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TENDER DOCUMENT NO.IGL/ET2/CP/CM18227
 EMPANELMENT OF ADVERTISING AGENCIES FOR IGL

REPLY TO PREBID QUERIES

S.NO	Section	Tender Clause.	Page No.	Description	Bidder Query	IGL Reply
1	I	7.1	7	Bidder should have experience in execution of work as an advertising agency in FMCG/ consumer durables/ telecom/ banking & finance / Oil & Gas / PSU / Utilities of at-least Rs.1.50 Cr in single order during 7 years reckoned from the date of issue of tender.	Is it inclusive GST or exclusive? And Does it include Outdoor also ?	Tender Condition Prevalis: Said value is incl. of GST and may include outdoor also.
2	I	11.5	12	PSUs and firms registered as Micro/Small Enterprise with MSME or NSIC are exempted from furnishing Earnest Money Deposit (EMD) / Bid Security, (subject to their enclosing a copy of latest and valid registration certificate for the tendered products/services) with their bid. Enterprise which have been re classified as Medium' enterprise from their earlier status as 'Micro' or 'Small' enterprise in Udyam registration certificate shall be exempted from submitting EMD. The bidders shall be given this exemption for a period of three years from the date of such upward change in their MSME status. Bidders are required to submit Udyam registration certificate(s) meeting above stated conditions for exemption under this provision, failing which bid shall be rejected.	EMD amount is 15 lacs: Is it not exempted for MSME Vendor?	Tender Condition Prevalis: 1. PSUs and firms registered as Micro/Small Enterprise with MSME or NSIC are exempted 2. Enterprise which have been re classified as Medium' enterprise from their earlier status as 'Micro' or 'Small' enterprise in Udyam registration certificate shall be exempted from submitting EMD.
3	I	Table Point 3:	9	Criteria - Area of Diversified service Grade - Advertising & Brand Management	Can we put Social Media management tenders also, in Brand Management? Please clarify.	YES
4	I	2.2	9	2.2 Documents/ methods for above requirements: i. Creative Advertisement based on Brief: All creatives as mentioned in the scope of work needs to be submitted by bidder physically in A4 size of print advertisement in English as well Hindi languages, on or before the bid submission date & time inline with the tender at IGL Bhawan (not more than 5) along with its bid. Brief for iv. In house team /on roll employee composition & relevant experience with proofs: a) Graphic Designer b) Content creator c) Creative designer Details of above in-house team/ on roll employee along with date of joining & their total experience in the above mentioned role. This list must be certified by statutory auditor/CA.	Would these need to be submitted with the bid or before the bid? Please provide clarity	Tender Condition Prevalis: It needs to be submitted in hard copy on or before the bid submission date at IGL Bhawan.
				Only the CV's of these resources need to be submitted? Please clarify	Tender Condition Prevalis: The creatives entail advertisements of either CNG Segment or PNG Domestic Segment or both.	
5	I	stage 2 : Criteria Table point 2 Methodology	10	Methodology for case study as specified in SOW	Please clarify if we need to submit all the documents except Methodology.	Tender Condition Prevalis: Yes, clearly mark the indication for Stage 1 & Stage 2 document list.
6	V	There are three briefs in the tender document, can you let us know which all need to be submitted by November 6? And will there be presentations too, by what dates?	-	Brief-01: Part-a).promoting CNG and PNG by IGL.3-5 A4 print Ads in English & Hindi Languages Part-b).CNG as preferred fuel promotion: 3-5 A4 print Ads in English & Hindi Languages Brief-02: Domestic PNG segment promotion: 3-5 A4 print Ads in English & Hindi Languages Case Study for Presentation (Stage – 2) Strategy & creative presentation both languages		Tender Condition Prevalis: Brief 1 & 2 are part of Stage 1 evaluation & creatives for the same needs to be submitted on or before the bid submission whereas brief 2 is for Stage 2 evaluation which is required to be presented at the time of Presentation. The date of presentation for Stage 2 will be communicated in due course of time.
7		As it is a repositioning exercise of IGL, first we need to know, what space do you think IGL currently occupies in people's mind?				Tender Condition Prevalis: Instead of feeling proud that One has made contribution by doing their bit to make their place a cleaner and greener place by adopting to clean fuel i.e. CNG, the customer perceives CNG as an alternative fuel which is considered as an economical fuel and is used by those who could wait in the queues to refuel their CNG vehicles. Also, the users recognise the fuel by its generic name i.e. CNG and PNG and narrowly remembers the Brand IGL which is provider of cleaner fuel.
8		As CNG & PNG are two offerings we will lead this repositioning with, we would like to know the current perceptions of CNG & PNG?				Tender Condition Prevalis: As explained above.
9		There could be three immediate propositions – i. Cost advantage ii. Clean energy iii. Safety. What would be your vision on how we can apply these propositions? If you have to choose which one should we put our efforts on?				Tender Condition Prevalis: Emphasis is to be laid on: 1. The contribution one makes by converting their vehicle or purchasing a new vehicle powered by a cleaner fuel i.e. CNG. 2. The accompanying factor is the incentive in terms of Saving accrued on monthly fuel bill of each CNG vehicle. 3. The convenience and safety associated with the supply of natural gas i.e. no pilferage etc.
10		Who do you think is your biggest competitors? What are the strategies they are latching on?				Tender Condition Prevalis: There is no entity in competition per se in the cities where IGL operates, however, the competition is with the usage of prevalent fuels like Petrol and Diesel in CNG segment. However, in PNG (Domestic, Industrial & Commercial) Segment, other source of energy like Coal, Wood, LPG, Power etc. are competing which are also widely available and easy to use at an affordable price
11		We have understood CNG saves 40% on fuel bill. We also have understood, PNG is also pocket friendly, do we have any claim number for PNG also?				Tender Condition Prevalis: At current market price, CNG is economical by 40% compared to Petrol. This may vary with any changes in the prices of either fuel. In PNG, the factors like convenience, no pilferage, pay after use, 24*7 availability etc. should be promoted.
12	V	Clause no.2.9	63	Case Study for presentation	Is it a strategic approach you are looking for? Or how other brands have solved similar problem?	Tender Condition Prevalis: The questions and evaluation methodology is explained in the tender document.

