

Respose to Pre-bid Queries
Indian Highways Management Company Limited
RFP for Selection of Creative Agency for IHMCL Published on dated 27.02.2019
Ref. No. IHMCL/Misc/Creative Agency/2019

The following responses to pre-bid queries are hereby issued against RFP for Selection of Creative Agency for IHMCL, Published on dated 27.02.2019:

S. No.	Page no. of RFP	RFP Clause	RFP Reference	Clarifications/Suggestions by Bidders	Clarifications
1	-	-	-	Regarding the EMD Rs. 25,00,000/- and Tender document fee Rs. 10,000/- we have MSME registration certificate (that is exemption for EMD and Tender document fee), can we submit the same against EMD and Tender document fee?	As per RFP
2	-	-	-	Regarding the EMD Rs. 25,00,000/- and Tender document fee Rs. 10,000/- we have MSME registration certificate (that is exemption for EMD and Tender document fee), can we submit the same against EMD and Tender document fee?	As per RFP
3	4	-	-	Is EMD exempted for the agencies having MSME/NSIC registration. If not,	As per RFP
4	4	-	-	EMD of INR 25 Lakhs appear too high if the total estimated work is of the value of INR 1.50 Cr. Generally EMD is 10% of the estimated work value	As per RFP
5	4	-	-	Post pre-bid discussion it has come out that there would be 3 agencies that would be hired. So basically, the RFP has transformed into an empanelment of agencies from single professional agency. Keeping this also in mind, EMD value of INR 25 Lakh appears to be on quite higher side. It needs to be reduced considerably.	As per RFP
6	4	-	-	Request you to consider this request of exempting MSME registered agencies from EMD or lowering the EMD value.	As per RFP
7	11	4.1 (ii)	Bidder should have handled at least one creative account in any field of over 2 crores	Any client with whom we have done business of 2 cr in one financial year, that certificate is to be enclosed	As per RFP
8	4	Part -1	Tender fee 10,000 and EMD 25 lakhs to be paid	As per Govt guidelines all autonomous bodies under Central govt directly or indirectly have to allow MSME regd firms from exemption from depositing Fee or EMD	As per RFP
9	48	Financial Bid item 12 to 16	Miscellaneous works	Without the details of Miscellaneous works (elaboration) how the rates can be quotes.	As per RFP

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10	-	-	Item 12 – Adaptation and replication of creative-	Item 12 – Adaptation and replication of creative- which one Print, Social Media, Outdoor etc, translations to be included or not, all have different rates,	As per RFP
11	-	-	Item 13 – Strategic inputs for campaigns	Item 13 – Strategic inputs for campaigns ? to be elaborated about total works expected	Refer Corrigendum-1
12	-	-	Item 14- Maintaining inventory	Preparing and maintain of inventory of TVC, Films- - elaboration required	Refer Corrigendum-1
13	-	-	Item 15- User Interface of mobile app/ web	Item 15- User Interface of mobile app/ web- elaboration of work required- only creatives and rate for each creative to be quoted	As per RFP
14	-	-	Item 16- Promotional material –	Item 16- Promotional material – one page design or full bok design- , complete brochure or just leaflet- all can not be given one rate as , work quantum is totally different	As per RFP