget/year	No clarification required.
3	No of Agencies to be appointed.	Single Agency will be shortlisted.
4	Is solvency certificate from bank mandatory	Yes.
5	Evaluation Credentials page no.28, point 2, can we submit work orders in lieu of CA certificate in respect of payments received.	Work Orders supported with corresponding Successful Work Completion Certificates issued by client/receipt of payments certified by CA are acceptable.
6	Creatives have to be submitted along with the technical bid or later during presentation.	Only final presentation in PDF format to be uploaded along with bid documents. Physical creatives, if any, are to be presented before the panel during presentation.
7	Page 15, point 3, Bidder shall provide necessary license from licensing authority for running the business at clients site	This document is not required. Necessary amendments are being published in corrigendum.


Name of Company: Shemaroo Entertainment Limited

S. No.	Query	Clarification
1	Clause: The bidder shall provide necessary license from licensing authority for running the business at client's site. Query: As discussed in the Prebid, request you to please remove this clause.	This document is not required. Necessary amendments are being published in corrigendum.
2	Clause: The Firm / Agency should registered functioning office in NCT of Delhi.	Any documentary proof establishing the presence of office in Delhi is acceptable.


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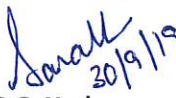
S. No.	Query	Clarification
	Query: Please allow us to submit Certificate of incorporation and GST for the compliance of this clause. As the GST has the mention of registered functioning office in Delhi.	
3	Clause: Technical Evaluation - Overall no. of Multimedia Projects of value more than INR 10 Lakhs each in last five years Query: Please clarify scope of work considered under Multi Media as REFERENCE: www.mib.gov.in (Ministry of information and broadcasting)(DAVP) multimedia projects have been defined as example: documentary videos, audio video, Photo album etc. We at Shemaroo have been servicing-promoting Govt/PSU/Private sectors and have catered to all requirements requested by SAI under multimedia tender but the PO/LA for such projects have been considered under social media by all government and private bodies therefore it is mandatory to receive clarity of work considered under multi media by SAI. Which will further help us in documentation.	All the elements in Scope of Work are being considered as Multimedia.
	Clause: Technical Evaluation - Overall no. of Multimedia Projects of value more than INR 10 Lakhs each in last five years Query: We at Shemaroo has produced and promoted multiple big budget movies such as Omkara, Ishqiya, Dedh Ishqiya, through various multimedia tools as mentioned in the scope of work in the RFP, will Sport authority of India consider work done for our same projects if we present relevant proof (censor certificates) for the same?	CA certification of payments received in lieu of the work done by Agency in Multimedia will be considered.

Name of Company: Crayons Advertising

S. No.	Query	Clarification
1	Please consider MSME/NSIC Certificate for EMD exemption.	In case, as per notification of Government of India, the bidder falls in the category of exemption of Bid Security, it should furnish the relevant notification along


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S. No.	Query	Clarification
		with required documents like valid Registration Certificate etc.
2	Do we have to deploy onsite team for this project?	Only on need basis.
3	Do we need to submit complete Presentation along with documents at the time of Bid Submission.	Only final presentation in PDF format to be uploaded along with bid documents. Physical creatives, if any, are to be presented before the panel during presentation.


Name of Company: Expressions Ad Agency Pvt. Ltd.

S. No.	Query	Clarification
1	In place of EMD can we submit MSME?	In case, as per notification of Government of India, the bidder falls in the category of exemption of Bid Security, it should furnish the relevant notification along with required documents like valid Registration Certificate etc.

GENERAL QUERIES IN PRE-BID MEETING

S. No.	Query	Reply
1	If all the agencies empanelled with DAVP are eligible to participate in the RFP?	Only those agencies can participate who are empanelled with DAVP under Multimedia Head are eligible to participate in this Bid. Suitable corrigendum is being issued in this regard.
2	Which documents other than stated in RFP can be produced towards proof of establishment of Office in Delhi?	Any documentary proof establishing the presence of office in Delhi is acceptable.
3	If presentation is to be submitted in the Technical Bid Documents?	Only final presentation in PDF format to be uploaded along with bid documents. Physical creatives, if any, are to be presented before the panel during presentation.
4	Section III (B), Technical Evaluation Criteria 2 (Documents to be submitted): Are there any other documents which can suffice the requirements?	Work Orders supported with corresponding Successful Work Completion Certificates issued by client/receipt of payments certified by CA are acceptable.

The committee recommended to publish the above clarifications to the prospective bidders. Also, a corrigendum as per following may also be issued.



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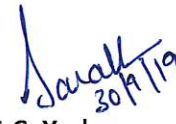
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S. No.	Bidding Document Reference(s) (Section No.)	Existing Clause	Amended Clause
1	Section II (A), Clause 13: Note (3)	The bidder shall provide necessary license from licensing authority for running the business at client's site.	Deleted.
2	Section III(A) Qualification Criteria Point No. 2 (Documentary Evidence)	Registration No. and Certificates of establishment of Office/Shops in NCT of Delhi.	Registration No. and Certificates of establishment of Office/Shops in NCT of Delhi or any other documentary proof establishing the presence of office in Delhi.

The meeting ended with a vote of thanks to the Chair.


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