

## Pre-bid meeting for NISM's Request for Proposal (Tender No. NCFE-02/2018)

### Minutes

The pre-bid meeting for NISM's Request for Proposal (RFP) from Creative Agencies for NCFE - Financial Literacy and Awareness Campaign was held on 18 May 2018 (Friday) at NISM Bhavan, Navi Mumbai.

The agenda of the pre-bid meeting was:

- To take the participating agencies through the RFP document.
- To clarify issues and doubts, if any.

The following are the points that emerged from the meeting:

1. Scope of Work (Section VI of the RFP, Tender No. NCFE-02/2018, Pages 5)

*Creation of tapes as per the broadcasting purpose.*

It was discussed and agreed by all participating agencies that .mp4 or .mov format can be used for broadcasting purpose and therefore, no need to provide release tapes apart from the master tapes.

2. Minimum Qualification Criteria (Section XI of the RFP, Tender No. NCFE-02/2018, Pages 8-9)

*Agency should have been in existence in India since April 1, 2013 and should have office in Mumbai (point 3).*

The above now stands revised as:

Agency should have been in existence in India since April 1, 2014 and should have office in Mumbai.

*Agency should not be earning more than 50% of its total income from top three clients during FY 2016-17 (point 4).*

As agreed during the pre-bid meeting, most of the creative agencies work on the basis of trust and long term relationship, usually they prefer to work with the same clients for a longer period of time. Hence, a bulk of the revenue comes from the top regular clients. In consideration of this, the above point will not be treated as a necessary condition during bid evaluation. So agencies are not required to enclose the corresponding document.

3. Technical Bid (Section XIII of the RFP, Tender No. NCFE-02/2018, Pages 9)

*Creative concept for the campaign as a whole which would interlink all the messages in the 3 topics as brief given in ANNEXURE – D*

The above now stands revised as:

Creative concept for the campaign as a whole which would interlink all the messages in the topics as brief given in ANNEXURE – D

4. Henceforth, this entire document is to be considered as an amendment to the RFP (Tender No. NCFE-02/2018). This is being issued by NISM to the creative agencies for the purpose of submitting their proposals for NCFE - Financial Literacy and Awareness Campaign.

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