

**Reg: Pre-Bid Queries/Clarifications for RfE Ref No : IFCI/CCD/RfE/1/2024-25  
for Empanelment of Advertising Agencies (AA) dated 16th Jan 2025**

The clarifications to the queries received till 21/01/2025, 5 PM are as under:-

S . N o .	Section / Page No.	Specific Condition	RfE	Clarification Requested	Clarification.
1	6.1/ Page 12	Application forms can be downloaded from IFCI website www.ifcilttd.com. Eligible vendors may submit their applications by Courier/Speed Post/By Hand addressed to General Manager, Corporate Communications Department, 12 Floor, IFCI Limited, IFCI Tower, 61 Nehru Place, New Delhi – 110019 on or before 1600 hrs of 3rd February 2025. Applications shall be opened 4th February, 2025.		Why in the era of electronic bids this RfE has been invited in physical form.  Physical bids are subject to easy manipulation as the documents can be manipulated to be submitted or not submitted therefore the RfE should be invited through electronic media i.e. the response to RfE has to be submitted through electronic procurement portal only.	This is a request for empanelment of advertising agencies and bids have been invited in physical form as per current practice in case of empanelment.  Further the RfE was uploaded on the CPPP E Publishing platform for wider publicity.  The empanelment will be done as per norms stipulated in the RfE
2	Earnest Money Deposit EMD	EMD is not defined		Having no EMD brings no seriousness on table therefore EMD should be stipulated as per procurement norms of Govt of India  Please clarify IFCI Stand on EMD as in the absence of EMD it is difficult to judge the value of work that IFCI intends to give. The EMD seems to have been deliberately concealed so that eligibility criteria cannot be ascertained which is driven from estimate value of work. IFCI is requested to reveal value of work given to existing AA's in the last	IFCI has an allocated annual budget of Rs.1.25 Cr for publication of advertisements. The average expenditure over last 3 years was approx. Rs.75 lakh.

			three financial years to assess the value of work expected.	
3	Clause 2.10 / Page 6	The present RfE shall not be the only channel for empaneling the AAs. IFCI, depending on its requirement may empanel AAs to cover the geographical area or which may require expertise to undertake assignment which is not addressed by its panel of AAs.	By virtue of this clause the seriousness of IFCI towards AA's who would be taking the pain to participate in this RfE is reflected. Such clause has no significance in an RfE  Please delete this stipulation as the whole meaning and purpose of this RfE is defeated.	The empanelment will be done as per the process outlined in the RfE. The referred clause is a contingency clause kept as per practice to take care of assignments which cannot be addressed by the empanelled agencies.
4	5. ELIGIBILITY CRITERIA/ Page 9/ Clause 3	Requirement of minimum regular billing per year i.e., average billing for the past 3 financial years ending March 31, 2024 (FY 2021-22, 2022-23 & 2023-24) shall be Rs. 15.00 crore with a minimum regular billing of Rs.10.00 crore per year.	IFCI procurement is being governed by General Finance Rules issued by Department of Expenditure, Ministry of Finance, Govt of India, therefore it is incumbent on IFCI to follow the procurement guidelines as stipulated in Manual for Procurement of Consultancy & Other Services (Updated June, 2022) ( <a href="https://doe.gov.in/files/manuals_documents/Manual_for_Procurement_of_Consultancy_%26_Other_Services_Updated%20June%202022_1.pdf">https://doe.gov.in/files/manuals_documents/Manual_for_Procurement_of_Consultancy_%26_Other_Services_Updated%20June%202022_1.pdf</a> ) and as per Clause 9.15.2, "Qualifying criteria to be met by bidders to qualify for award of the Contract may be specified. Although the qualification criteria would depend on the type of service, its complexity and volume, but a sample qualifying criteria is given below: i) Financial Capability: Average Annual financial turnover of related services during the last three years, ending	The GFR norms are indicative in nature. One of the qualifying criteria indicated is financial capability. Based on this aspect as different entities follow different approaches for billing & turnover, therefore, to get clear picture of financial capability, two criteria have been prescribed.  Further advertising agencies work for multiple clients and their turnover is based on work done for all clients.  Due to the above the criteria of turnover as given in RfE is reasonable.

