

**Government of India
Ministry of Tourism
(Publicity Division)**

'RECORD OF DISCUSSIONS' OF PRE-BID MEETING HELD ON 17th MARCH, 2022 WITH RESPECT TO TENDER DOCUMENT NO.TP-7/24/2021 DATED 10.03.2022 REGARDING SELECTION OF DEDICATED CREATIVE AGENCY FOR THE MINISTRY OF TOURISM, GOVERNMENT OF INDIA.

A Pre-bid meeting was held on **17th March, 2022 at 1100 Hrs** in the Ministry of Tourism, Government of India, Transport Bhawan, 1stParliament Street, New Delhi to clarify queries regarding the **Tender Document NO. TP-7/24/2021 dated 10.03.2022** –issued by Ministry of Tourism for Selection of dedicated Creative Agency for the Ministry of Tourism, Government of India.

2. The meeting was attended by the representatives of the following agencies: -

- a) Ms. Navpreet Kaur(CSD) , **M/s L K Saatchi & Saatchi.**
- b) Ms. Manisha Singh(Principle Consultant), **M/s R K Swamy BBDO**
- c) Ms. Sweta Vasudev(Brand Strategy Director), **M/s R K Swamy BBDO**
- d) Mr. Amin Khan(CSD), **M/s Purple Focus**
- e) Ms. Shilpa Kumar(Vice President), **M/s Span Communications**
- f) Mr. Dip Sen Gupta(Chief Growth Officer), **M/s Creativeland Asia Pvt. Ltd.**
- g) Mr. Pawan Bhatt(Creative Partner), **M/s Creativeland Asia Pvt. Ltd.**
- h) Mr. Vishu Nair(Account Executive), **M/s Stark Communications Pvt. Ltd.**
- i) Mr. Sanjiv Harpalani(Director), **M/s Viacom 18 Media Pvt. Ltd.**
- j) Mr. Vikash Kumar, **M/s Vermillion Communications**

3. The following officers were present during the pre-bid meeting to clarify the queries raised by the agencies: -

- a. Shri Arun Srivastava , Deputy Director General (Publicity& Events)
- b. Smt Sudeshna Ramkumar, Assistant Director (Publicity)
- c. Shri Anoop Biswas, Tourist Information Officer(Publicity)
- d. Shri Ajeet Kumar Tyagi, Tourist Information Officer(Publicity)

4. The clauses of the Tender Document were reiterated to the representatives of the agencies. Agencies were advised to submit their bids and documents strictly in accordance with the Tender Document.The schedule of delivery and the penalty clause, as mentioned in the Tender document was highlighted.

5. Based on query raised, followings were reiterated and clarified as per the clauses mentioned in the RFP: -

(i) The bidding agency/production should have a cumulative turnover equivalent to Rs.30.00 (Thirty) Crore or above in the financial years 2018-19, 2019-20 and 2020-21 .A certificate from Chartered Accountant must be produced as documentary evidence and no other document would be accepted.

(ii) The bidding agency were clarified on that no advance payment would be made, as per Para **1.10.1 of the RFP.**

(iii) It was clarified that in lieu of Bid security, the agency has to submit a letter as per Annexure 3 of the RFP.

(iv) It was clarified that the successful agency / production house will execute a Performance Guarantee for **3%** of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the 'Pay and Accounts Officer, Ministry of Tourism' payable at New Delhi. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

(v) The bidding agency was also clarified regarding submission of creative materials in form of Audio Visuals/radio spot in a pen drive/hard drive, other materials such as Brochure/Logo to be submitted in print form.

6. It was conveyed that the deadline for submission of bids is **07th April, 2022 before 1500 hrs any** bids submitted after above mentioned time will not be accepted. The technical bids (for initial scrutinizing of documents) would be opened on the same day at **1600 hrs**. The bidders are expected to be present during the opening of the technical bids. The financial bids of the technically eligible bidders shall be opened by a Constituted Committee. The bidders who are technically qualified shall be asked to be present for opening of the financial bids, the date and time for which will be conveyed separately.
