Minutes of the meeting of Committee for Technical Evaluation for appointment of Media Agency for Department of Industrial Policy and Promotion (DIPP)

1. The Meeting of the Committee for Technical and Financial Evaluation for appointment of Media Agency for Department of Industrial Policy and Promotion (DIPP) was held at 5:00 PM on 14th July, 2015 in room no. 152, Udyog Bhawan, New Delhi.

2. The Committee took note of the scope of work mentioned in Section 5, minimum qualification criteria stated under para 2.6.4 and the technical evaluation criteria given in para 2.6.5 of the RFQ-cum-RFP issued by DIPP for appointment of Media Agency.

3. The Committee further took on record the minutes of opening of EMD and examination of prequalification documents for this RFQ-cum-RFP placed before the Committee under signature of Deputy Secretary (BE-III) (Annexure-A) with reference to minimum qualification criteria under para 2.6.4 of Section 2 of RFQ-cum-RfP. After due consideration of records as mentioned at Annexure-A, the Evaluation Committee decided to qualify the following bidders meeting the minimum qualification criteria:

   a. M/s. Span Communications
   b. M/s. Group M
   c. M/s. RK Swamy BBDO
   d. Consortium of M/s. Ignite Digital Services Pvt. Ltd. and TLG India Pvt. Ltd.

4. The Committee accordingly decided to proceed with the technical evaluation of the above mentioned four bidders and took note of the documents submitted by each of them as per the statement prepared by US (BE-III) and enclosed at Annexure-B and examined all these documents in detail.

5. The Committee based on the required documents submitted by the bidders decided to proceed with the presentation by the following four qualified bidders as per the technical evaluation criteria laid down in para 2.6.5 of Section 2 of RFQ-cum-RFP.
The attendance sheet of the representatives of four bidders, who made presentation before the Committee is enclosed at Annexure-C.

a. M/s. Span Communications  
b. M/s. Group M  
c. M/s. RK Swamy BBDO  
d. Consortium of M/s. Ignite Digital Services Pvt. Ltd. and TLG India Pvt. Ltd.

6. The presentations were made by each of the four bidders. Each of the bidders was asked to make presentation with regard to each of the component prescribed for technical evaluation as per para 2.6.5 of RfQ-cum-RfP. Each of the bidders was asked specifically about their strategy in line with the proposed Brand Vision presented for DIPP including innovative ideas & suggestions; Profile & Track record of the agency, including experience in the fields related to Print, Outdoor, Electronic Media, Activation, Analytics & Digital Media with separate emphasis on Social Media amplification; International clients handled along with the size of accounts handled on various media options; Credentials of Media & Marketing team identified to work with DIPP; Key Success Metrics, Design & Concept of evaluation, tracking & course correction plan for KPIs with specific timelines & tools deployed and Design & Concept of ORM plan with specific input parameters & tool deployment. The entire analysis was done with the objective of shortlisting agencies who could deliver world class Media services for ‘Make in India’ campaign. After every presentation made by the bidder firms, the committee members deliberated at length with regard to various components covered by the firms as per the evaluation criteria specified in RfQ-cum-RfP. The Committee based on this deliberation decided to have another round of discussion only with M/s. Group M, M/s. RK Swamy BBDO, and Consortium of M/s. Ignite Digital Services Pvt. Ltd. and TLG India Pvt. Ltd. to have an overview about the team composition proposed to be deployed exclusively for DIPP’s assignment on 21.07.2015.

7. The Committee again met on 21.07.2015 at 12:00PM and discussed about the experience, expertise, qualifications of team leader(s) and other persons proposed to be deployed by the respective firms exclusively for the assignment of DIPP. The Committee asked the representatives of the bidders to submit details of the entire
team dedicated for DIPP’s assignment along with a written commitment to the effect that the team leaders/members of the team deployed for DIPP’s work would not be changed. The details of team members and written commitment by the bidder firms as desired by the Committee are attached at Annexure-D.

8. The details of marks awarded to each bidder unanimously agreed by all committee members are attached at Annexure-E. The technical score obtained by the four bidders are as follows:

a. M/s. Span Communications  52
b. M/s. Group M  90
c. M/s. RK Swamy BBDO  60
d. Consortium of M/s. Ignitee Digital Services Pvt. Ltd. and TLG India Pvt. Ltd.  65

9. Based on the technical evaluation, the following bidders were found qualified and were recommended for opening of their financial bid:

a. M/s. Group M
b. M/s. RK Swamy BBDO
c. Consortium of M/s. Ignitee Digital Services Pvt. Ltd. and TLG India Pvt. Ltd.

