

Clarification to the Bidder Queries
RFP- Selection of Media, Branding & Communication Partner for Investment Promotion Campaign, Punjab

Sr. No.	Clause/Refrence in RFP	Comments	Changes Suggested by Bidder	Clarification
1	Section 3:Terms of Reference, Page No. 37 & Section 3.3 (b) - Scope of Work- Communication Strategy	Publication of 6 major stories in regional newspapers in every two months again based on the input provided by the Client.	Which regional media is referred to? 6 stories in Punjab regional media? Or in any regional media in India across states?	Regional Media refers to Northern region that may include Punjab, Haryana, NCR etc.
2	Section 4: Criteria and Procedure of Evaluation, Page 42 & Section 4.1 (a & b)	Experience in media campaigns for Investment Promotion & Facilitation within India (For every year of experience as PR agency 1.5 marks will be awarded)	Will marks be awarded for one year or for two years if two simultaneous one-year projects are managed, ie if we had two assignments for the duration of 2012, is this marked as one year or two years' of experience?	Marks will be awarded for 1 year only if two simultaneous one-year projects are managed.