

**Reply of Prebid queries for TDRT/50015/06-2026 / 275 / Selection of a Branding and Creative Agency for Bihar Tourism**

S.no	Bidding Document Reference (Number//Page)	Points of Clarification Required	Response by DOT
<b>Name of the agency: Zee Entertainment Enterprises Ltd</b>			
1	RFP Page no. 16 Experience- “The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at least 12 months of services being provided), in at least 2 projects, in the last 5 years as on the Bid Due Date. The fee of each project should be at least Rs. 2.50 Cr (exclusive of taxes) and at least 1 project should be for Government Client.”	In this regard, we respectfully request your consideration for modification of the above clause as follows: 1. Similar services may include <b>completed projects or ongoing projects with at least 3–12 months of services being provided; and</b> 2. The fee of each project may be considered as Rs. 2.50 Cr <b>inclusive of taxes, instead of exclusive of taxes</b> .	The Revised clause is as follows. The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at least 12 months of services being provided), in at least 2 projects, in the last 5 years as on the Bid Due Date. The fee of each project should be at least Rs. 2.50 Cr ( <b>inclusive of taxes</b> ) and at least 1 project should be for Government Client.
2	Page no. 22, Clause 5.1 Scope of Work, Point no – j) Appointment of Brand Ambassador for Bihar Tourism	Duration of Engagement – For how many days (shoot days and/or appearance days) is the Brand Ambassador expected to be engaged under this assignment? Kindly clarify whether there is a predefined minimum number of days or appearances to be factored into the proposal. Involvement in Deliverables – Whether the Brand Ambassador is required to be part of all the deliverables mentioned in the scope, including: o 25 Television Commercials, o 50 Print/Digital Creatives, o 100 High-Resolution Images, and o 10 Radio Spots/Jingles,	The Engagement of Brand ambassador shall be as per the requirement of Department of Tourism, Govt. Of Bihar

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<b>Name of the agency: Zee Entertainment Enterprises Ltd</b>			
		or if their involvement will be limited to select campaign assets, as decided by the Department. This clarification will help us suggesting or proposing a suitable Brand Ambassador for Bihar Tourism	
<b>Name of agency: Ogilvy &amp; Mather Private Limited</b>			
3	Page no. 11  3.9 Bid Security – ii The Bid Security shall be in the form of a demand draft or Bank Guarantee in favor of the 'Director Tourism, drawn on any scheduled Bank payable at Patna	BNP Paribas is our banking partner, and we typically issue all bank guarantees through them. Hope this is okay with the Department.	Any schedule commercial bank recognized by RBI shall be allowed
4	Page no. 16  Point 3- Experience - The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at least 12 months of services being provided), in at least 2 projects, in the last 5 years as on the Bid Due Date	Can we submit the work agreement of a client onboarded in 2018, with the agreement extended till 2021?	Yes, agency can submit agreement of a client onboarded in 2018, with the agreement extended till 2021
5	Page no.17  4.1 Notes- Point 2 - All projects must be backed by documentary evidence in the form of Work order, Agreement, Completion certificate, ongoing	We do not receive completion certificates. We will be submitting the client agreements that mention the scope, duration, and value. Hope this is fine	The agency can submit Copy of work order/ contract agreement / Completion certificate

**Name of agency: Ogilvy & Mather Private Limited**

	certificate, extension order clearly mentioning the scope of work, duration of services and fee.		
6	Page no. 20 Award of Contract	The services shall be delivered in accordance with the mutually agreed scope of work and timelines with Department of Tourism, Gov. of Bihar (Client) in the Letter of Award / Award of Contract Agreement. The tenure and effective date of the services	The project period will be 24 months starting from the date of Letter of Award / Signing of Contract Agreement
7	Page no. 22 5.1 k) Promotion of Bihar Tourism through National and International engagements	Seeking clarification as this is a media dissemination job and the agency will have to involve a media agency to help in this regard. Would like to know if the Consortium and Joint ventures allowed?	Consortium and Joint ventures are not allowed.
8	22 5.1 II. J) Appointment of Brand Ambassador for Bihar Tourism	While agency can suggest and coordinate on Bihar Tourism's behalf, Brand ambassador and his/her entourage payments to be handled by the department directly	Yes, Payments related to Brand Ambassador shall be made by the Department of Tourism, Govt. of Bihar
9	Page no. 22 5.1 II (e) - Develop a strategy which covers themes and destinations along with the phasing of the campaigns.	How many themes and destinations need to be covered? Is there a ready list available with the department? Or this needs to be researched by the agency.	Themes and Destinations and there number shall be decided by the Department of Tourism, Govt. of Bihar in consultation with the selected Branding and Creative agency