10. The date for opening the financial bid of above mentioned two bidders was fixed on 23rd July, 2015 at 10:30 AM and it was directed to inform the above said 3 bidders to be present at the time of financial bid opening.

(Sunit Tandon)  
Director General, IIMC  
(Chairman)

(P. Rangarajan)  
Asstt. Dir., Mo Tourism  
(Member)

(Gauri Karol)  
Director (Finance), DIPP  
(Member)

(Palka Sahni)  
Deputy Secretary, DIPP  
(Member)

(Atul Chaturvedi)  
Joint Secretary, DIPP  
(Member)
RFQ-cum-RFP for appointment of Media Agency Department of Industrial Policy and Promotion

Minutes of opening of EMD and examination of pre-qualification documents

Venue: Udyog Bhawan

Date and time: 13th July, 2015 (3:00 PM)

**Attendance Sheet**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name (S/Shri/Ms.)</th>
<th>Company/Designation</th>
<th>Phone/Mobile No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>D.N. Joshi</td>
<td>Under Secretary, DIPP</td>
<td>23061592</td>
</tr>
<tr>
<td>2.</td>
<td>Sumeet Chawla</td>
<td>Assistant, BE-III Section</td>
<td>-do-</td>
</tr>
<tr>
<td>3.</td>
<td>Nand Lal</td>
<td>Ignitee Digital Services Pvt. Ltd.</td>
<td>9891152152</td>
</tr>
</tbody>
</table>

2. The time for opening the bid for the appointment of Media Agency for Department of Industrial Policy and Promotion (DIPP) was fixed at 3:00 PM on 13th July, 2015. After verifying that no other representative of any other bidder is present, process of bid opening was started.

3. Bids were decrypted on the Central Public Procurement Portal and copies of EMD documents were downloaded. The EMD documents received in original offline were opened and matched with the copy of EMD on the portal. All EMDs were found in order as detailed below:

4. Accordingly the Pre-qualification documents of the applicants were downloaded.

5. According to Section 2, para 2.6.4 of RFQ-cum-RFP, following conditions were kept for pre-qualification:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Company</th>
<th>EMD details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>M/s Span Communications</td>
<td>BG No. 60191PEBG150076 of Bank of India, Lajpat Nagar, New Delhi dt. 10.7.2015</td>
</tr>
<tr>
<td>2.</td>
<td>M/s Group M</td>
<td>DD No. 757736 of HSBC, New Delhi dt. 9.7.2015</td>
</tr>
<tr>
<td>3.</td>
<td>M/s RK Swamy BBDO Pvt. Ltd.</td>
<td>BG No. 004GT02151600003 of HDFC Bank, Chennai dt. 8.7.2015</td>
</tr>
<tr>
<td>4.</td>
<td>Consortium of M/s Ignitee Digital Services Pvt. Ltd. and TLG India Pvt. Ltd.</td>
<td>DD No. 001940 (2.5 lakh) 001941 (7.5 lakh) dated of HDFC Bank, Andheri, Mumbai dated 10.6.2015</td>
</tr>
</tbody>
</table>
I. The Media Agency must have been in operation for a minimum of 3 years, as on 31st March, 2015, in Media & Marketing Services (supporting documents to be attached).

II. The Media Agency must have a cumulative gross revenue from media work of Rs 100 crore and above in the last three financial years (2012-13, 2013-14, 2014-15). A certificate from Chartered Accountant must be submitted.

III. The Media Agency should have handled international duties of over Rs. 5 crores, in the last 12 months and handled at least one account in any sector, with gross revenue of over Rs. 2 crore in any one of the last three years. (A certificate from Chartered Accountant must be submitted).

IV. The Media Agency should have separate, specialized team setups & structures for Media Planning & Buying, Activation, Analytics, Digital – with a separate setup for Social Media, Search, & Online Relationship Management.

