



Small Industries Development Bank of India

Request for Proposal (RfP) for Selection of Agency for Re-branding of Thematic Hauz Khas Metro Station (Magenta Line – Line 8)

(RfP No. T002217148 dated 05/11/2020) -- Pre-bid dated 11/11/2020 – Corrigendum/Clarifications

Sr. No.	Page No.	Sec no.	Sr No.	RfP Clause	Agency Query	SIDBI Response	Any Change in RfP
Corrigendum							
1	18	7.2.3	2	Work order above Rs.50 lakh handled at state/national level in last 3years [Government/ National Industry Associations assignments to be considered] (One marks for each work order)	Need to amend the figure upto Rs.10 lakh.	No Change, As per RfP	Nil
2				Two projects handled in metro cities/Delhi/NCR having work order above Rs.50 lakh in last 3 years in metro cities. [Government/ National Industry Associations assignments to be considered] (Two marks for each work order)	Need to amend the figure upto Rs.10 lakh	No Change, As per RfP	Nil
3			3	Experience of the agency with DMRC/Indian Railways / Airports or branding of any building/PSU office in last 5 years or any other Metro rail corporation in the country in satisfactory execution of branding / advertising activities. (One marks for each work order)	Detailed explanation required (Point not very clear)	The agency to share copy(ies) of work order that they have worked with DMRC / Indian Railways / Airports or branding of any building/PSU office in last 5 years or any other Metro rail corporation in the country. The work order should be similar to assignment proposed under this RfP (TV/Radio/Print etc. may be considered)	Nil

4	19		8	Experience of Agency in the field of interior/exterior fabrications of big physical structure of work order above 1 crore.	What does the interior and exterior mean? Please explain.	Branding of any big physical structure (temporary / permanent) in any large size event.	Nil	
				No of project				Score
				Upto 1				5
				2-3				7
4 & above	10							
5	38	Annex III	--	The applicants must have undertaken and delivered successfully, at least 3 projects including branding of any physical infra having 1.5 Cr or 2 projects above 2.5 crore or one project of 5 cr in the field of fabrication/event branding / infrastructure services / etc for government / departments / PSU / Associations in last 3 financial years.	Please amend the figure to 15lakh, 20lakh and 30 lakh in the place of 1.5 cr, 2.5 cr and 5 cr.	No Change, As per RfP	Nil	
6	15	6.1.2	6.1.2	Dismantling of existing branding at Hauz Khas Metro Station.	The cost for the same needs to be quoted in the in the sheet cost sheet under sub section 6.1.4. The scope includes installing SIDBI design / creatives is as under. But there is no column provided for the same, please let us know how we should quote for the same.	Deleted. The removal of existing creative will not be the responsibility of selected agency under this RfP. The same shall be done by the existing agency maintaining the station.	Clause 6.1.2 at page 15 stands deleted.	
7	NA	NA	NA	As per the eligibility criteria /technical evaluation criteria only work order related to government, PSU or government bodies or organization for state or national events in last three is considered.	We would request if the same criteria can be extended to corporates or international level events in last 5 years.	No Change, As per RfP	Nil	
8	16	6.1.5	6.1.5	The periodical make over / change of advertisements shall be done as per the content approved by SIDBI.	What are expected number of changes in 2 years?	The clause to be read as -- The periodical make over shall be done as per the content approved by SIDBI.	Nil	

9	16	6.1.7	6.1.7	<p>The agency shall submit advertising plan / creative / concept in 3D drawing in soft & hard form for the station indicating type of media and its format, location of advertisement spaces, etc. for approval of SIDBI. All the advertising sites proposed by the agency in the plan shall be subject to approval by DMRC with regard to aesthetics, operational feasibility, safety & security concerns as well as specifications and type of materials used etc</p>	<p>Is the agency supposed to submit locations as per their understanding of the site or plan as per the existing branding</p>	<p>The agency shall have to carry out the branding as per the scope of work. However, the agency may submit any other suggestions as per their understandings. It is pertinent to mention that selection shall be based on techno-commercial basis only.</p>	<p>Nil</p>
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