**Name of agency: Ogilvy & Mather Private Limited**

10	Page no 22 Clause 5.1 (II) (h)- The branding strategy should also consider scalability such that repeated messaging across platforms and modes can be ensured	Does this mean simple adaptation of creatives across mediums?	Adaptation of creatives shall be based on requirements of Department of Tourism, Govt. of Bihar
11	Page no. 22 5.1 II (i)- The agency shall undertake focused Branding and promotion of Bihar Tourism including targeted promotion activities to enhance visibility and market penetration of Bihar Tourism as a preferred tourism destination in Southeast Asian countries	<ul style="list-style-type: none"><li>• Which all countries need to be targeted to be specific?</li><li>• Do we have a study/ data on the image perception of Bihar amongst them? Will this be in English or in the region-specific language?</li></ul>	Please refer to Clause no. 5.1 II (i) and 5.2 (II) of the RFP
12	Page no. 22 Scope of Work Point II, d - Identify innovative strategies for branding using modern tools	Could you provide further details on what is meant by 'identifying innovative strategies for branding using modern tools'	As per RFP

**Name of agency: Ogilvy & Mather Private Limited**

<p>13</p>	<p>Page no. 23</p> <p>5.1 IV. Roll Out Plan</p> <p>5.1 I. Campaign Planning &amp; Implementation</p> <p>5.1 II. Campaign effectiveness monitoring</p> <p>Note: III - For all paid campaigns, Department of Tourism, Govt. of Bihar shall make payments to such parties directly.</p> <p>Page no. 26</p>	<p>Given the nature of the requirement, it would be advisable to engage a specialist media agency with the necessary expertise in media planning and dissemination. While we can share a broad outline or indicative concept, the detailed planning and execution should be managed by an experienced media partner. Media agency to be engaged by the Department directly and payments accordingly to be made by the Department to the media agency.</p> <p>The payment to the celebrity should be directly made by the Department of Tourism, Govt. of Bihar.</p>	<p>As per RFP</p>
<p>14</p>	<p>Page no. 23</p> <p>Scope of Work</p> <p>Point II, k - The agency shall undertake promotion and marketing of Bihar Tourism products, including Bihar Stay and Tourism Packages, through strategic engagement with national and international travel agencies, tour operators, and travel trade platforms.</p>	<p>While we will promote and market Bihar Tourism stays and tourism packages, we do not engage with travel agencies, tour operators, or travel trade platforms.</p>	<p>Revised clause is as follows.</p> <p>The agency shall facilitate Department of tourism, Govt. of Bihar in promoting and marketing of Bihar Tourism products, including Bihar Stay and Tourism Packages, through strategic engagement with national and international travel agencies, tour operators, and travel trade platforms.</p>

**Name of agency: Ogilvy & Mather Private Limited**

15	<p>Page no 23</p> <p>Scope of Work</p> <p>Point III, c - The creatives should have a high appeal to national and global audiences across all age groups.</p>	<p>Could you help us understand what you mean by 'global audience'? Additionally, could you provide more details on the key audiences or markets you are targeting globally?</p>	<p>The Selected agency will have to identify the Global audience and target countries for Branding and creative campaigns subject to approval from Department of Tourism, Govt. of Bihar</p>
16	<p>Page no. 24</p> <p>Point V of 5.2. General Terms and Condition</p> <p>The Agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Agency divulge / reveal / share such data for the purpose other than for meeting the Department of Tourism, Govt. of Bihar's requirements. Any violation all other remedies available under the Agreement, of this confidentiality clause may result in termination of the Agreement in addition to all other remedies available under the Agreement.</p>	<p>We propose that the Confidential obligation shall be mutual, wherein both parties shall maintain the confidentiality of the data shared by either party to the other party for and in relation to the scope of work / services.</p> <p>Selected Agency or its personnel, other than an act(s) performed at the specific instruction of Client.</p> <p>b. With respect to infringement of third party rights, the parties agree that the Selected Agency shall indemnify the Client for all the direct claims and losses that would arise due to any infringement of third party intellectual property rights in the works that are independently developed / created by the Selected Agency to the Client.</p> <p>2. Client agrees to indemnify the Selected Agency against any claims or proceedings brought against Selected Agency relating to the accuracy of information provided by Client to Selected Agency for use in the providing of any Services or deliverable items, or arising out of the</p>	<p>As per RFP</p>

**Name of agency: Ogilvy & Mather Private Limited**

		nature or use of any of Client’s products or services, or arising out of Client’s misuse of any Deliverable Items.	
17	<p>Page no. 24</p> <p>Point VI of 5.2. General Terms and Condition</p> <p>The Agency shall at times indemnify and keep Department of Tourism, Govt. Of Bihar indemnified against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) or copyright issues while providing its services under this contract</p>	<p>We propose for a mutual indemnity clause:</p> <p>a. Selected Agency agrees to keep Client saved and harmless from and against all proven and adjudicated claims, suits or proceedings (“Claim”) arising from any act committed by 3. In any or all circumstances, Selected Agency’s total and aggregate liability for any claims, liability, or damages arising under this Agreement, either in tort and/or contract, shall be limited to a maximum Fee received during the six (6) months preceding the date of such Claim which may arise during the Term of this Agreement.</p>	As per RFP
18	<p>Page no.24</p> <p>The Agency shall be responsible for taking timely backups and submit the same to Department of Tourism, Govt. of Bihar periodically. The Agency shall submit all the raw footage, unedited photographs etc to Department of Tourism, Govt. of Bihar and the ownership of the same shall</p>	<p>We hereby shall clarify that:</p> <p>Department of Tourism, Govt. of Bihar (Client) hereby agrees that the intellectual property rights in the ideas, concepts shared by the agency as part of pitch presentations etc. shall remain sole and exclusive property of the respective agency and Client shall have no ownership and / or license rights to possess, use, exploit the same in any manner whatsoever.</p> <p>It is agreed that all the rights relating to the trademarks</p>	As per RFP