			<p>31st March of the previous financial year, should be at least 30% (thirty percent) of the estimated cost". In view of the above, the criteria stipulated in RFP in subject is violating the guideline as there is nothing called "regular billing" and "regular billing" each year.</p> <p>Therefore the clause should be summarily deleted.</p>	
5	5. ELIGIBILITY CRITERIA/ Page 9/ Clause 4	Requirement of minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2024 (FY 2021-22, 2022-23 & 2023-24) shall be Rs20.00 crore with a minimum turnover of Rs.15 crore per year.	<p>IFCI procurement is being governed by General Finance Rules issued by Department of Expenditure, Ministry of Finance, Govt of India, therefore it is incumbent on IFCI to follow the procurement guidelines as stipulated in Manual for Procurement of Consultancy &amp; Other Services (Updated June, 2022) (<a href="https://doe.gov.in/files/manuals_documents/Manual_for_Procurement_of_Consultancy_26_Other_Services_Updated_June_2022_1.pdf">https://doe.gov.in/files/manuals_documents/Manual_for_Procurement_of_Consultancy_26_Other_Services_Updated_June_2022_1.pdf</a>) and as per Clause 9.15.2, "Qualifying criteria to be met by bidders to qualify for award of the Contract may be specified. Although the qualification criteria would depend on the type of service, its complexity and volume, but a sample qualifying criteria is given below: i) Financial Capability: Average Annual financial turnover of related services during the last three years, ending 31st March of the previous</p>	<p>The GFR norms are indicative in nature. One of the qualifying criteria indicated is financial capability. Based on this aspect as different entities follow different approaches for billing &amp; turnover, therefore, to get clear picture of financial capability, two criteria have been prescribed.</p> <p>Further advertising agencies work for multiple clients and their turnover is based on work done for all clients.</p> <p>The minimum turnover criteria was added to empanel advertising agencies with consistent business operations.</p> <p>Due to the above the criteria of turnover as given in RfE is reasonable</p>

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			<p>financial year, should be at least 30% (thirty percent) of the estimated cost". In view of the above, the criteria stipulated in RFP in subject is violating the guideline as there is nothing called "minimum turnover from each year". The clause in the average for has been thoughtfully defined by Govt of India and IFCI is not required to twist the same to favor a particular bidder.</p> <p>Therefore the clause should only have minimum average annual turnover only and this clause should be summarily deleted.</p>	
6	Ann1(B) S No 20 pg 27	<p>Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2020 (FY 2017-18, 2018-19 &amp; 2019-20) shall be Rs.20.00 crore with a minimum turnover of Rs.15.00 crore per year. Attach copies of audited balance sheets for FY 2017-18, 2018-19 &amp; 201920</p>	<p>Kindly provide clarifications for the years for which Balance Sheet is required</p>	<p>As specified on pg 9, pt 4 this clause may be read as</p> <p>Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2024 (FY 2021-22, 2022-23 &amp; 2023-24) shall be Rs.20.00 crore with a minimum turnover of Rs.15.00 crore per year. Attach copies of audited balance sheets for FY 2021-22, 2022-23 &amp; 2023-24</p>
7	Ann1(C) Pg 29 Sr No 16	<p>Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2024 (FY 2021-22, 2022-23 &amp; 2023-24) shall be Rs.15.00 crore with a</p>		<p>As specified in Eligibility Criteria pg 9, pt 4 this clause may be read as</p> <p>Minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, 2024 (FY 2021-22, 2022-23 &amp; 2023-24) shall be Rs.20.00 crore with a</p>

		minimum turnover of Rs.20.00 crore per year.		minimum turnover of Rs.15.00 crore per year.
<b>8</b>	Point No 5 Eligibility Criteria S No 5,6,7,12	Attach copies of Award letters/other relevant proof Pt 5)  Attach relevant artifacts executed by the applicant	Point No 5 Eligibility Criteria S No 5,6,7,12 What we can attach in Arifacts (Work order or creative designs)	The documents to be submitted have been clearly mentioned against each serial number. Artifacts means creative designs etc

  
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