6. All the bids received were examined with reference to the pre-qualification criteria laid down in RfQ-cum-RfP for this purpose as under:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Criteria as per Section 2, para 2.6.4 of RFQ-CUM-RFP.</th>
<th>Name of the bidder firms and status of fulfilling Pre-Qualification</th>
<th>RK Swamy BBDO</th>
<th>Consortium of Ignite Digital Services and TLG India Pvt. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Media Agency must have been in operation for a minimum of 3 years, as on 31st March, 2015, in Media &amp; Marketing Services (supporting documents to be attached) (Form 3B)</td>
<td>Yes Self-certified &amp; CA Certificate</td>
<td>Yes Self-certified &amp; CA Certificate</td>
<td>Yes Self-certified PAN card</td>
</tr>
<tr>
<td>2.</td>
<td>The Media Agency must have a cumulative gross revenue from media work of Rs 100 crore and above in the last three financial years (2012-13, 2013-14, 2014-15). A certificate from Chartered Accountant must be submitted. (Form 3C)</td>
<td>Yes CA Certificate (Rs.277.54 cr.)</td>
<td>Yes CA Certificate (Rs.21275.78 cr.)</td>
<td>Yes CA Certificate (Rs.710.44 cr.)</td>
</tr>
<tr>
<td>3.</td>
<td>The Media Agency should have handled international duties of</td>
<td>Yes CA certificate</td>
<td>Yes CA Certificate</td>
<td>Yes CA Certificate</td>
</tr>
<tr>
<td></td>
<td>Yes. Submitted in form 3D.</td>
<td>Yes. Submitted in form 3D.</td>
<td>Yes. Submitted in form 3D.</td>
<td>Yes. Submitted in form 3D.</td>
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<tr>
<td>4.</td>
<td>The Media Agency should have separate, specialized team setups &amp; structures for Media Planning &amp; Buying, Activation, Analytics, Digital – with a separate setup for Social Media, Search, &amp; Online Relationship Management. (Form 3D)</td>
<td>Yes. Submitted in form 3D.</td>
<td>Yes. Submitted in form 3D.</td>
<td>Yes. Submitted in form 3D.</td>
</tr>
</tbody>
</table>

(Palka Sahni)
Deputy Secretary (BE-III)
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Evaluation Criteria</th>
<th>Strategy in Line with the Proposed Brand Vision</th>
<th>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</th>
<th>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</th>
<th>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</th>
<th>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evaluation Criteria</td>
<td>Strategy in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
</tr>
<tr>
<td>2</td>
<td>Suggestions</td>
<td>Proposed for DIPP, Including Innovative Ideas &amp; Strategies in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
</tr>
<tr>
<td>3</td>
<td>Recommendation</td>
<td>Proposed for DIPP, Including Innovative Ideas &amp; Strategies in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
</tr>
<tr>
<td>4</td>
<td>Recommendations</td>
<td>Proposed for DIPP, Including Innovative Ideas &amp; Strategies in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
</tr>
<tr>
<td>5</td>
<td>Recommendation</td>
<td>Proposed for DIPP, Including Innovative Ideas &amp; Strategies in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
</tr>
<tr>
<td>6</td>
<td>Recommendation</td>
<td>Proposed for DIPP, Including Innovative Ideas &amp; Strategies in Line with the Proposed Brand Vision</td>
<td>Profile &amp; Track Record of the Agency, including Experience in the Field Related to Print, Outdoor, Electronic Media, Activation, Analytics &amp; Digital Media.</td>
<td>Credentials of Media &amp; Marketing Team Indicated to Include Social Media Amplification.</td>
<td>Work with DIPP &amp; Other Media Agencies &amp; Marketing Teams Indicated to Include Social Media Amplification.</td>
<td>Design &amp; Concept of ORM Plan with Specific Input &amp; Plan for KPIs with Specific Timeframes &amp; Tools</td>
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<tr>
<td>S. No.</td>
<td>Bidder's Name</td>
<td>Designation</td>
<td>Mobile No.</td>
<td>E-mail</td>
<td>Signature</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>R.K. Surya</td>
<td>Group Leader</td>
<td>9820241356</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>R.K. Surya</td>
<td>Group Leader</td>
<td>9820241356</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>A. R. Kumar</td>
<td>Principal</td>
<td>9870338852</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>M. Chandra</td>
<td>Manager</td>
<td>9892345678</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>A. R. Kumar</td>
<td>Principal</td>
<td>9870338852</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>R. K. Surya</td>
<td>Group Leader</td>
<td>9820241356</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Venue: Udyog Bhawan

Date: 14th July, 2015
Time: 5:00 PM

Attendance Sheet - RFO-Cum-RFP for appointment of Media Agency for DIP- Presentation by bidders in respect

Annexure - C
Make In India
The Road Ahead
Team Structure Submission

New Delhi,
July 22nd, 2015

Mr. Atul Chaturvedi
Joint Secretary DIPP,
Udyog Bhawan,
New Delhi-110011

RFQ - cum - RFP dated 23rd Jun 2015 for Appointment of Media Agency for Department of Industrial Policy and Promotion

Sir,

With reference to your RFQ-cum-RFP Document dated 23rd June 2015, and our subsequent meeting today, please find attached the proposed team structure for ‘Department of Industrial Policy & Promotion’ from GroupM. This structure will be valid for a period of one year from the start date of the contract.