**Name of agency: Ogilvy & Mather Private Limited**

vest with Department of Tourism,  
Govt. of Bihar.

and copyrights in the deliverable items independently created/developed by Selected Agency in respect of advertising and publicity work including press advertisements, literature, lyrics, scripts for radio tapes and programmes, scripts for TVC's, films and paid for by Client shall vest with Client.

However, with respect to music, radio spots, TV films, etc. that are facilitated for Client through third parties and paid for by Client shall vest with Client subject to third party terms and conditions, if any, as applicable and the same shall be abided by the Client.

It is further agreed between selected agency/ bidder and Client that all concepts, designs, logos, that may have been created by between selected agency/ bidder in the course of offering the Services to Client, all the concepts or formats that may be conceived or created by between selected agency/ bidder in the course of the Services rendered to Client which do not form part of the brief given by Client and/or for which there is no contract and / or which is not approved by Client and / or for which there is no payment made by Client shall remain the exclusive property of between selected agency/ bidder with exclusive rights of between selected agency/ bidder to deal with the same at its sole discretion. It is agreed that Client shall not claim on such concepts or formats which may be created by the selected agency/ bidder.

**Name of agency: Ogilvy & Mather Private Limited**

19	<p>Page no. 24</p> <p>5.1, 2 - The Agency shall be required to translate the creatives in Indian and international languages as desired by the Department of Tourism, Govt. of Bihar</p>	<p>Please mention the number of national and international languages. For national, we typically consider 8 languages—please confirm.</p>	<p>Number of Languages shall be decided by the Department of tourism</p>												
20	<p>Page no. 25 &amp; 26</p> <p>7 – Payment Schedule</p>	<p>To manage the third party production cost, we suggest below mentioned revised percentage of payment and timeline –</p> <table border="1" data-bbox="825 678 1570 1425"> <thead> <tr> <th data-bbox="825 678 898 797">Sr. No.</th> <th data-bbox="898 678 1205 797">Activities &amp; Submission Stages</th> <th data-bbox="1205 678 1377 797">Percentage of Payment</th> <th data-bbox="1377 678 1570 797">Timeline (Cumulative)</th> </tr> </thead> <tbody> <tr> <td data-bbox="825 797 898 1114">1</td> <td data-bbox="898 797 1205 1114"> <p>Submission of Tourism Branding &amp; Communication Strategy including concept &amp; proposal for Brand Ambassador for Bihar Tourism</p> </td> <td data-bbox="1205 797 1377 1114">25%</td> <td data-bbox="1377 797 1570 1114">1 month</td> </tr> <tr> <td data-bbox="825 1114 898 1425">2</td> <td data-bbox="898 1114 1205 1425"> <p>Submission of first set of TVCs (concept, script &amp; rough cut) – Total no. 5; Submission of first set of print creatives for press – Total No. 10</p> </td> <td data-bbox="1205 1114 1377 1425">15%</td> <td data-bbox="1377 1114 1570 1425">5 months</td> </tr> </tbody> </table>	Sr. No.	Activities & Submission Stages	Percentage of Payment	Timeline (Cumulative)	1	<p>Submission of Tourism Branding &amp; Communication Strategy including concept &amp; proposal for Brand Ambassador for Bihar Tourism</p>	25%	1 month	2	<p>Submission of first set of TVCs (concept, script &amp; rough cut) – Total no. 5; Submission of first set of print creatives for press – Total No. 10</p>	15%	5 months	<p>As per RFP</p>
Sr. No.	Activities & Submission Stages	Percentage of Payment	Timeline (Cumulative)												
1	<p>Submission of Tourism Branding &amp; Communication Strategy including concept &amp; proposal for Brand Ambassador for Bihar Tourism</p>	25%	1 month												
2	<p>Submission of first set of TVCs (concept, script &amp; rough cut) – Total no. 5; Submission of first set of print creatives for press – Total No. 10</p>	15%	5 months												

**Name of agency: Ogilvy & Mather Private Limited**

			Submission of - 20 high resolution images Submission of - 2 radio jingles			
		3	Submission of second set of TVCs (concept, script & rough cut) - Total No. 5; Submission of second set of print creatives for press – Total No. 10; Submission of - 20 high resolution images; Submission of 2 radio jingles	10%	7 months	
		4	Submission of third set of TVCs (concept, script & rough cut) - Total No. 10; Submission of third set of print creatives for press – Total No. 20: Submission of - 40 high resolution images: Submission of - 4 radio jingles: Onboarding of Brand Ambassador for Bihar Tourism: Branding &	15%	10 months	

