

## Expression of Interest for Empanelment of Advertising Agencies - 2020

Pre-bid meeting held on 15<sup>th</sup> January 2020 – clarifications on the issues raised therein

<b>S. No.</b>	<b>Clarification Sought</b>	<b>Clarification by NABARD</b>
1	What is the minimum amount for Solvency certificate from the banker and permanent account number? (Ref: P.14, Annexure 4.6 of EoI)	The actual status of company's solvency may be indicated as assessed by your banker.
2	Is it enough to furnish certificates of a Chartered Accountant for details of agency's annual business for the past two years with major media houses such as The Times Group, The Hindustan times, The Indian Express Group, Doordarshan, CNBC TV16, Zee Group, Sony group, etc.? (Ref: P.14, Annexure 4.8 of EoI)	Yes, you may submit the details certified by a Chartered Accountant.
3	Can we submit Pre Contract Integrity Pact on higher value stamp paper if Rs.100 stamp paper is not available? (Ref: P.15, Annexure 6 of EoI)	Yes. You may submit the Pre Contract Integrity Pact on the next higher value stamp paper if Rs.100 stamp paper is not available.
4	Can we have the presentation of the shortlisted agencies for a duration of at least 15 minutes?	The presentation will be for a duration of 15 minutes for each shortlisted agency.
5	Are social media accounts and campaigns of NABARD handled by a single agency?	NABARD's social media handles/campaigns are currently handled by staff of NABARD. However, going forward we wish to avail the professional services of advertising agencies in this area.

6	Are artworks and other creatives designed in both English and Hindi?	Yes. All artworks and designs are made in both English and Hindi. Further, national level advertisements are also translated into regional languages.
7	<p>“The agency should have a minimum average annual turnover of Rs.10 Crore and a minimum net worth of Rs.1 Crore in each of the last three years (2016-17, 2017-18 &amp; 2018-19) as per audited balance sheet.” Is average annual turnover of Rs.10 every year or average of three years?</p> <p>(Ref: P.4, Annexure 4.8 of EoI)</p>	The average annual turnover of Rs.10 Crore will be worked out on the basis of turnover of the last three years.

**P. Buruslin Mento**  
**Manager**