While we will sincerely attempt to maintain continuity in the business, if for unavoidable reasons any of our key personnel were to exit from the Services of the Company, we will replace them with team members of similar caliber within 30 days.

I would like to reiterate that we are really looking forward to the DIPP mandate and would like to reassure you that the business will be managed professionally and by our top talent, befitting the stature of the assignment.

Yours sincerely,

[Signature]

Authorized Signature
Sonali Malaviya; Principal Partner – Client Leadership, Mindshare
GroupM India Pvt. Ltd.
6th Floor, Tower 9A, DLF Cyber City, Phase 3
Gurgaon 122002
Tel: +91 124 4519858, Mobile: +91 97111 72257
Fax: +91 124 4519718
Email: sonali.malaviya@mindshareworld.com
GroupM Team Structure for DIPP

All the names in shaded boxes will be the key client interfaces for each vertical with the business lead responsible for each aspect of the business.

Team details

DIPP Lead @ GroupM – Sonali Malaviya
Strategy Lead – John Thangaraj
Overall Digital Lead – Anisha Iyer
Paid Digital Media Lead – Nikunj Mahajan
Non Paid digital Media Lead – Iti Kaul
Traditional Media Lead – Anup Kumar
OOH Lead – Adil Khan
Form 3K: Credentials of Media & Marketing Team identified to work with DIPP

Business Lead:
Name of Team Member – Sonali Malaviya
Designation – Principal Partner
Work being handled – Strategy, Client Leadership @ Mindshare Delhi
Qualifications – PGDBM
Total experience – 18 years; Agency – 5 years

Strategy Team

Team Lead – John Thangaraj
Designation – Head of Strategy (North)
Work being handled- PepsiCo, GSK, Rodeos (Yum, Amex, Lufthansa, Goibibo, etc)
Qualifications- MBA, MA (Communications)
Total experience- 13 years; Agency – 1.5 years

Name of Team Member – Avilash Chakraborty
Designation – Director Strategy
Work being handled- Yum, Motorola, Apollo, ITC, Honda
Qualifications- MBA, BA (Literature)
Total experience- 8 years; Agency – 0.5 years

Digital Team

Name of Team Member – Anisha Iyer
Designation – Partner, Digital
Work being handled – Digital Head for Mindshare Delhi
Qualifications – BMS – Bachelor of Management Studies
Total experience – 11 years; Agency 8.5 years

Name of Team Member – Nikunj Mahajan
Designation – Sr. director – Digital
Work being handled – Idea, HSBC, USL, ITC foods, Britannia, Lufthansa,
Qualifications – MBA- Marketing
Total experience – 10 years; Agency – 6 years

Name of Team Member – Anuj Singh
Designation – Manager- Digital
Work being handled – GM, Sony, LAVA, Lufthansa, Volvo Cars
Qualifications – MBA- Marketing
Total experience – 6 years; Agency – 0.5 years
Name of Team Member – Abhilash C
Designation – Director, Digital Exchange
Work being handled – Search & Platform Planning
Qualifications – BBA
Total experience – 9 years; Agency – 8 years

Name of Team Member – Arpit Srivastava
Designation – Manager, Search
Work being handled – Search
Qualifications – MBA
Total experience – 4 years; Agency – 4 years

Name of Team Member – Iti Kaul
Designation – Manager-Digital
Work being handled – Social asset management for GSK, Pepsi, Lufthansa
Qualifications – Graduate in journalism
Total experience – 5 years; Agency – 2.0 years

Name of Team Member: Himani Bathla
Designation: Social Media Specialist
Work being handled: Social Media Strategy; Businesses including GSK, Lufthansa, Timex, Pepsi
Qualifications: MBA Marketing
Total experience: 5 years; Agency – 2 years

Guidance

Name of Team Member: Karthik Nagarajan
Designation: National Director – Social Media & Insights
Work being handled: Strategy, Social media, Digital Marketing, Market Research,
Qualifications: MBA
Total experience: 15 years; Agency – 4 years

Name of Team Member: Vinod Thadani
Designation: Chief Digital Officer, Mindshare South Asia
Work being handled: Digital Thought Leadership
Qualifications: MBA
Total experience: 15 years; Agency – 11 years

Name of Team Member: Geetika Chadha
Designation: Director, Social
Work being handled: Project managers for clients like Pepsi, GSK, KFC etc
Qualifications: PG Diploma in Content creation & Mass management from IMI, Graduation in B.Com (Hns)
Total experience: 9+ years; Agency – 2 years
Name of Team Member: Revant Chopra  
Designation: Content Specialist  
Work being handled: Social Media Campaign Execution, Influencer Outreach Programmes  
Qualifications: B. Tech in Computer Science and Engineering  
Total experience: 2 years + / Agency – 0.5 years