**Name of agency: Ogilvy & Mather Private Limited**

			Communication Strategy for Bihar Tourism in South East Asia and other countries				
		5	Submission of forth set of TVCs (concept, script & rough cut) - Total No. 5: Submission of forth set of print creatives for press – Total No. 10: Submission of - 20 high resolution images: Submission of - 2 radio jingles	15%	15 months		
		6A	Submission of final approved creatives and campaign materials	10%	20 months		
		6B	Submission of all master files, source files and completion report	10%	24 months		
		Since the payment is based on milestones, we also request you to remove the 5% retention money clause.					
21	Page no. 27 Point 8 Termination Clause	The Successful bidder (Agency) shall also have the right to terminate the Agreement by serving a written notice of 30 days in advance. Upon termination of this Agreement, Agency agrees to promptly hand over to the Client all Deliverables including work-in-progress, in their “as is				As per RFP	

**Name of agency: Ogilvy & Mather Private Limited**

		<p>where is” condition and accordingly the rights in the Deliverables independently created by Agency during the Term shall vest with the Client subject to payment of all monies including Fee, third party payments (if any), etc., due and payable by Client to Agency upto the effective date of termination of this Agreement. Agency shall be paid for all Services and Deliverables that are delivered and any authorised charges or expenses incurred post termination. The Parties hereto agree that in the event of any monies remaining due and payable to Agency by Client, Agency reserves the right to withhold all Deliverables till such time that all sums due and payable are received.</p>	
22	<p>Page no. 28 13 Liquidated Damages and Penalties</p>	<p>We propose that Liquidated damages and penalties to be duly substituted with the following verbiage: In case any defect / default / revisions to be carried out for the acts solely attributable to the selected agency in the works / services that are independently provided by the selected agency the same shall be re submitted with multiple iterations to Client at no additional cost to Client. Any additional service so requested by Client shall be at any additional fee on the terms as mutually agreed with the selected agency.</p>	<p>As per RFP</p>

<b>Name of agency: Ogilvy &amp; Mather Private Limited</b>			
23	Page no. 31 Form 1- Letter of Submission	Wanted to seek clarification on whether the Form 1 can be amended suitably?	As per RFP
24	Page no. 34 Form 2 – Format of Power of Attorney (POA)	Is issuing a POA mandatory? Can issuance of a Board resolution work instead?	Agency can submit POA or Board Resolution in which person has been authorized to act on behalf of company.
25	Page no. 37 Form 4 - Format for Letter of Undertaking	Wanted to seek clarification on whether the Form 4 can be amended suitably?	As per RFP
26	Page no. 7 8 - Last Date & Time for Submission of Proposals in Physical form - 26/02/2026; 3:00 PM	We request an extension of 10 days in the submission timeline.	Refer corrigendum in this regards
<b>Name of the agency: Angle Advertising</b>			
27	3 INSTRUCTIONS TO BIDDERS 3.1 SUBMISSION PROCEDURE A. TECHNICAL BID Page no :9 PART 1 - Bid security and RFP Document Fee in a separate sealed envelope superscripted with the Tender Document number and name. Please enclose RFP document fee of Rs 5,000 (Rupees Five Thousand) and EMD of Rs. 30,00,000 (Rupees Thirty Lakhs).	Whether MSME / Startup registered agencies are eligible for exemption from EMD submission as per Government of India procurement norms?	Yes, MSME / Startup registered agencies are eligible for exemption from EMD submission. However, agencies will have to fulfill other conditions for eligibility.

28	<p>4.1 PHASE 1: MANDATORY CRITERIA Page:15 &amp; 4.2 PHASE II: EVALUATION OF TECHNICAL PROPOSAL A2Page no :17-18</p> <p>TURNOVER</p> <p>The Bidder should have had a Minimum Annual Average Turnover of ₹ 75.00 Crores (Rupees Seventy-Five Crores) in three consecutive financial years i.e. (2022-23 to 2024-25) as per the Audited Balance Sheets. &amp; financial stability.</p> <p>Average Annual Turnover for the Bidder as per the requirements of mandatory criteria</p> <p>15 marks</p> <ul style="list-style-type: none"> <li>•&gt; 75.00 Crores &amp; &lt; 100.00 crores: 10 marks</li> <li>•&gt; 100.00 Crores &amp; &lt; 125.00 crores: 12.5 marks</li> <li>•&gt;125.00 Crores: 15 marks</li> </ul>	<p>It is observed that marks are awarded based on fixed turnover slabs. Kindly clarify the rationale for adopting a rigid slab-based marking structure, as minor variations in turnover may not materially impact execution capability or</p>	<p>As per RFP</p>
<b>Name of agency: Famous Innovations</b>			
29	<p>Page No: 10 Point No. 02 Eligibility Turnover</p> <p>The RFP requires the Bidder to have a Minimum Annual Average Turnover of ₹75.00 Crores in three consecutive financial years (2022-23 to 2024-25) as per Audited Balance Sheets.</p>	<p>We respectfully submit that our organization has an average annual turnover of approximately ₹40 Crores during the specified financial period and has earned multiple national awards along with a strong track record of executing high-impact strategic and creative assignments, including government and institutional projects. In this context, we seek clarification on whether bidders with demonstrated expertise, relevant project experience, and strong industry recognition, but with turnover below the prescribed threshold, may be considered eligible to participate.</p>	<p>As per RFP</p>

