

PRE-BID MEETING HELD ON 22.07.2021 TO TAKE UP THE QUERIES FROM THE POTENTIAL BIDDERS ON RFP FOR ENGAGEMENT OF ADVERTISING AGENCY FOR LIC IPO

S. No	Queries	Clarification from DIPAM
1.	<p>Under Eligibility criteria Para no. 7:</p> <p>(i). The agency should have requisite qualifications as prescribed for being empanelled as Category A as per DAVP guidelines which are as under:</p> <p>(a) Agencies with the turnover of Rs. 100 crore and above in the past three (3) years.</p> <p>We seek a clarification, whether 100 cr. turnover is required for any one of the past three year?</p> <p>(b). Also, the audited balance sheet for the FY 20-21 is under process and may be finalized by end of September. Can we submit the details for last 3 years i.e. FY 2017-18, 2018-19, 2019-20.</p>	<p>1.(a). Keeping in mind the COVID Pandemic, Rs. 100Cr turnover is required for at least 2 out of 3 years.</p> <p>1.(b). Yes, the details for last 3 years i.e. FY 2017-18, 2018-19, 2019-20 can be submitted.</p>
2.	<p>Page 2 , para 1.5 of the RFP</p> <p>(a). There is a mention of EMD requirement, however no details of EMD are mentioned in RFP. In all earlier RFPs by DIPAM, there was no requirement of EMD. Request your clarification of the</p>	<p>(a). There is no EMD requirement. EMD mentioned in para 1.5 is under standard guidelines from CPP Portal for bid submission, which does not apply to the present case.</p>

	<p>requirement of EMD. In case there is a requirement, then will MSME companies be exempt from such requirement. Request your clarification.</p>	
<p>3.</p>	<p>Under Media plan-Annexure A4 (Television Plan) D4 and Annexure A4 (Television Plan) C3</p> <p>(a). News 9 is mentioned as one of the channels to be quoted, however the channel is no longer being aired, it has shifted to online space. Therefore, we cannot quote for the same. Request your instructions on News9</p>	<p>(a). Since channel News 9 is no longer being aired, it may be ignored while submitting the bid. Alternative would be discussed at the time of finalizing media plan with the selected bidder.</p>
<p>4.</p>	<p>(i). How much is the EMD amount? It's not clear in the RFP, will there be further BG required at the time of execution.</p> <p>(ii). Cost is split between 3 entities DIPAM, LIC, BRLM. Will the release happen from single entity or all 3, and from which location, Delhi, or Mumbai? We will accordingly take rates and coordinate with media?</p> <p>(iii). Is consortium of companies allowed to apply? Is the leading company needs to have Minimum 100 cr billing.</p>	<p>(i). There is no requirement for EMD or bank guarantee.</p> <p>(ii). Release of Ad would be normally through LIC. Location would be Mumbai.</p> <p>(iii). Yes, consortium of two companies can apply. One company can be designated as the Lead agency who would bid on behalf of the consortium. The Lead agency would be jointly and severally responsible for execution in addition to the responsibilities of the consortium partner. The Lead company would need to fulfill the modified turnover</p>

	<p>(iv). Is there any penalty clause for not meeting the committed rates in the plan? Will an agency be giving flexibility to change channel, program and rates keeping the overall cost and deliveries the same?</p> <p>(v). Since there is a DAVP filter, also the ministry of finance is involved will the release be at DAVP or commercial rates?</p> <p>(vi). No payment if telecast outside the time band.90% execution mandatory in each channel, else no payment for that channel. What if there is some breaking news and some of</p>	<p>criteria specified in S. No. 1(a) above, while the consortium as a whole should be able to fulfill the overall eligibility criteria, as outlined in clause 7 of the RFP. The bills would need to be raised by the Lead agency and payment would also be made to it.</p> <p>(iv). In case committed rate in the media plan are not met, payment shall be made as per the actuals if the rates are less. However, if the rates quoted are higher than the committed once, no extra amount shall be paid.</p> <p>(v). No, the rates approved during the selection of Advertising Agency will be final.</p> <p>(vi). In case some of the news channels do not carry the ad, the criteria of no payment for that channel would be made if execution is less than 90%.</p> <p>(vii). As mentioned in the RFP bids will be valid till entire exercise is completed.</p>
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<p>the news channels do not carry the ad?</p> <p>(vii). Bid submitted will be valid till entire exercise is completed. Start and end date is needed as we are stepping into festival period from August, media rates may fluctuate.</p> <p>(viii). Is there any role for LIC's empanelled ad agencies in the IPO?</p> <p>(ix). There is no mention of compensation for virtual press conferences or brokers and analyst virtual conference in the context of a possibility of an impending third or fourth wave of COVID-19?</p> <p>(x). Is there additional payment for branding collaterals at venues in case physical domestic retail roadshow conferences are held in certain cities?</p>	<p>(viii). No, the empanelled ad agencies of LIC have no role to play in IPO.</p> <p>(ix). As virtual press conferences are cost effective as compared to physical roadshows, there is no question of compensation.</p> <p>(x). No. It is inclusive in the fee.</p>
<p>5. Can two separate companies form a consortium and bid as a joint applicant for the engagement as an agency together, provided they jointly fulfil all the requisite criteria for eligibility? The services, however, will be offered through a single</p>	<p>Please refer to the response in S. No. 4(iii) above.</p>

	window.	
6.	In Annexure D3 and C2 Economic time only English editions are there as Gujarati and Hindi has been discontinued. In Annexure D4 and C3 Channel News9 has been closed. Please clarify.	Regarding discontinuation of Gujarati and Hindi version of Economic Times and closing of channel News9 can be discussed during finalization of media plan for alternatives, with the selected bidder.
7.	<p>i. Para 7, point D of RFP – Eligibility</p> <p>The agency should have been organized/facilitated interviews, panel discussion on the business news channels in the context of transaction involving capital market (at least 5 in the past there years).</p> <p>Kindly let us know if self certified letter can be submitted</p> <p>ii. Para 7, point E of RFP – Eligibility</p> <p>The agency should have organized press, analyst, broker conferences in at least 5 occasion in the past 3 years.</p> <p>Kindly let us know if self certified letter can be submitted</p> <p>iii. Para 8, (iii)</p> <p>Capability of organizing the press, analyst, broker</p>	<p>i. & (ii). It is clarified that the bidders are required to submit the IPOs alongwith panelist's names, for which they have organized/ facilitated interviews, panel discussion, press, analyst, broker conferences etc. Self certified letter can be submitted.</p> <p>(iii) It is to be certified that you have organized the press, analyst, broker conferences in the past. In the present pandemic scenario if physical roadshows are not possible, you need to suggest the alternative ways to do them.</p>

<p>conferences during the domestic road show and the press conference (20/100)</p> <p>Kindly elaborate what is required.</p> <p>iv. Annexure A4</p> <p>News9 channel does not function any more. Kindly suggest on the replacement</p>	<p>(iv) This will be discussed with the selected Ad agency at the time of finalizing media plan.</p>
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