13	I	Table Serial no. 2	9	(Experience of developing...) Query: Work orders of How many years prior to the bid date will be considered Serial no. 3 (Areas of diversified services) Query 1 : Work orders of How many years prior to the bid date will be considered Query 2 : How many work orders for maximum marks for each of 3 sub points Serial no. 4 (In house team /on roll employee) Query : Only CA certified list will suffice or any additional document is required		Tender Condition Prevalis: i) Experience & areas of diversified services: upto 7 years prior to bid submission date. ii) 1 PO each against 3 sub points are required but if 1 PO covering all 3 sub points, that will also suffice. iii) for inhouse team, tender conditions will prevail.
14	I	Clause no. 3.0, Stage 2 Table Serial no. 2 Serial no. 3 Serial no. 4	10	Query 1: Do we need to submit documents such as work orders etc. for this stage along with stage 1 documents? Serial no. 2 : Methodology for case study as specified in SOW Query : No case study specified Serial no. 3 : Key personnel Query 1 : How many Key personnel for maximum points, only 1 per category (Graphic designer, content creator, Creative designer) ? Query 2: Define qualification documents as required to be submitted for these Key personnel Serial no. 4 (Experience in organizing Events & Exhibitions) Query: How many work orders for maximum marks, one?		Tender Condition Prevalis: i) all documents pertaining to state 1 evaluation needs to be submitted along with the bid. For stage 2 documents, you can submit along with the bid. However, as per tender terms, all 12 agencies selected for stage 2 evaluation, needs to submit its documents before conducting the presentation. ii) case study details mentioned in the tender document page no. 63, point 2.9. iii) 1 per category key personnel will fulfil IGL requirement. iv) No need to submit edu. qualification documents, only Resume/Bio-data will suffice. v) There is no limit for PO/WO submission towards conforming Experience in organizing Events & Exhibitions. However, to get the max. marks, it should meet IGL expectations.
15	V	Clause no 2.2	59	The bidders shall submit 3-5 creatives in high resolution in English language, on the topics mentioned below. The creatives entail an advertisement of CNG Segment & PNG Domestic Segment.	Pl clarify	Tender Condition Prevalis: Please read this clause in-line with clause no 2.2 (i) of Section I (page no 9). <i>All creatives as mentioned in the scope of work needs to be submitted by bidder physically in A4 size of print advertisement in English as well Hindi languages, on or before the bid submission date & time in-line with the tender at IGL Bhawan (not more than 5) along with its bid. Brief for advertising agencies is provided in scope of work.</i>