Name of Team Member: Pankaj Sharma  
Designation: Senior Manager  
Work being handled: Social Media Listening & Insights  
Qualifications: M.Sc. Biotechnology  
Total experience: 8 Years; Agency – 2.5 years

Traditional Media Team

Name of Team Member – Anup Kumar  
Designation – Partner; Client Leadership  
Work being handled – Lufthansa, Apollo, Motorola, Grofers  
Qualifications – PGDBM  
Total experience – 17 years; Agency – 7 years

Name of Team Member – Bharat Budal  
Designation – Director, Exchange  
Work being handled – Lufthansa, goibibo, Motorola, Yakult, Volvo Cars, Swatch group  
Qualifications – MBA  
Total experience – 9 years; Agency – 9 years

Name of Team Member: Parinita Pagaria  
Designation: Manager; The Exchange  
Work being handled: Apollo, NIIT, NGC & ABP  
Qualifications: MBA (Marketing)  
Total experience: 3 years.; Agency – 1 year

Guidance

Name of Team Member – Saket Sinha  
Designation – Principal Partner; Client Leadership  
Work being handled – Yum Brands, Lufthansa, Apollo, Motorola, Grofers  
Qualifications – PGDBM  
Total experience – 18 years; Agency – 9 years

Name of Team Member – Kiran Konsam  
Designation – Principal Partner, The Exchange  
Work being handled – Head of Planning & Buying, Mindshare South Asia  
Qualifications – MBA  
Total experience – 16 years; Agency – 8 years
Name of Team Member: Muralidhar T
Designation: Principal Partner; The Exchange
Work being handled: Head of Media Planning & Buying, Mindshare North
Qualifications: MBA (Marketing)
Total experience: 16 years; Agency – 10 years

Team for Out of Home:

Name of Team Member – Adil Khan
Designation: General Manager
Work being handled: Lufthansa, Apollo, HTC, Volvo Cars, Swatch Group, Vodafone, GSK, Amex
Qualifications: PGDM, IMT Ghaziabad
Total experience: 13 years; Agency – 8 years

Name of Team Member – Jainesh Kumar
Designation: Business Group Head
Work being handled: Airtel, TATA Docomo, Spicejet, Tata Indicom, Samsung, Hindustan Times
Qualifications: B.Tech in Electronics, UP Technical University
Total experience: 11 years; Agency – 0.5 years

Name of Team Member – Romina Madan
Designation: Business Group Head
Work being handled: Google, Apple, Delhi Jal Board, Air Vistara, Ford
Qualifications: M.A- International Design and Communication Management, Warwick University
Total experience: 5 years; Agency – 3 years

Name of Team Member: Pallavi Raina
Designation: Sr. Director
Work being handled: Samsung, Citibank, Visit Britain, Vodafone, HSBC.
Qualifications: B.E., MBA (Marketing)
Total experience: 10 years; Agency – 3.5 years

Guidance

Name of Team Member : Raj Mohanty
Designation: Vice President
Work being handled: Business lead for key clients across India
Qualifications: PGDBM, Business administration & Management, XLRI Jamshedpur
Total experience: 21 years; Agency – 5 years

Name of Team Member : Somnath Sengupta
Designation: National Creative Head
Work being handled: Samsung, Vodafone, Singapore Airlines, HSBC, Levies, British Petroleum.
Qualifications: Bachelor in Arts
Total experience: 13 years; Agency – 1 year
In addition to the above resources committed on the Make in India business, agency management and vertical leads will also be involved in the business

Prasanth Kumar – CEP, Mindshare South Asia
Shekhar Sharma – Head of Search, GroupM
MA Partha Sarathy – Chief Product Officer, Mindshare South Asia
Ruchi Mathur – Leader, Mindshare Delhi
Media Agency: Team Structure

