

No 22201/DCID/RFP-MMA/2425
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi - 110003
19th Nov 2024

CORRIGENDUM

Subject: Corrigendum - RFP No 22201/DCID/RFP-MMA/2425 dated 1st Oct 2024 for Empanelment of Multimedia Agencies with Rate Card – regarding.

This is with reference to the RFP No 22201/DCID/RFP-MMA/2425 dated 1st Oct 2024 for Empanelment of Multimedia Agencies with Rate Card, wherein certain provisions have been amended.

2. The amended provisions have been enclosed as **Annexure – I** of this corrigendum advisory for the information of prospective bidders.

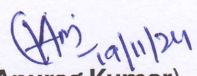
3. The following dates of the RFP have also been revised:

- i. Last date and time for submitting the Technical and Financial Bids: 2nd Dec 2024 at 1700 Hrs
- ii. Date of Opening of Technical Bids: To be announced via advisory on CBC website (<https://cbcindia.gov.in>)

4. The banking information needed to create Bank Guarantees is as under:

- **Account Name:** PAO (CBC)
- **Name of the Bank:** State Bank of India
- **Branch and Address:** Parliament Street branch, New Delhi (Main Branch), 11 Sansad Marg, New Delhi-110001.
- **11 Digit IFSC Code:** SBIN0000691
- **9 Digit MICR Code:** 110002087
- **Type of Account:** Other, Govt A/C
- **Account No:** 11084278569

5. All the bidders are requested to take the enclosed corrigendum into consideration while submitting their bids.


(K Anurag Kumar)

Assistant Director (AV-P)

के अनुराग कुमार / K Anurag Kumar
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना और प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

ANNEXURE – I

S. No	Relevant Clause in the RFP	Current Clause	Amended Provision
i.	Page 10, Para (1), S. No (i)	<p>The bidder should be one of the following registered entities:</p> <ol style="list-style-type: none"> i. A partnership firm registered under the Indian Partnership Act, of 1932 (or) ii. A Limited Liability Partnership registered under the Indian Limited Liability Partnership Act, 2008, (or) iii. A company registered under the Indian Companies Act, 1956/2013 iv. Proprietorship Firms registered under relevant law v. Societies Registered under relevant law <p>Note: Consortiums/Joint Ventures will not be allowed.</p>	<p>The bidder should be one of the following registered entities:</p> <ol style="list-style-type: none"> i. A partnership firm registered under the Indian Partnership Act, of 1932 (or) ii. A Limited Liability Partnership registered under the Indian Limited Liability Partnership Act, 2008, (or) iii. A company registered under the Indian Companies Act, 1956/2013 iv. Proprietorship Firms registered under relevant law v. Societies Registered under relevant law <p>Note: Consortiums/Joint Ventures formed on or before 1st Oct 2024 shall be allowed.</p>
ii.	Page 10, Para (1), S. No (i) “Documentary Evidence Column”	<ul style="list-style-type: none"> • Certificates of Incorporation & Registration Certificates. • Copy of MOA, AOA, Partnership deed etc. • Registration Certificate of Proprietorship firm • Certificate of Society Registration 	<ul style="list-style-type: none"> • Certificates of Incorporation & Registration Certificates. • Copy of MOA, AOA, Partnership deed etc. • Registration Certificate of Proprietorship firm • Certificate of Society Registration • In case applying as a Joint Venture (JV), the agency must submit the documents of the Joint Venture viz., Applicable Registration Certificate (company/LLP/Society etc), PAN Card, GST Certificate etc. must be in the name of JV

