

PREBID QUERIES			
	1. Most of the queries received up to 19.06.2023 (last day of receiving pre-bid queries as per RFP) pertained to relaxation in eligibility criteria. Response: Eligibility criteria is already reduced on counts of Turnover, Gross Income and annual turnover of clients taking into account adverse consitions due to COVID.		
	2. Other common query - Whether one Pre-Integrity Pact can be submitted if agency applies under multiple category ? Response: Yes		
	3. Other common query - Amount of Stamp Paper for Non-Disclosure Agreement? Response: Since, the Agreement shall be signed in Mumbai, Maharashtra - Rs. 100		
Sr no	Queries raised by	Queries	Response
1	Rupesh Patil, Ventures	Whether same 'Integrity Pact' will be acceptable if the same agency applies under multiple categories	Yes
2	Rupesh Patil, Ventures	Ref: Form A, Page 86, Sr. No. 25. Can the scope of work be given on the agency's letterhead?	Yes
3	Rupesh Patil, Ventures	What is the amount of stamp paper for non-disclosure agreement?	Since the agreement shall be signed in Mumbai, Maharashtra State Stamp law shall be applicable. According to this, Rs.100 stamp duty shall be applicable for agreement & Rs. 500 for Performance Bank Guarantee.
4	Concept Communications	Is a separate Demand Draft required to be submitted for each category to be applied?	Yes
5	Concept Communications	Are all the various stated certifications like AAA, IBF, INS, ASCI necessary or any of the stated 4 shall be acceptable?	All certifications are necessary
6	Concept Communications	Are the relaxations mentioned for SMEs & MSMEs also applicable to Micro-enterprises?	Relaxations will be as per government norms on this. EMD norms for Micro-Enterprises shall also be governed by the government norms.
7	Crayons	Will the tools for capturing & monitoring of the campaign data be provided by LIC of India for a digital agency or whether it has to be purchased? If purchased, whether the cost shall be reimbursed by LIC or whether the cost shall be shared between the agency & LIC?	The agency has to purchase the required tools. No cost shall be shared or reimbursed by LIC of India in regard to purchase of such tools.
8	Crayons	What is the clear nature of jobs associated with the microsite as well as overall website? Is it going to information based, or whether it will involve any images? Whether there will be a Lead generation System or not? If yes, whether the agency has to design the Lead Generation System or Data base Management creation also? The clear nature of jobs is not defined under RFP document and hence the costs in regard to the job aspects cannot be anticipated while applying for RFP.	All costs associated with the development of microsites are to be borne by the agency
9	Crayons	Define the staff strength. Can the contractual workers be counted as staff or not? What proof is to be given for staff strength?	PF statement, Attendance Register, screenshots of HR module showing staff strength, etc can be given. Contractual employees are not to be counted. It is already specified in the RFP document.

10	Crayons		Is it possible to submit EMD in the form of a Bank guarantee?	No
11	Sachin, Adfactors		Is relaxation on Turnover applicable to MSMEs?	Yes, 25% as stated in the RFP document.
12	Sachin, Adfactors		The year during Covid-19 lockdown was very unproductive. Due to this, many applicant agencies may not qualify if last 3 years is only considered. Can the financial documents be submitted for any 3 of the last 4 years?	Yes. Media applicants, average for 3 years. Creative agency, each year.
13	Crayons		Reference page 15 of RFP document, 'Appointed with PSU clients' & 'Appointed with BFSI clients'. Does this necessarily have to be from amongst existing clients or past association will also be accepted?	Only from current clients
14	Crayons		Under submission of proof for 'Appointed with PSU clients' & 'Appointed with BFSI clients', due to Non Disclosure Agreement, the agencies cannot submit the actual agreements. Can other proofs like appointment letter, etc be accepted?	You may submit other proofs.
15	Deepak Irap, R K Swamy		There are 2 stages of online reverse auction. First it shall be done for technical bid followed by Commercial Bid. Can you please justify the rationale behind 2 stage reverse auction?	The said procedure has been laid down in the 'Central Procurement Portal (CPP)' manual. LIC being a public sector entity shall be following the same procedure. We have further examined with the Consultancy Evaluation Committee and Reverse Auction will be done.
16	Karan Khanna, R K Swamy		The 0.95% commission is specified under Form B3 on Page 84 of RFP document which pertains to Media Agency Commission. However, the same is not specified under Digital/Creative agencies.	Form B3 does not specify any percentage of commission.
17	Mudra		Under the Scope of Work, can you please confirm if the empanelled 'Digital agency' is going to be exclusively be doing the 'Digital Campaigns' or whether the empanelled agencies under Creative & Media can also undertake the 'Digital Campaigns'?	Only empanelled Digital agency shall be executing the digital campaigns
18			What documents to be submitted for unlisted entity as a proof for Annual Turnover?	For listed companies, 'Balance Sheet' and Profit & Loss Statements. For unlisted companies, Annual Reportss, returns filed with the registrar of companies
19	Mudra		Define Gross Income?	Revenue earned plus Investment Income less cost of sales of goods and services.
				Gross Income as per the filed tax returns.

20	Dentsu		Can LIC of India be asked to sign an indemnification clause in regard to the agency being sued by a third party owing to legal infringements or other such scenarios?	Will examine from our Legal Department.
21	Prasad, Motivators		Define Consortium?	The definition of 'Consortium' is the same as what is mentioned under various dictionaries.
22	Adfactors		Can accreditations/ratings of a sister concern agency be claimed by the applicant agency, considering that it is a norm across the industry?	No

Date - 30.06.2023