



Corporate Communications- Central Office, 'Yogakshema', Jeevan Bima Marg,
Mumbai – 400021

Ref. CC/Empanelment-2016

Date : 17.10.2016

**Queries raised by Agencies during
PRE-EOI MEETING FOR EMPANELMENT OF
MEDIA and DIGITAL Advertising Agencies and through email**

Q1) We are unable to submit the BARC and ADEX Certificates for Membership as the same are not provided by these institutes?

Ans) If no membership number is provided please submit proof of subscription to the above mentioned institutions.

Q2) Would the participation involve a pitch with creative references etc or only the company credentials?

Ans) Kindly submit the documents and enclosures as per the EOI document.

Q3) For the 24/7 service, which kinds of resources would need to be deployed?

Ans) Please submit information as per item c) on page 20.

Q4) By when we have to submit the document?

Ans) Kindly refer the EOI document for details.

Q5) On page 8 of the EOI document, you have mentioned a scope of work in detail. However, there is no other place on the document wherein you have mentioned that this scope needs to be demonstrated in the responses submitted. Is there no strategic approach, creative demonstration required in this submission? Will the same be applicable only once the RFP process begins?

Ans) For the EOI process kindly submit documents and enclosures as per the EOI document.

Q6) We had a small query on page no. 10 about Eligibility Criteria The Gross Income you have mentioned in Sr. No. 4 is that Total Business during each of the last three accounting years or profit made by my company during that period?

Ans) Kindly refer the Definitions section for 'Gross Income' criteria on page 5 of the EOI document.

Q7) Is Consortium allowed?

Ans) Please refer EOI document

Q8) This is regarding the Empanelment of media and digital advertising agencies, to meet few eligibility criteria can we do consortium with our sister concern company called Adfactors PR Pvt. Ltd.

Ans) Please refer EOI document

Q9) Consortium of Companies

The ask in the EOI is for a single agency (single P&L) to handle both media and creative duties of LIC. We would want to bring to your attention that most of the leading agencies in India handles Client's consolidate Media and Creative mandate under different P&L , while both companies belong to the same network company. Hence request you to add/amend clauses allowing to form Consortium of companies. For eg:

Company ABC is a Media planning, buying and releasing agency

Company PQR is a Creative agency

Both companies ABC and PQR are part of same network group XYZ

So the consortium of company ABC and PQR is to be allowed.

This will help leading agencies to apply for the empanelment which eventually will give LIC larger bandwidth in filtration, evaluation and selecting best agencies of India.

Ans) Please refer EOI document

Q10) As per CVC guidelines asking for High Turnover and High Profit makes difficult to medium advertising agencies to get empanelled with LIC. You are kindly requested to look into the same. The CVC guidelines says by asking high turnover & high profit you are depriving small and medium agencies a chance to grow and promoting the bigger and foreign affiliated agencies. It is against the make in india campaign, wherein indian agencies to be given preference.

Ans) Not a query

Q11) MSME registered agencies should be given proper representation. Kindly modify the clause suitable to suit the MSME registered agencies.

Ans) The empanelment process is open to all advertising agencies.

Q12) Recommendation is to follow the weightage average method at each stage of empanelment. Do not disqualify an agency at the primary stage if the qualifying gap is minimal, say 1/10 criteria is not met.

For eg:

a) EOI submission round: ____% to Qualify ____% Obtained

b) RFP submission round: ____% to Qualify ____% Obtained

c) Presentation round: ____% to Qualify ____% Obtained

Decision: Weighted average of ____% Obtained in stage a,b,c

This will help LIC in evaluating the agencies not only basis their past performance but also basis their current potential to handle large scale media mandate.

Ans) Not a query

Q13) Clauses on PR & Publicity are added advantages to the agencies application but absence of it will not be a disqualify criteria for agencies. Please confirm.

Ans) The empanelment process is for Media and Digital Advertising Agencies only.

Q14) Exclusivity Clause:

Can a media agency apply if they are already working with other Life Insurance companies? The agency can give a declaration that if empaneled then they will resign from the duties of other insurance companies.

Ans) Yes, as per Item B) of Format IV on page 19.

Q15) This has reference to your EOI for Empanelment of Media and Digital Advertising Agencies, Further in EOI document in page no. 9 eligibility criteria under SI.No.5 you have asked for gross income of Rs. 20 crore during the last three accounting year. Please clarify the content how you calculate gross profit.

Ans) Kindly refer the Definitions section for 'Gross Income' criteria on page 5 of the EOI document.

Q16) How many agencies do you wish to empanel in the media agencies category?

Ans) This will be decided at RFP stage

Q17) How many agencies do you wish to empanel in the digital agencies category?

Ans) This will be decided at RFP stage

Q18) In the eligibility criteria for media agencies, you have mentioned "Should have accreditation with INS, ASCI, AIR and Doordarshan and membership of BARC and ADEX". Since BARC and ADEX can only be subscribed to, no membership certificates are issued by them. Which kind of documents are required to be submitted as a proof of the same?

Ans) If no membership number is provided please submit proof of subscription to the above mentioned institutions.

Q19) Exhibit 6.1.8 - Should deliver the services 24 X 7 :- As an Agency we work only 5 days a week, however in case of emergencies we are always available. Is this ok ?

Ans) Please submit information as per item c) on page 20.

Q20) Exhibit 7.3 - LIC has the discretion to issue separate RFP for one or more categories of agencies: - please elaborate on this point.

Ans) The RFP may be a common document or combined one.

Q21) Exhibit 7.4 - LIC also has the discretion to cancel the empanelment process for one or more categories of agencies at any stage without assigning any reason/s :- Is this condition applicable even after the bids have been accepted ?

Ans) Applicable at any stage of the process.

Q22) Exhibit 8.11 - A declaration is to be submitted by the applicant that the applicant has not been blacklisted by any Government organizations/ Autonomous bodies :- Does this have to be submitted separately or in the same sealed envelope in which the application will be sent ?

Ans) Submit along with EOI documents.