



## Tea Board India

(Under Ministry of Commerce & Industry, Dept. of Commerce, Govt. of India)

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Tender No. 41(01)/2019/PROM

Dated: 20<sup>th</sup> October, 2020.

### Corrigendum No.1

Replies to the Queries raised at the Pre-Bid Meeting with respect to the RFQ cum RFP for Empanelment of Branding Consultants/Agencies

Tender No.  
41(01)/2019/PROM  
Dated: 11/09/2020  
CPP Portal Tender ID:  
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| Sl. No. | Section                                      | Query   | Reply   |
|---------|--|---|---|
| 1       | Page 6, Performance Security Deposit         | Will it be possible to waive off or reduce the Performance Security Deposit (10% of the value of the goods/services of the contract)? | No.   |
| 2       | Page 19, Content or Marketing Communications | What is meant by "Opportunity and occasion based communication strategy and tactics."?  | The Agency is expected to do proper market research to identify opportunities for penetration of the specific markets and then design appropriate communication strategy and tactics suitable to specific occasions through which we can achieve conversion of the targeted audiences of the selected markets to India Tea. |

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|---|---|--|---|
| 3 | Page 22, Induce B2C or B2Y Awareness and Action                                   | What is the difference between B2C and B2Y. What age groups and SEC do we look at? Which tier cities should the agency target? | B2C communications should be tailored for the entire cross section of general consumers of a particular market, including youth, middle-aged group, elderly persons etc. B2Y communications should be specifically tailored targeting the youth of a particular market. The agency is expected to conduct proper market research to identify which age groups, SEC and tier cities should be targeted in a particular market so as to generate the maximum ROI, and then give suggestions accordingly to Tea Board for carrying out the strategy.                                     |
| 4 | Page 23, Digital Media campaigns aimed at these audiences                         | Would "Digital media campaigns aimed at these audiences." Be over and above what the digital agency does, or in conjunction?   | The Digital Media campaigns to be done by the selected Agency for this Tender will be over and above what the separate Digital Agency of Tea Board appointed exclusively for Social and Digital Media campaigns does.   |
| 5 | Page 38, Annexure-IV, Form 7, Item 5, Point 2, "Emphasising the health benefits". | What are teas' direct health benefits?   | The health benefits of tea are mentioned on the website <a href="http://www.teaboard.gov.in">www.teaboard.gov.in</a> under the tab Research. Also, the current posts on health benefits of tea being done by Tea Board on its Facebook and Twitter platforms may be referred to. Tea Board will share research materials on the Health Benefits of Tea with the Selected Agency after the Bidding process is complete and the Agency is on board for this project. The Agency is also expected to do research on its own on this topic to devise an appropriate promotional strategy. |

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| 6 | General Query | Will the Bidder be allowed to form a Consortium with other companies for the execution of this project? | The Selected Bidder may form a Consortium with other companies for successful execution of this project. However, the full Eligibility Criteria for this Tender must be met as a whole by the Bidding Agency, not the other companies who are part of the Consortium. The Selected Agency will be the single point of contact for Tea Board and the Selected Agency will be held responsible for the lapses on the part of any of the constituents of the Consortium. All payments for the work done by any of the companies who are part of the consortium will be made by Tea Board to the Selected Agency only. The Selected Agency must keep Tea Board informed at all times of the names, credentials, core competencies etc. of all the companies with whom it chooses to form the consortium. |
| 7 | General Query | Will it be possible to separate the creative service charges from the on-ground activities?             | No.  |

Sd/-  
(Dr. Rishikesh Rai)  
Secretary