

PRE BID CLARIFICATION

Date: 03.12.205

REQUEST FOR PROPOSALS REF NO: EXIM/RFP/2025-26/03 FOR EMPANELMENT OF ADVERTISING AGENCIES, EVENT MANAGEMENT AGENCIES, AND AUDIO-VIDEO PRODUCTION AGENCIES

Reference is invited to the captioned RFP issued on November 26, 2025, and the pre-bid meeting held on December 02, 2025. This corrigendum is being issued to provide clarifications on the queries raised by the bidders during the pre-bid meeting. The clarifications are as under:

Sr.No.	RFP Page and Clause No	Bidders' Query	The Bank's Response
1.	Page 39; Point No. 2	Please confirm whether there is any exemption or relaxation in the minimum average annual turnover requirement for bidders registered as MSMEs.	Bidders may refer to page no. 5 of the RFP document.
2.	Page No. 42; Point No. 6	Please clarify the process and documentation required for a bidder to validate its reputation in the industry and demonstrate experienced management in the field.	<p>To validate the bidder's reputation and management experience, the following documents are required:</p> <ol style="list-style-type: none">Industry Awards: Photocopies of the proof of industry awards won by the bidder or the bidder's client for which the bidder has created a video film should be submitted. These awards serve as evidence of the bidder's recognition and credibility within the industry.Management Credentials: Curriculum Vitae (CV) of two top officials from the creative team, who will be assigned to manage the Bank's account, should be provided. The CVs must highlight their professional

			qualifications, relevant experience, and key achievements in the field to demonstrate the bidder's capability and expertise.
3.	Page 40; Point No. 8	Please clarify whether the requirement of having a minimum of two clients in the BFSI sector refers exclusively to government-owned entities or if private sector organisations in BFSI will also be considered for meeting this criterion.	Private sector entities in the Banking, Financial Services, and Insurance (BFSI) domain will also be considered for meeting this criterion.
4.	Page 10; Point No. 10	The RFP mentions 'Assessment of CVs of key 2 personnel to be deployed for Exim Bank.' Kindly clarify the meaning of 'deployment' in this context- does it refer to full-time on-site engagement, part-time support, or availability on a need basis?	The term 'deployment' refers to the two top personnel proposed to be assigned for managing Exim Bank's account and handling services under the scope of work defined in the RFP and does not necessarily mean on-site deployment at the Bank's office premises.
5.		The RFP is for empanelment for three different categories- Advertising Agencies, Event Management Agencies, and Audio-Video Production Agencies. Please clarify whether separate bids need to be submitted for each category.	Bidders are required to submit separate bids for each category they wish to participate in.