Our response on the queries raised on tender ref. no. 'Hiring of agency for developing various marketing products like video/ IN-SIDBI-151148-CS-CQS' are given below:

| SI. no | Query | | Response of SIDBI PEA |
|-----------|--|---|---|
| 1. | General query | As we understand, we do not need to submit either Technical or Financial proposal with the Eol. Are we correct? If not, kindly clarify. | Yes, at this stage you only need to submit your Expression of Interest. Only the shortlisted firm after this stage will be asked to submit the Technical and Financial proposal. |
| 2 | Queries on Scope of Services - Section 4 | SUB-SECTION A - Is the shorter video mentioned in sections A1 the same as the shorter video already mentioned in section A, or is it another shorter version? | Yes, the shorter version of the video is basically a compressed version of the video mentioned at 'A'. |
| 3. | | SUB-SECTION A - Are the citation videos mentioned in A2 are snippets edited from the section A, or are these separate videos requiring additional shootings? | These are supposed to be independent videos explaining the basic details of PRSF project along with details of specific sector. So, there may be a need for covering additional footages for these videos. |
| 4. | | SUB-SECTION B - Is it fully animation based video or a mix of animation (2D/3D) and footage? Do we need to undertake additional shootings? | It may be mix of animation and footages best suited for explaining the PRSF project in a better and impactful manner to the audience. However, additional shootings specific for this deliverable may not be required. |
| 5. | | SUB-SECTION C - Do we need to do still photography while shooting for the brochure? | Yes, still photographs covering the sub-projects are required to prepare the brochure. |
| 6. | Query on Reporting Requirements etc Section 7 | SUB-SECTION 7 - Is there a possibility of changes after submission of the pendrives? | The pen-drives are expected to be prepared only after final acceptance of the delivery. |
| 7. | | As I was going through the document, it just makes agencies having a turnover of more than 30 Lakhs eligible. Though we are a new company, we have extensive experience in | The qualification criteria's of the REol floated for the marketing and promotional products cannot be changed at this stage. All the Eols received will be evaluated based on uniform |
| | | the film making domain and have provided our services to eminent individuals and government/international organizations. | parameters |

| s regard, uld like to appeal to you ng an exemption on mum finand irement. |
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