EdCIL (India) Limited
Noida

Subject: Expression of Interest (EOI) for empanelment of Advertising Agencies (Reference No. EdCIL/Admin./Empanelment Advt/2026 dated 3rd September, 2026)

Reply/Clarification to the pre bid queries (Pre bid meeting held on 16.09.2026 at 1500 hrs)

S.No.	Chapter No.	Page No.	Clause as per Tender	Clarification Sought	EdCIL's Reply/ Clarification
1	Chapter 8	24-25	19.2 Eligibility Criteria Point No. 4- As per tender clause of Eligibility criteria agency should have minimum average annual turnover of at least 50 cr in last 3 years.	We have minimum average annual turnover of 47 Cr in last 3FY (22-23,23-24,24-25), but after including 25-26 (Provisional) we are meeting this criteria. Can we attach 23-24,24-25, 25-26 with CA UDIN for Provisional one? We will submit the Audited statement after this month.	No
2	Chapter 8	26	As per 19.4 Evaluation Methodology Point No. 1 there is a marking slab available for the turnover	As per the 19.2 Eligibility criteria Point no. 4 minimum turnover requirement is 50 cr, but as per 19.4 Evaluation Methodology there is a slab available for below 50 cr as well. So can we apply as this point is supersede the 19.2 point no. 4	The revised marking scheme be read as below: Average Annual Turnover of the Bidder during the last three (3) financial years (FY 22-23, 23-24 & 24-25) > INR 70 Crores: (10 marks) >INR 60 Crores and <= INR 70 Crores : (7marks) >INR 50 Crores and <= INR 60 Crores : (5 marks)
3	Chapter 5	11	1.2, S.No. 10	Annexure X- Annual turnover form, file type is written as .xls format, but there is no such excel sheet with the bid document.	To be read as PDF instead of XLs
4	Chapter 6	14	1.3 Point 4	According to point 4 financial bid form submit for bidder but in	The EOI is intended to empanel agencies having required technical competency. After

				the tender document no any financial format to fill .	technical empanelment of agencies, Price Bid shall be called from the empanelled agencies as per need & requirement of EdCIL from time to time. Point No. 4 of clause No. 1.3 at page no. 14 stands deleted.
5	Chapter 8	24	19.2, S.No. 4	There is mention a certificate of turnover & profitability. But according to Annexure -4 &10 is turnover format there is no columns for profitability	Annexure-4 stands deleted. Revised format of Annexure – 10 attached below.
6	Chapter 8	24	19.2, S.No. 5,7,8,9	In case completion certificate is not available can we submit work order with invoice and payment proof against works done.	19.2- Eligibility Criteria, S.No. 5, 7 & 8 to be read as below for Documentary Evidence **S.No. 5** - Creative along with tear sheets of at least 3 different publications for print media and/or copy of TV commercials along with attested copies of work orders and completion certificate/ copy of invoice with proof of receipt of payment. **(Soft copy/e-paper to be submitted)** **S.No. 7** - Photographs of pavilions/stalls put up along with copies of work orders and completion certificates / copy of invoice with proof of receipt of payment. **(Soft copy/e-paper to be submitted)** **S.No. 8** - Copy of film in CD/Pen drive along with copies of work orders and completion certificates/ copy of invoice with proof of receipt of payment.
7	Chapter 8	26	19.4, S.No. 2, 3, 4 & 5	In case completion certificate is not available can we submit work order with invoice and payment proof against works done.	19.4 – Technical Parameters S.No. 2, 4 & 5 to be read as below for Documentary Evidence. **S.No. 2** - Copy of work order and completion certificate issued by client/ copy of invoice with proof of receipt of payment. **S.No. 3** - Copy of experience certificate issued by client/ copy of invoice with proof of receipt of payment. **S.No. 4** - Copy of work order and completion certificate issued by client/ / copy of invoice with proof of receipt of payment.

					S.No. 5 - Copy of work order and completion certificate issued by client/ copy of invoice with proof of receipt of payment.
8	Chapter 8	24-26	Point No. 19 Phase I – Evaluation of Technical Bid 19.2 – Eligibility Criteria Page No. 24-26	The tender specifies a Minimum Average Turnover of ₹50 Crores. However, under the Evaluation Methodology (Point 19.4, S. No. 1), 5 marks are awarded for an Average Annual Turnover between ₹20–30 Crores. Please clarify whether the minimum average turnover required for eligibility is ₹50 Crores or ₹20 Crores	Please refer S.No. 2 above
9	Chapter 8	26	Point No. 19 19.4 Phase I – Evaluation Methodology	- Would a 3–4-year-old certificate from a client, stating that we have been working with them for the past 15 years, be acceptable? - Does the certificate need to be recent/currently dated? - Would one certificate from a single client suffice?	The query is not clear. Therefore, bidder may submit the document which will be examined by Tender Committee for appropriateness.

Corrections in the tender document

1. Point-ii at Note at page no.25 stands deleted.
2. Note under clause no.19.4 at page no.27 stands deleted.

(U. S. Gaikwad)
CGM (HR &A)

ANNEXURE - 10

REVISED ANNUAL TURNOVER FORM

Name of Agency:

S. No.	Financial Year	Annual Turnover (Rs. In Crore)	Net Profit (Rs. In Crore)
1.	2022-23		
2.	2023-24		
3.	2024-25		
Total			
Total in Words			
Average			
Average in Words			

Note:

- Certificate from Statutory Auditor certifying Balance sheet and P&L statement only for all three years to be attached with signature and seal of chartered accountant.
- Values entered in words will be treated as final.

Signature with Seal of the Chartered Accountant

Signature with Seal of the Bidder