

PREBID QUERIES

Sr no	Queries raised by	Query	Revised Response
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?	Eligibility Criteria for Media Agency - Turn Over minimum Rs. 200 Crore during the latest FY 2021-22 and average of minimum Rs. 200 Crore during the last 3 Financial Years i.e. 2019-20, 2020-21 & 2021-22 as per the audited balance Sheets. Eligibility Criteria of Gross Income under all 3 categories - Creative Agency not less than Rs. 20 Crore, Media Agency not less than Rs. 10 Crore & Digital Agency not less than Rs. 2 Crore, in each of the last three financial years i.e. 2019-20, 2020-21 & 2021-22 Financial documents will be considered as per RFP