Name of agency: Stark Communications			
30	<p>Under Payment Schedule – Note; Point VI (Page 27)</p> <p>5% of the total bill amount from each bill shall be retained by the Department of Tourism, Govt. of Bihar (“Retention Moneys”) and shall be released to the Consultant within 30 (thirty) days (without any interest) following the expiry or prior termination of this Agreement</p>	<p>Request you to remove this since the agency will submit an EMD of Rs.30 Lakhs. Deducting over and above that is a huge burden on the agencies.</p>	As per RFP
31	<p>Rate Card for Creative Design (Page 41)</p> <p>Overall Branding and Communications Strategy” including roadmap and roll out plan, onboarding of Brand Ambassador for Bihar Tourism</p>	<p>Onboarding of a Brand Ambassador (which will most likely be a celebrity) can only also be ascertained after discussions with their PR team which will be difficult to give rates now</p> <p>And will DoT issue payments as usually such celebrities will have to be paid in advance</p> <p>Agency will charge only the co-ordination fees.</p>	<ul style="list-style-type: none"> <li>• Payments related to Brand Ambassador shall be made by the Department of Tourism, Govt. of Bihar.</li> </ul>
32	<p>Page 41 Form – 6.1: Rate Card for Creative Design</p>	<p>Production of TVCs/ Print Campaign/ High resolution images</p> <p>The rates for Production of TVCs/ Print Campaign photoshoot can only be ascertained after the production house and photographer is locked. It also depends on the theme chosen, final story board, travel days, number of models etc to be engaged</p> <p>Production of TVCs/ Print Campaign shoot will require upfront payment to the Production House/ Photographer/ Travel etc. So will DoT release part</p>	As per RFP

		payment/ advances for such projects if an estimate is submitted for the same?	
<b>Name of agency: Kanika Pahuja Daughter co productions</b>			
33	RFP Page no. 16 -Point no. 3 Experience	In this regard, we respectfully request your consideration for modification of the above clause as follows: Similar services may include completed projects or ongoing projects with at least 3–12 months of services being provided; and The fee of each project may be considered as Rs. 1 Cr inclusive of taxes, instead of exclusive of taxes.	As per RFP
34	Page no. 16 Experience	We submit that reducing the minimum ongoing project duration to 3 months will allow participation from competent and experienced agencies that are currently executing or may have completed the substantial assignments, but Project may not be of 12 months. Additionally, considering project value inclusive of taxes would provide a more practical and uniform basis for evaluation, as many contracts are structured on a tax-inclusive basis.	As per RFP
<b>Name of the agency: Vinsan Graphics</b>			
35	Pg. 15-16 - 4.1 Phase 1: Mandatory criteria No 2 – Turnover The Bidder should have had a Minimum Annual Average Turnover of ₹75.00 Crores (Rupees Seventy-Five Crores) in three consecutive financial years i.e. (2022-23 to 2024-25) as per the Audited Balance Sheets.	Please consider a relaxation in the criteria to Rs 25.00 Crores in 3 consecutive financial years. The Bidder should have had a Minimum Annual Average Turnover of ₹ 25.00 Crores (Rupees Twenty-Five Crores) in three consecutive financial years i.e. (2022-23 to 2024-25) as per the Audited Balance Sheets	As per RFP

36	Pg. 18 - 4.2 PHASE II: Evaluation of Technical proposal – A2 Average Annual Turnover for the Bidder as per the requirements of mandatory criteria 15 marks <ul style="list-style-type: none"> <li>• &gt; 75.00 Crores &amp; &lt; 100.00 crores: 10 marks</li> <li>• &gt; 100.00 Crores &amp; &lt;125.00 crores: 12.5 marks</li> <li>• &gt;125.00 Crores: 15 marks</li> </ul>	Average Annual Turnover for the Bidder as per the requirements of mandatory criteria 15 marks <ul style="list-style-type: none"> <li>• &gt; 25.00 Crores &amp; &lt; 35.00 crores: 10 marks</li> <li>• &gt; 35.00 Crores &amp; &lt; 50.00 crores: 12.5 marks</li> <li>• &gt;50.00 Crores: 15 marks</li> </ul>	As per RFP
37	Pg. 18 - 4.2 PHASE II: Evaluation of technical proposal –A3 Total Fee of eligible projects as per the requirements of mandatory criteria 30 marks <ul style="list-style-type: none"> <li>• &gt; 5.00 Cr. &amp; &lt;10.00 Cr.:10 marks</li> <li>• &gt; 10.00 Cr. &amp; &lt; 15.00 Cr:15 marks</li> <li>• &gt; 15.00 Cr: 20 marks Additional marks for each eligible project Undertaken Similar services in tourism sector – 5 marks for each campaign, with maximum marks capped to 10 marks</li> </ul>	Given that the mandatory criteria for experience states that the fee of each project should be at least Rs. 2.50 Cr, please clarify the marking system. Also, please clarify how the marks will be assigned for each eligible project. For e.g. if a project value is 15 Cr, please confirm if that single project will earn 20 marks.	Agency must have at least 2 assignments of project value of Rs. 2.5 Cr. each. For marking criteria two assignment have been considered Value of each assignment Rs. 2.5 Cr or more i.e. > 5.00 Cr. & <10.00 Cr.:10 marks  Single project having Rs.15 Cr. or more value shall not be considered for full marks
<b>Name of the agency: CYFUTURE INDIA PRIVATE LIMITED</b>			
38	Section 4.1: Phase 1 – Mandatory Criteria	We request the Department to consider reducing the minimum project fee threshold (e.g., to ₹1.5 Cr) and relaxing the mandatory "Government Client"	As per RFP