iii.	Page 10, Para (1), S. No (iii)	<p>Turnover:</p> <p>i. At least ₹ 50 Cr of Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, 2018-19. Provided that, for MSMEs, it shall be at least ₹ 30 Cr of Average Turnover in any 3 FYs out of preceding 6 FYs (and)</p> <p>ii. Average Revenue of at least ₹ 10 Crore from non-media buying sources (creative/production revenue) in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, and 2018-19] – is applicable to all applicants.</p>	<p>Turnover:</p> <p>i. At least ₹ 50 Cr of Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, 2018-19. Provided that, for MSMEs, it shall be at least ₹ 20 Cr of Average Turnover in any 3 FYs out of preceding 6 FYs. (and)</p> <p>ii. Average Revenue of at least ₹ 10 Crore from non-media buying sources (creative/production revenue) in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, and 2018-19] – is applicable to all applicants.</p>
iv.	Page 12, Para 2(a), S No (iii)	<p>Turnover:</p> <p>₹ 5 Cr Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, 2018-19</p>	<p>Turnover:</p> <p>₹ 3 Cr Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20, 2018-19</p>
v.	Page 29, S. No (i) of Evaluation Criteria Table	<p>Evaluation Based on Turnover and Experience</p> <p>Turnover:</p> <p>Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20 and 2018-19:</p> <p><u>Executive Panel:</u></p> <p>i. Rs.50 Crore to 75 Crore – 7 Marks</p>	<p>Evaluation Based on Turnover and Experience</p> <p>Turnover:</p> <p>Average Turnover in any 3 FYs out of preceding 6 FYs viz., 2023-24, 2022-23, 2021-22, 2020-21, 2019-20 and 2018-19:</p> <p><u>Executive Panel:</u></p> <p>i. Rs.50 Crore to 75 Crore – 7 Marks</p>

		<ul style="list-style-type: none"> ii. More than Rs.75 Crore and up to 100 Crore – 9 Marks iii. More than Rs.100 Crores – 10 Marks <p><u>For MSME’s applying for Executive Panel:</u></p> <ul style="list-style-type: none"> i. Rs.30 Crore to 50 Crore – 7 Marks ii. More than Rs.50 Crore and up to 75 Crore – 9 Marks iii. More than Rs.75 Crores – 10 Marks <p><u>Base Panel:</u></p> <p><u>For agencies other than Startups:</u></p> <ul style="list-style-type: none"> i. Rs.5 Crore to 10 Crore – 7 Marks ii. More than Rs.10 Crore and up to 15 Crore – 9 Marks iii. More than Rs.15 Crores – 10 Marks <p><u>For Startups:</u></p> <ul style="list-style-type: none"> i. Up to Rs 1 Crore – 7 Marks ii. More than Rs.1 Crore and up to Rs 2 Crore – 9 Marks iii. More than Rs. 2 Crores – 10 Marks 	<ul style="list-style-type: none"> ii. More than Rs.75 Crore and up to 100 Crore – 9 Marks iii. More than Rs.100 Crores – 10 Marks <p><u>For MSME’s applying for Executive Panel:</u></p> <ul style="list-style-type: none"> i. Rs.20 Crore to 50 Crore – 7 Marks ii. More than Rs.50 Crore and up to 75 Crore – 9 Marks iii. More than Rs.75 Crores – 10 Marks <p><u>Base Panel:</u></p> <p><u>For agencies other than Startups:</u></p> <ul style="list-style-type: none"> i. Rs.3 Crore to 7 Crore – 7 Marks ii. More than Rs.10 Crore and up to 15 Crore – 9 Marks iii. More than Rs.15 Crores – 10 Marks <p><u>For Startups:</u></p> <ul style="list-style-type: none"> i. Up to Rs 1 Crore – 7 Marks ii. More than Rs.1 Crore and up to Rs 2 Crore – 9 Marks iii. More than Rs. 2 Crores – 10 Marks
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vi.	Page 5, Para (1)(a)	Last date and time for submitting the Technical and Financial Bids: 21 st Nov 2024 till 1700 Hrs as per format given in the online application form (Technical Bid) and applicable Annexure - I or Annexure - II (Financial Bid).	Last date and time for submitting the Technical and Financial Bids: 2 nd Dec 2024 till 1700 Hrs as per format given in the online application form (Technical Bid) and applicable Annexure - I or Annexure - II (Financial Bid).
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