Account Head: Narendra S
15+ years of Exp

Offline Media Lead
Soumya Acharya
12 Years of Exp

Account Manager
Gyan Ranjan
5+ years of Exp

Influencer Outreach Lead
Anil D.
10+ years of Exp

Influencer Marketing
Ritika Trehan
4 years of Exp

Planning
Deepali Datta Moha
8 years of Exp

Buying/Outreach
Despok Aujor
14 years of Exp

Media Strategy
Sahayapriya Das
4.5 years of Exp

Operation
Vikas Rathore
14 years of Exp

Online Media Lead
Narendra Dubey
7 years of Exp

Analytics Lead
Gaurav Mishra
6 years of Exp

Analytics Executive
Srijit Mukherjee
3 years of Exp

ORM
Saurabh Khandelwal
6 years of Exp

ORM
Manuj Rajput
5 years of Exp

Bal Mukund Pathak
7 years of Exp

Rajeev Jha
11 years of Exp

Suresh Kumar
16 years of Exp

Sashi Siva
20 years of Exp

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T: +91-22-4287-4787 | W: www.ignite.com
Ignite Digital Services Private Limited, 5th Floor, Lotus Grandeur, Veera Desai Road extension, Oshiwara, Andheri (W), Mumbai - 400063
• Green: Dedicated resources
• Blue: Shared Resources
• Overall Team Guidance - Atul Hegde

We undertake that there will be no change in the team for at least 1 year since the start of the engagement; only exceptions being for factors beyond the control of the company like – maternity leave, paternity leave, accident/death, employee services being terminated on account of misconduct.

Atul Hegde, (CEO)

Authorized Signatory
Ignite Digital Services
(On behalf of Ignitee- TLG Consortium)

Dated: 22nd July 2015
July 21, 2015

Mr Atul Chaturvedi
Joint Secretary
DIPP
Udyog Bhavan
New Delhi -110001

RFQ-CUM-RFP dated 23rd June 2015 for selection of Media Agency for Department of Industrial Policy and Promotion

Dear Sir:

As per our meeting dated 21st July 2015 we enclose the following:

1. The structure, names and total strength of the core team that will service the “Make In India” campaign.

2. Undertaking as desired by you

Yours sincerely

Sandeep Sharma
President – R K SWAMY MEDIA GROUP
July 21, 2015

Mr Atul Chaturvedi
Joint Secretary
DIPP
Udyog Bhavan
New Delhi -110001

Dear Sir:

We hereby undertake that none of our core team members will leave within an year of this assignment except for “force majeure” or personal reasons.

Yours sincerely,

Sandeep Sharma
President – R K SWAMY MEDIA GROUP
Proposed Team Structure for DIPP
# RK SWAMY Media Group - Team Structure

<table>
<thead>
<tr>
<th>Senior Leadership</th>
<th>Shekar Swamy</th>
<th>Sandeep Sharma</th>
<th>Ajit Shah</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Group CEO, RK SWAMY BBDO</td>
<td>President, RKSWAMY Media Group</td>
<td>Sr. Advisor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One Point Team Leader</th>
<th>Gaurav Dikshit</th>
<th>K Satyanarayanan</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Integrated Media &amp; Project Head</td>
<td>Sr. Vice President Media Specialist</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Heads</th>
<th>Muraleedharan KV</th>
<th>Tridib Ghosh</th>
<th>Anjan Ghosh</th>
<th>Sujit Kote</th>
<th>Tyronne Devdros</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Media Planning/Buying</td>
<td>Social &amp; Digital</td>
<td>Research &amp; Evaluation Matrix</td>
<td>Experiential (Events &amp; Out Reach)</td>
<td>OOH</td>
</tr>
<tr>
<td>Support team heads</td>
<td>Manoj PR</td>
<td>Nikita Kapoor</td>
<td>V Sudarshan</td>
<td>Gagan Pal Singh</td>
<td>Shailesh Kumar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Additional Team members</th>
<th>Planning - 4</th>
<th>Buying-2</th>
<th>Ops &amp; Billing - 4</th>
<th>Digital - 7</th>
<th>Social /ORM - 5</th>
<th>Team -2</th>
<th>Creative - 6</th>
<th>Ops - 10</th>
<th>Planning -3</th>
<th>Client Relation-5</th>
<th>Team -5</th>
</tr>
</thead>
</table>

- Advisory- Shared Resource
- Full Time- Dedicated Resource
MBA from the University of Delhi and an MS from Northwestern University. An acknowledged leader in the arena of global marketing, research, and advertising,

Shekar Swamy has been a key architect in the development of R K SWAMY HANSA group. As an expert in the cross-border creation, development and management of brands, Shekar has helped companies such as Raymond, Mercedes-Benz, Gillette, Visa, Mars Chocolates and many others achieve success in markets around the world.

Shekar along with Professor Don Schultz, has been teaching a graduate level course on Global Marketing Communications at Northwestern University for the past 15 years. In 2002, he was inducted into the Northwestern University Alumni Hall of Achievement.

Mutli-faceted leader with depth of experience as an advertiser, agency head and channels sales and marketing head. Dynamic leader with over 2 decades of experience in the best of companies in media, advertising and FMCG marketing.