	The fee of each project should be at least Rs. 2.50 Cr (exclusive of taxes) and at least 1 project should be for Government Client.	requirement. This would encourage wider participation from capable agencies that have delivered high-value campaigns for major private sector tourism stakeholders.	
39	Section 4.1: Phase 1 – Mandatory Criteria The bidder should have received at least 1 International award in Branding & Marketing work	We request an amendment to this clause to include "National or International awards." Many premier Indian agencies have been from the top domestic talent pool as well recognized for excellence by prestigious National bodies, and this change would ensure the Department receives bids	Revised clause is as follow. The bidder should have Experience in at least 1 International work in Branding & Marketing in Tourism/ Hospitality Sector
40	Section 4.2: Phase II – Evaluation of Technical Proposal Total Fee of eligible projects: • > 5.00 Cr. & < 10.00 Cr.: 10marks • > 10.00 Cr. & < 15.00 Cr: 15 marks • > 15.00 Cr: 20 marks	Currently, the scoring bracket starts at ₹5.00 Cr. If the mandatory eligibility is reduced to ₹1.5 Cr , we request the scoring brackets be revised to align with this change (e.g., starting the 10-mark bracket at ₹1.5 Cr or ₹2.5 Cr) to ensure eligible projects can score points.	As per RFP
41	Section 4.2: Phase II – Evaluation of Technical Proposal  International award in Branding & Marketing work: • One Award – 5 Marks • More than 1 award – 10 Marks	In line with our request regarding the mandatory criteria, we request that the technical scoring also be amended to award marks for "National or International Awards" rather than limiting scores to international awards only	Revised clause is as follow. The bidder should have Experience in at least 1 International work in Branding & Marketing in Tourism/ Hospitality Sector work: • One Assignment – 5 Marks • More than 1 Assignment – 10 Marks
42	Section 5.1: Scope of Work & Section 7: Payment Schedule  Production of 25 television commercials...In an event, a Celebrity is to be engaged... payments... borne by Department	1. Kindly clarify if engagement of a celebrity/brand ambassador is mandatory for all 25 TVCs, or if TVCs can be produced using regular models/artists. 2. Please confirm that if any celebrity/influencer is required, all associated talent fees and rights will be borne extra/separately by the Department as per actuals.	Engagement of celebrity / brand ambassador shall be decided by the Department of Tourism, Govt. of Bihar as and when required.
43	Section 7: Payment Schedule & Form 6.1: Rate Card	Kindly confirm that the Agency's scope is restricted to design, artwork development, and file submission only,	As per RFP

	Designing and production of creatives for the print For all paid campaigns, Department... shall make payments to such parties directly	and that all costs related to printing, physical production, media release, and publication will be handled/paid directly by the Department.	
44	Section 7: Payment Schedule  100 high resolution images... on unseen/ lessor known aspects of Bihar. The shoot would have to be fresh	Regarding the 100 images, kindly confirm if fresh on-ground photography is mandatory for all images. We request that curated archival/stock images (with creative enhancement) be allowed for a portion of this requirement to optimize costs and timelines	Selected agency shall have to do fresh on-ground photography, and the 100 images finalized by the Department of Tourism, Govt. of Bihar
<b>Name of the agency: Maxposure Limited</b>			
45	Fact Sheet, Page 7, Point 7 We request for a virtual meeting (if possible) to be conducted and if the link can be shared with the prospect bidders.	Prebid Meeting-13/02/2026 at 3 pm	Pre-bid meeting conducted in hybrid mode on dated 13/02/2026
46	Fact Sheet, Page 7, Point 14 Earnest Money Deposit: INR 30,00,000 (30 Lacs)	Please advise if MSME exemption for EMD will be applicable as per Government of India Rules	Yes, MSME / Startup registered agencies are eligible for exemption from EMD submission. However, agencies will have to fulfill other conditions for eligibility.

