

Clarification of queries raised by the bidders for the Pre Bid Meeting held on 05.08.2024 for the tender for providing Multimedia, Advertising and Creative Services at IMU-HQ

Tender Ref. No. IMU-HQ/R/70/17/3/2023-PUR dated 26.07.2024

SN	Query	Clarifications provided by the Committee
1	What is Impact Assessment Report –M/s. Enthrall Communications Private Limited, Chennai & M/s. Sophia Advertising Pvt Ltd, Saharanpur	Not mandatory for eligibility criteria however the bidders may submit the same as per format attached as Annexure - 1
2	Whether Micro, small and Medium enterprises bidders are exempted from submission of EMD - M/s. Enthrall Communications Private Limited, Chennai & M/s. Sunjeet Communications	Yes
3	Mode of submission of tender – M/s. Sophia Advertising Pvt Ltd, Saharanpur	The Committee informed that tender should be submitted offline at IMU-HQ through registered/speed post or courier or through special messenger as per para 2.2 & para 2.4 of the tender document.
4	Is it mandatory to provide URL link for social media campaign - M/s. Enthrall Communications Private Limited, Chennai	The committee confirmed that it is mandatory as it covers the part of technical evaluation and to ascertain the quality of creative and content of the campaign.
5	Request to add agency charges column for DAVP rates in price bid format placed as Annexure-E & E-1 – M/s. Sunjeet Communications, Mumbai	The committee considered the request of the bidder and came to conclusion to make price bid format comprehensible and hence a revised price bid format is placed as Annexure -E and Annexure E-1.

It is further informed that the last date for submission of Tender has been extended till 22.08.2024.


Deputy Registrar (Purchase) i/c

FORMAT FOR IMPACT ASSESSMENT REPORT

Impact Assessment Report by the client Tender No. IMU-HQ/R/70/17/03/2023 dated 26.07.2023		
Categories	Assessment Points (out of 10) *	Remarks
1. Newspaper Advertisement (Print)		
2. TV Broadcasting		
3. TV (Audio Video Creation)		
4. Radio (Creative-making)		
5. Radio Broadcasting		
6. Website (E-Newspapers)		
7. Outdoor Campaign		
8. Whatsapp Marketing (Creation & Dissemination of WhatsApp Messages)		
9. Social Media (Youtube Ads, Google Ads)		
10. Creative artwork (creatives for newspapers/pamphlets, etc)		

* The client should assess the service provider services in terms of impact created through the above categories in the grading of 1 to 10

Client Signature, Stamp with designation and date

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**Price Bid Declaration
(Price Bids must be kept in separate Sealed Cover)**

*[Price Bid must be submitted on the Letter Head of the Bidder and to be put in a separate sealed cover. If Price Bid is found enclosed in the same envelope as the Technical, **the complete bid will be rejected.**]*

Reference: Tender No IMU-HQ/R/70/17/03/2023-PUR dated 11.07.2024

From: Name & Address of the Bidder

To

**The Registrar,
Indian Maritime University,
East Coast Road,
Semmencherry,
Sholinganallur (PO),
Chennai – 600119.**

Dear Sir,

We hereby submit our Price Bid given below for the advertisements in Newspapers/ Television/ Radio/ Website on DAVP empaneled Newspapers or Channels or websites respectively, based on IMU's requirements; applicable on DAVP rates; which will be valid for a period of One year from the date of issue of Work Order, which can be extendable on satisfactory performance, one year at a time up to a maximum of 3 years, at the discounts/price quoted as **per Annexure – E 1.**

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Price Bid Format – Annexure – E 1

S. N.	MEDIA CATEGORY	Estimated cost of Release order	Discount Percentage (%) on DAVP rate	Discount Percentage (%) on Non-DAVP rates	Agency charges in Percentage (%) on DAVP rates	Agency charges in Percentage (%) on Non-DAVP rates	Net Amount
1	PRINT	1,10,00,000					
2	TV (Telecasting for 15000 FCT)	12,00,000					
3	TV (Audio Video creation upto 60 seconds)	3,50,000					
4	RADIO (Creative upto 30 seconds without composition of music)	10,000					
5	RADIO (Broadcasting for 3000 FCT)	5,00,000					
6	WEBSITE (E-Newspapers)	15,00,000					
7	OUTDOOR Campaign (Out of home advertising)	18,00,000					
8	*SOCIAL MEDIA (creation and Dissemination of 75000 WhatsApp messages) (Non DAVP)	40,000					

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9	*SOCIAL MEDIA (Youtube Ads/ Google Ads) (Non DAVP)	25,00,000					
10	OTHER CREATIVE (for creative of 625 sq. cm. size)	20,000					
11	OTHER CREATIVE (FOR ART WORK) UPTO 400 Sq. cm. size	3000					
	TOTAL COST	18923000					

*** For non DAVP categories as mentioned in sl. No. 8 and 9 bidders can quote agency charges if applicable / discount on gross invoice value of supplies. Bidder should write either discount (in %) or agency charges (in %) not both (applicable to both DAVP and Non- DAVP rates)**

Note :

- a) The estimated amount of release order is based on the total expenditure (ROUND OFF) incurred by IMU towards various heads of Media during previous and current financial years. This is tentative and may increase or decrease based on requirement of IMU
- b) Estimated cost is merely for arriving at the L-1 vendor.
- c) The estimated cost may vary depending on the requirement of User Section. IMU may publish advertisement against each head based on its requirements. The Service Provider cannot demand work against each head. The total cost also may vary & the sole discretion is of IMU in deciding the total order value.
- d) The Base Index Discount percentage for Newspaper advertisements will be 15% on the DAVP rate. The Service Provider may quote a discount over and above the discount provided by DAVP i.e. 15%, for newspaper advertisement.
- e) The discount percentage quoted against each head will remain same during the contract period or extension if any. IMU will issue release orders based on quoted discount percentage on davp rate.
- f) Bidders are required to quote discount on DAVP rates for sl. No. 1 to 7 & sl. No. 10 & 11.
- g) The estimated quantum given in the price bid is for the limited purpose of evaluation and may vary the proportion of different advertisements and in such scenario the rates of discounts quoted by the bidder given should remain firm.

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- h) Base rate for billing should not be more than the DAVP rate applicable on the date of release of advertisement.
- i) This Price Bid format has to be attached in the above given format, failing which the bid is liable to be rejected.
- j) For non DAVP categories as mentioned in sl. No. 8 and 9 bidders can quote agency charges if applicable
- k) The estimated quantum given in the price bid is for the limited purpose of evaluation and may vary the proportion of different advertisements and in such scenario the rates of discounts quoted by the bidder given should remain firm.

Signed by Authorised Signatory with date and seal of SP

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