

Minutes of Pre-bid meeting

Appointment of Creative Agency for Startup India Initiative of Department of Industrial Policy and Promotion

The Pre-bid meeting was held on 28.03.2016 at 3.00 PM in Udyog Bhawan, New Delhi.

The responses to queries are as follows:

| Sl.No. | Name of the Bidder | Queries | Client's response to queries |
|--------|---------------------------------------|---|---|
| 1. | M/s Leo Burnett, New Delhi | (1) Whether Startup gets any concession | Startups will get extra 10 marks in the evaluation process |
| | | (2) Whether the bidder can be given an opportunity to make a presentation | The bidder will be given an opportunity to make a presentation while opening the bid for technical evaluation. |
| | | (3) 2.6.5 Technical Evaluation Sample video animation material submitted with the Technical proposal - Audio & video material cannot be uploaded while submitting the proposal on the e-procurement portal while submitting the proposal | It is clearly mentioned in the RfP document that sample video animation material submitted with the technical proposal will be submitted during the presentation. |
| 2 | M/s THINKSTR, Gurgaon | (1) It is very difficult for a three month old startup to raise the same amount for deposit as India's biggest agencies (2) Requested for reconsider the earnest money deposit for all startup agencies. | There is no change in EMD requirements. |