Name of the agency: Maxposure Limited			
47.	<p>Cause 4.1-Mandatory Criteria, Point 2- Turnover, Page 16</p> <p>The Bidder should have had a Minimum Annual Average Turnover of ₹ _75.00 Crores (Rupees Seventy-Five Crores) in three consecutive financial years i.e. (2022-23 to 2024-25) as per the Audited Balance Sheets.</p>	<p>We request if this criteria can be reduced to 45Crores as FY22 was right after the covid pandemic and economy was in slump, esp. in the Tourism sector. Maxposure has experience of working with Madhya Pradesh Tourism, Ministry of External Affairs, Mercedes Benz, Gulf Air, at a national and international level and would like to participate in the RFP provided this mandatory criteria can be amended.</p>	As per RFP
48.	<p>Clause 4.2-Evaluation of Technical Point 2. It is advised that Senior Team Members from the mandatory criteria qualified bidders Organization to remain present for making the Technical Presentation to should <b>not exceed more than 15 minutes (~30 slides)</b>. Failure of the bidder to be available for the Technical Presentation as per the schedule, may lead to forfeiting of the EMD and blacklisting for further tenders the Committee. Further the presentation should be concise and</p>	<p>15 minutes is too short a time to cover strategy and showcase mock samples for Bihar Tourism. We request the presentation to be at least 30 mins, 10 minutes to showcase old work and 20 minutes for strategy and plans for Bihar Tourism.</p>	<p>Revised clause is as follows;  Presentation time should <b>not exceed more than 30 minutes</b></p>

Name of the agency: Maxposure Limited			
49	<p>Clause 5.1-Pont k, Page 23 Promotion of Bihar Tourism through National and International engagements</p>	<p>Will this include international travel of the team? If yes, who will bear the cost?</p>	<ul style="list-style-type: none"> <li>• Yes the selected agency team required to International travel</li> <li>• The Cost related to international travel shall be incurred by the selected agency.</li> </ul>
50	<p>Page 23, K, point (ii) This shall include collaboration with leading travel agencies and operators (domestic and global) to enhance visibility, inclusion in tour catalogues, and increased market outreach for Bihar as a preferred tourism destination</p>	<p>Will Department help with data of these operators?</p>	<p>As per RFP</p>
51	<p>Clause 5.2-General Terms and Conditions, Page 24 Point I. The Agency shall depute 2 persons at the department of Tourism, Bihar and shall engage / identify from their team a designated officer, who shall form the point of</p>	<p>Are the two personnels expected to locally hired? Are they expected to sit at the premises of BiharTourism?</p>	<p>The selected agency shall have to deploy 2 resources at Department of Tourism office in Patna, who may be or may not be locally hired</p>

Name of the agency: Maxposure Limited			
	contact for all works under this mandate. The officer should have an experience in similar works for not less than 10 years. The Department of Tourism, Govt. of Bihar shall engage with this officer, on a regular basis and as per the requirements and he / she should be available for meeting Department of Tourism, Govt. of Bihar officials at Patna at a short notice		
52	<p>Clause 5.2 General Terms and Conditions, Page 24</p> <p>Clause 5.2 General Terms and Conditions, Page 24</p> <p>Point II. The Agency shall be required to translate the creatives in Indian and international languages as desired by the Department of Tourism, Govt. of Bihar.</p>	Please share details of the required languages. Will jingles and TVC also have to be translated? Details please if yes.	<p>Yes, Selected agency shall have to translate Will jingles and TVCs</p> <p>Details of the required language shall be in accordance to the requirement of work assigned.</p>
53	<p>Clause 6, Project Duration, Page 24</p> <p>The project period will be 24 months starting from the Actual Date of Work Started</p>	As the duration of planning and strategizing has been mentioned as 5-10 years (under scope-on page 22), a contract period of 5 years maybe more suitable.	As per RFP
54	<p>Point IV. Page 26</p> <p>In an event, a Celebrity is to be engaged for the TVCs, the agency shall</p>	The production cost of a TVC with a celebrity is higher than that of a regular TVC. Will this TVC cost be paid separately?	As per RFP

Name of the agency: Maxposure Limited			
	facilitate and coordinate with the Celebrity. The payments for engagement of the Celebrity shall be borne by Department of Tourism, Govt. of Bihar as per actuals		
55	Clause 7-Payment Schedule, Page 25	<p>(1) The delivery of 25 TVCs and 10 jingles in 2 years is very high as per industry standards. Not just planning and production of a TVC, but also its dissemination and optimization require adequate time for effective marketing. Can we request for a reduction of deliverables?</p> <p>(2) Also, considering the high number of deliverables, can we have an idea of the project cost?</p>	As per RFP

**Name of the agency: Adglobal360 India Private Limited**

56	<p>Technical Evaluation Page No 18</p> <p>A3. Additional marks for each eligible project undertaken Similar services in tourism sector – 5 marks for each campaign, with maximum marks capped to 10 marks</p>	<p>Kindly clarify and specify the value of project undertaken in the tourism sector for the additional marks.</p>	<p>As per RFP</p>
57	<p>5.2 General Terms and Conditions</p> <p>Page no 24</p> <p>The Agency shall depute 2 persons at the department of Tourism, Bihar and shall engage / identify from their team a designated officer, who shall form the point of contact for all works under this mandate.</p>	<p>Kindly clarify how many CV's and which profile we need to submit along with the technical bid ?</p>	<p>No CV is required to be submitted at the time of submission of technical proposal.</p>