Currently as PRESIDENT at R K SWAMY BBDO, P&L responsibility for the media companies comprising of media planning & buying, outdoor and digital , managing 120+ employees, 100+ clients across 6 offices pan India. Highly respected as an industry leader and perceived as one of the best result oriented people manager. Helped launch and build Times Now and made it profitable in five years and an iconic english news service. He has also launched Radiocity 91.1 fm as part of the initial Star India setup.

Sandeep was awarded "India's Biggest Brand Builders" at CMO ASIA awards in SINGAPORE. Sandeep is an alumni of IIT Mumbai and NMIMS
Ajit is an MBA from Stanford University, USA. He has been in the advertising Industry for the last 25 years. He was the Managing Director of Everest Saatchi & Saatchi from 1991-2002 before joining R K SWAMY BBDO in 2004.

He has serviced major FMCG clients such as Proctor & Gamble, Parle Biscuits, Frooti, Pan Parag, Dabur, Godfrey Phillips, etc. He has also handled major international brands such as Honda, SONY, Panasonic, Yamaha, Dulux & Castrol.

Extensive experience in Brand launches: Launched Yamaha RX100, Honda City, Honda Accord, Honda Activa in India.
Gaurav Dikshit
Integrated Media & Project Head

An Advertising Graduate from Indian Institute of Mass Communication (IIMC) - New Delhi, with 12 years experience in Media Planning, Marketing and Strategy, varied across major Agencies like Mindshare (GroupM), Starcom, Mediacom and on the client side managing Media for one of the biggest advertisers – Samsung.

Possesses strong knowledge in Digital, activation, OOH, brand management, media/communication planning, marketing plans and execution of the same. Worked on clients like BSNL, Samsung, Amex, Swatch Group, Aviva, Apollo Tyres, Wrigley- Joyco, Incredible India and many more.

Loves to do Idea driven work. A lot of his work has got best media integration awards at various Media forums like Goafest and EMVIES.

K Satyanarayana
Senior Vice President

Satya is one of the veterans at R K SWAMY Media Group with over 20 years of experience spanning across a wide spectrum of product categories. He has been at the forefront of numerous MNC brand launches viz, Mentos, Citizen Watches, Brylcreem, General Air Conditioners. He is one of the 3 Indians and 30 worldwide to have received ‘Agency Innovators 2010 Award’ from The Internationalist Magazine, New York, for the innovative media work done for Siemens. Represented R K SWAMY MEDIA GROUP in Siemens Global Communication council meet at Germany in 2011 (only agency to have been invited globally). He is an Alumnus of Indian School of Business, CEE, Hyderabad. He also holds a PG in Public Relations and PGDM in Marketing and Sales Management.
Tridib is Partner & Senior Creative Director. He has a Hons. in Chemistry and Masters in System & Marketing Management. He is also a certified User Experience Expert. With over 19 years of experience in Online, Interactive & Digital media, Tridib has built integrated solutions of web-entertainment & online advertising. He has provided competent thought leadership in User-Experience sphere to major brands in following verticals: Automobile, FMCG, BFSI, Textile, Pet Care, Entertainment, Technology, and Business Information & Intelligence. Technology, and Business Information & Intelligence.

Tridib has been instrumental in building up the digital & social media ORM team since last 6 years and has personally spearheaded successful completion of various national & international level digital projects. Some of the successful digital & social media projects are: P&G, Mercedes-Benz, Pedigree, Kokuyo Camlin to name a few.

Nikita is Brand Strategy Director, stationed at Delhi Office. She is an MBA in Marketing from Bharati Vidyapeeth Institute Of Management & Research. With over 8 years of experience into Digital media strategy, planning, buying, and execution through a variety of campaigns focused on branding, direct response, new product launches, search engine marketing, video, social networking, gaming, mobile, viral marketing, Online Reputation Management, conversational marketing (Blogs management, Forums and Group participation) and other related areas. She has worked with agencies like Ogilvy & Mather, DDB Mudramax, GroupM etc. Worked on clients like IDBI Bank, Dabur, McDonald's, Star TV, Skymet, AskMe, Policybazaar, Volkswagen, LIC, Economist and many more.
Sujit is graduate in Statatistics and comes with 15+ years of experience in Advertising, Experiential Marketing/Events & Digital Media.

In his previous roles he worked with notable agencies like Wizcraft International Entertainment Pvt. Ltd.

He has catered to clients like Vodafone, Deutsch Bank, Samsung, Bank of India, Central Bank of India, UCB, L & T, CNBC, Anchor Electricals, Standard Chartered Bank, ICICI Bank, Temasek Holdings, Wella, HCL Comnet, Bridgestone, Johnson & Johnson, UTV, to name a few in his work career.

