

Response to Query for the Expression of Interest (Eoi) from Reputed Media Agencies for Empanelment of Media Management Agencies in Uttar Pradesh State Industrial Development Corporation (UPSIDC)

| Sl No | Query                                                                                                                                                                            | Reply/Clarification                                                                                                                                                            |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Companies registered with MSME and National Small Industries Corporation Limited provides for an exemption to file Earnest Money Deposit while bidding for government contracts. | There is no EMD applicable for this empanelment. Only processing fee of Rs 10,000/- needs to be submitted.                                                                     |
| 2     | As the tender is of Media agencies, hence requirement of 10 events with Govt of UP should not be there, instead, 10 display campaigns can be asked                               | Page No. 5 section 4(b) may be read as "Preference shall be given to those having experience in organizing at least 10 media (any) campaigns with Government of Uttar Pradesh" |
| 3     | Spiral can be done as hard bound or not                                                                                                                                          | The proposal should be Spiral/ hard bound (index and page number mandatory)                                                                                                    |
| 4     | In annexure IV, in details of project , only Print media and Electronic media projects to be added                                                                               | Projects wherein experience has been claimed needs to be submitted in this format.                                                                                             |
| 5     | On page 5, sno. 7, Event management process should be placed by Media agency process                                                                                             | Yes, Page No. 5 section. 7 would be read as "Selection Process of Event Management Agency Subsequent to Empanelment"                                                           |
| 6     | i Annex 1, sno. 4- in this there is no provision to quote for any work, so this point is not understood.                                                                         | Annexure 1, S No. 4 "We are quoting for all the services mentioned in the tender" stands deleted                                                                               |