



TENDER DOCUMENT NO.JGL/ET/CP/CM18147
 Engagement of Social Media Agency for IGL

REPLY TO PREBID QUERIES

Sr No.	Section	Tender Clause	Page No.	Description	Bidder Query	IGL Remarks
1	V	SCOPE OF WORK	61-66	SCOPE OF WORK Methodology for Paid Promotions a. In the 36 creative post	1. You need 4 social media influencer post – PAID:	<p>1.1 Tender condition prevails It depends upon the creative, promotional campaign and product for which the influencer is engaged. If the response to the posts is in expected lines and customers/community/people at large are positively reacting and also it helps in achieving the targets then it may continue else there is a need to change it accordingly.</p> <p>1.2 Tender condition prevails It has been mentioned in the tender document. However, a summary is reproduced here. It depends upon the creative, promotional campaign and product for which the influencer is engaged. For CNG it may be from Auto Journalist, Automobile influencer, Auto Reviewers, Car Rally Enthusiasts/ Auto/CAR/Four wheeler Communities etc. For PNG (Domestic & Commercial) it may be from CHEFs/Restaurants/RWAs/Times Food/ Foodies/ Food Fests etc. In PNG Industrial, it may be Industry association/Manufacturers/Factory owners or operators etc.</p>
					1.1 Do we need to hire different influencer everytime or sometime it can be the same influencer?	
					1.2 Also what kind of influencer should we target to from number of followers perspective? Because cost allocation depends on the number of followers of the influencers	
					2. 28 creative post	<p>2.1 Tender condition prevails Topics will be shared at the time of execution of the contract.</p> <p>2.2 Tender condition prevails AIM is to Increase the follower base (subscribers) from present to 4 Lakh plus in total across the social media platforms at the end of two years campaign program.</p>
					2.1 Topics have not been shared or will be it shared later?	
					2.2 paid promotion post	
					4 community engagement post – Will it be paid or organic	<p>Tender condition prevails The bifurcation of paid and organic is mentioned in the tender.</p>
					In Facebook / Twitter / Instagram / Youtube a. Total post is mentioned as 58 post per month b. 22 regular post c. 1 Youtube video – 3 to 5 mins d. 5 Youtube shorts e. Hiring of local artist influencers from different GA? i. GA is not mentioned for us to allocate budget for the same.	<p>Tender condition prevails The total scope mentioned in the tender is covering all GAs. However, in case of any specific requirement of any GA, that will be communicated separately. List of operational GA's is mentioned on www.iglonline.net</p>
					Is IGL anthem available or we have to make one?	IGL Anthem production is under process. The same will be communicated to the agency in due course.
					Team is not liable to seat at IGL office right?	Yes
Online reputation management? It is not clearly mentioned in the tender document.	<p>Tender condition prevails It means that any remark which are adversely affecting the Brand image of IGL or any complaint logged by customer against the posts or any complaint regarding the services or product of IGL must be suitably replied and report it to IGL for further action and thereafter confirming back to him.</p>					
Emailer / Festive creative is not mentioned?	<p>Tender condition prevails It is under normal post i.e. 30%. It contains the posts such as important dates (such dates in calendar year will be pre-decided), festivals, inaugurations, events, functions etc. where less creativity is required and simple posts are made.</p>					

					Design of the magazine is not mentioned?	That will be provided at the time of execution.
2	I	Clause no. 8.3 (iv) 1 (A) Consultants specific experience	10	Bidder should have a portfolio of successful campaigns and a deep understanding of the social media landscape, including the latest trends and algorithms of platforms like Facebook, Instagram, Twitter and LinkedIn and engaged as social media agency in any organisation & the client should have minimum annual turnover of Rs.15,000 cr. in last 2 years within India (Completion certificate to be submitted along with the bid mentioning successful completion of PO/WO/Contract alongwith CA certificate confirming client turnover of > Rs.15,000 cr. in last 2 years (Maximum marks: 10)	As per your tender bidder should have a portfolio of successful campaigns and a deep understanding of the social media landscape, including the latest trends and algorithms of platforms like Facebook, Instagram, Twitter and LinkedIn and engaged as social media agency in any organisation & the client should have minimum annual turnover of Rs.15,000 cr. in last 2 years within India (Completion certificate to be submitted along with the bid mentioning successful completion of PO/WO/Contract alongwith CA certificate confirming client turnover of > Rs.15,000 cr. in last 2 years (Maximum marks: 10) – This is not technically possible that a CA can verify the turnover of other companies without analyze their financial statements and any client can not give their these details to their bidder.. Please clarify how can we do this. Kindly explain.	Please refer Corrigendum -1
3	VI	SCHEDULE OF RATES Point .2 (b) & Point .3	69	Point .2 (b) - Creation of Community engagement programme @4 posts per month on individual platforms of Facebook, Instagram & Twitter (total 12 post) Point 3 - Compulsive posts in IGL social media platforms at Youtube @1 Video (3-5 minutes) per month	The production cost of these videos and the influencers payment is dynamic in nature , would IGL be making separate payments for them or do we need to include them in our commercial Bid. Kindly revert for the same,	Tender condition prevails All costs towards production of videos and engagement of influencers needs to be included in the total quoted price. Please note that no separate payment will be made against this contract.

Note:

1. Please note that only the clarifications of the queries received from the bidder's are replied in this corrigendum, under reply to bidder's Query.
2. All other terms & conditions of tender document remain unaltered.
3. Bidders are requested to visit IGL website / IGL's tendering website <https://petroleum.ewizard.com> regularly for further announcement
4. Please submit the signed and stamped copy of this corrigendum along with your offer.