In his career he has successfully executed some memorable events viz., The Unforgettable World Tour – Canada, Trinidad, USA, UK (9 cities), IIFA Awards, Yorkshire, CNBC CFO Awards – RAK, UAE, Johnson and Johnson – 3 day conference – Dubai, Petrotech – Cultural programmes, GLOBOIL INDIA – International Conference on the Edible Oil Industry, HELP Concert – Charity Event in aid of Tsunami victims, ICICI INSURANCE – Chairman Select Awards in Sydney, Australia etc.
He is been designing events & Consumer engagement programs for more than a decade. He is known for his creative work with agencies like JWT, DDB Mudra Group, Showtime Group and Rk Swamy Hansa Group. He is equipped to handle large format events, conferences, Exhibitions & Consumer Activations (Nationally & Internationally)

He is currently handling clients like Samsung, GE, Vodafone Foundation, ONGC, Bata, Canon, Apollo Munich & Nestle. He has also worked with clients like Yamaha, Suzuki, India TV, NDTV, India Today and many more

30+ years of experience in Media, started his career in advertising at very early stage. He had worked in leading advertising agencies and handled major client’s like Philips India, Carrier Air conditioner, Nokia, Tata Indicom, ICI Paints, Adidas, Rayban, BSNL, Ministry of Tourism, Blackberrys Menswear, Pradhan Mantri Jan Dhan Yojana, Unique Identification Authority of India, Orient Fans, AIR India, IndusInd Bank etc.

He is taking care of the planning and implementation of Print Media and stationed in Delhi office of RK Swamy BBDO. He oversees all the media related requirements and delegate work to the members of the team. Fire Fighting and Crisis Management is his specialty. He was with Bates Clarion and Maa Bozzel before joining RK Swamy BBDO in the year 2000.
Post Graduate Diploma in Communications (PGDC) from MICA in 2000 with a specialization in Marketing Research

With over 15 years of experience in Market Research across multiple agencies including ORG-MARG, IMRB, TNS and Hansa Research

He was inducted into MR through the Indian Readership Survey (IRS) and has worked extensively on customized and syndicated research projects on Print, Television and Digital media audiences. He has spearheaded the IRS Research Team between 2003 and 2005 and led key Hansa initiatives like developing the HPI (Household Premium ness Index).

He has also worked extensively with BFSI, FMCG, Media, Retail and Telecom industry clients across:
- Communication Effectiveness Studies
- Brand Tracking Studies
- Usage & Attitude Studies
- Announced Audits
- Conjoint Studies
- Acceptor Rejecter Studies
- Concept / Design evaluation Studies
- Readership and Listenership tracks
- Retail Effectiveness Studies amongst others
A Marketing Graduate from Narsee Monjee Institute of Management Studies – Mumbai, with 18 years experience in Media marketing and Market Research & Communication, which includes 8 years across Major Media Marketing houses like Star Network, Rajasthan Patrika and 10 years in Hansa Research.

Has done a lot of Communication Evaluations and Brand Tracks in FMCG, Durable, Services and Transportation industry with relevant experience in evaluation metrics for communication effectiveness and Brand / Campaign KPIs.

Apart from the relevant experience above, have done studies of following diversities:
- Usage & Attitude
- Communication Effectiveness
- Conjoint Studies
- Concept / Design evaluation Studies
- Product testing / Concept testing Studies
- New market entry strategy studies
- Census (Individual and Shop census)
<table>
<thead>
<tr>
<th>No.</th>
<th>Criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Evaluation Criteria</td>
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<tr>
<td>2</td>
<td>DIP</td>
<td>Prod, track record of the agency, including experience in DIP</td>
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<tr>
<td>3</td>
<td></td>
<td>Social Media Multiplication - Reference, case study with 3 successful campaigns</td>
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<tr>
<td>4</td>
<td></td>
<td>Creative skills and Digital Media skills, including social media background</td>
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<tr>
<td>5</td>
<td></td>
<td>Identification of Key Success Metrics, Target setting, Target setting, Target setting, Target setting</td>
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<tr>
<td>6</td>
<td></td>
<td>Design &amp; Concept, ORM Plan, with specific impact</td>
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<tr>
<td>7</td>
<td></td>
<td>Specific Limitations &amp; tools deployed, Evaluation, tracking &amp; course correction plan of KPIs with DIP</td>
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<tr>
<td>8</td>
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<td>Analytics of Media &amp; Marketing team identified to work with DIP</td>
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**ANNEXURE E**

**Technical Evaluation of bids with regard to para 2.65 of the RFP-DIP**