58	<p>Form 5 Showcasing Experience Page no. 39 Supported by Documentary Evidence</p>	<p>In this clause regarding submission of completion certificates, many Government Departments do not issue completion certificates. However, we have successfully completed the respective assignments and have received full payment for the same. Please allow us to provide a CA Certificate against the same.</p>	<p>Agency may submit Work order copy/ Contract agreement copy or Completion certificate.</p>
59	<p>5.1 Scope of work Page no. 22 5.1 Scope of work The Agency shall offer the following activities</p>	<ul style="list-style-type: none"> <li>• As the website is mentioned in the RFP, are we looking for web designing or content management support. Clarification on 25 TVCs</li> <li>• Are the 25 TVCs expected to be fully distinct concepts, or can they include thematic adaptations across circuits and markets? Influencer Marketing</li> <li>• Is there a specific ratio of Indian to international influencers that are asked or is it per the agency suggestion?</li> <li>• Will the cost of onboarding and engagement of the Influencers be borne separately by the Department, or expected within the agency fee?</li> </ul> <p><b>Language versions</b></p> <ul style="list-style-type: none"> <li>• Q. Are multi-language adaptations (domestic and international) considered part of the 25 TVCs, or will they be treated separately? Clarification on image production</li> <li>• Does the requirement of 100 high-resolution images include location shoots across all districts, or can they be concentrated within priority circuits? Ambassador engagement cost</li> </ul>	<ul style="list-style-type: none"> <li>• Content Management</li> <li>• Selected agency shall decide in consultation with Department of Tourism, Govt. of Bihar</li> <li>• As per the agency suggestion in consultation and approval of Department of Tourism, Govt. of Bihar</li> <li>• As per RFP</li> <li>• Refer Clause no 5.2 (II) of the RFP</li> <li>• Selected agency shall have to do fresh on-ground photography, and the 100 images finalized by the Department of Tourism, Govt. of Bihar</li> <li>• Cost of onboarding and</li> </ul>

		<ul style="list-style-type: none"> <li>• Will the cost of onboarding and engagement of the Brand Ambassador be borne separately by the Department, or expected within the International Marketing</li> <li>• Which priority markets in Southeast Asia are to be targeted under the branding strategy?</li> <li>• Is the agency expected to manage B2B travel trade partnerships, or only provide branding and communication support? Media buying</li> <li>• Does the scope include media planning and buying, or will media budgets and execution be handled separately by the Department?</li> </ul>	<p>engagement of the Brand Ambassador be borne separately by the Department of Tourism, Govt. of Bihar</p> <ul style="list-style-type: none"> <li>• Please refer to Clause no. 5.1 II (i) and 5.2 (II) of the RFP</li> <li>• Yes, agency is expected to manage B2B travel trade partnerships</li> <li>• As per RFP</li> </ul>
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**Name of the agency: Cash ur drive**

60.	<p>Page no.16</p> <p>The bidder should have received at least 1 International award in Branding &amp; Marketing work</p>	<p>National Level Awards received by agencies as part of the qualifying/evaluation criteria under relevant experience or credentials</p>	<ul style="list-style-type: none"> <li>• Refer corrigendum in this regard</li> </ul>
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**Name of Agencies: Vermillion Advertising**

61.	<p>Not mentioned Bid document</p>	<p>Not mentioned Bid document</p> <p>Suggestion shared by Agency Our suggestion is to proceed with empanelment format instead of picking up one single agency because Bihar is having very diversified cultural footprint across the state and it is very difficult for a single agency to understand and create good campaigns. It also gives us an</p>	<p>As per RFP</p>
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		opportunity to get the expertise of different agencies of their core strength.	
<b>Name of agency: Concept Communication Limited</b>			
62.	Page 16 Experience	Remove International Award criteria in the Qualification clause as it will limit participation of agencies which do not have that particular award but have immense experience working for the Tourism Departments of India .  Impactful Tourism work should be preferred	<ul style="list-style-type: none"> <li>Refer Corrigendum in this regards</li> </ul>
<b>Company name: Not mentioned</b>			
63.	RFP Page no. 16 -Point no. 3: Experience  The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at least 12 months of services being provided), in at least 2 projects, in the last 5 years as on the Bid Due Date. The fee of each project should be at least Rs. 2.50 Cr (exclusive of taxes) and at least 1 project should be for Government Client.	National Level Awards received by agencies as part of the qualifying/evaluation criteria under relevant experience or credentials  Similar services may include completed projects or ongoing projects with at least 3–12 months of services being provided; and  The fee of each project may be considered as Rs. 0.50 Cr inclusive of taxes, instead of exclusive of taxes.	<ul style="list-style-type: none"> <li>Refer Corrigendum in this regards</li> <li>As per RFP</li> <li>As per RFP</li> </ul>

**Name of agency: ADV Creation**

64	Page No 16 Mandatory Criteria International Awards	Making an international award a mandatory requirement restricts many highly capable Indian agencies. In alignment with the 'Make in India' initiative, we request you to either remove this clause or consider equivalent National Awards/ISO certifications as acceptable criteria.	<ul style="list-style-type: none"><li>• Refer Corrigendum in this regard</li></ul>
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