

F.No.3/9/2023-DIPAM-V

CPP Tender ID: 2023_DIPAM_753305_1

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Engagement of **Advertising Agency** for listing and partial disinvestment of the Government of India's equity shareholding in Indian Renewable Energy Development Agency Limited (IREDA) through an Initial Public Offer and to raise funds through issue of fresh equity shares in the Domestic Market.

RESPONSES TO THE QUERIES OF POTENTIAL BIDDERS

S. No.	Para/ Section of RFP	Query by potential Bidder	Response / Clarification by DIPAM
1.	Para-5	<i>We seek a clarification, whether 100 cr. turnover is required for any one of the past three year? (As the same query was raised earlier with DIPAM as well-attached is the response from DIPAM for your reference). Also, the audited balance sheet for the FY 22-23 may be finalized by end of August/September. Can we submit the details for last 3 years excluding 2022-23?</i>	Turnover indicated is "Average Annual Turnover" of ₹ 100 crore or more during last 3 completed Financial Years [Viz. Total turnover during last 3 completed FYs divided by 3]. In case, balance sheet of bidder for 2022-23 has not been audited till date; turnover of 3 audited completed FYs prior to 2022-23 may be taken for the purpose of computation of average turnover and also furnish extracts of Audited Accounts of respective FYs in support thereof.
2.	Annexure-I to RFP [Point No. 4, Submission of Bids, Page-18]	<i>There is a mention of EMD requirement, however no details of EMD are mentioned in RFP. In all earlier RFPs by DIPAM, there was no requirement of EMD. Request your clarification of the requirement of EMD. In case there is a requirement, then will MSME companies be exempt from such requirement. Request your clarification.</i>	It is clarified that there is "No Earnest Money Deposit (EMD)/ Tender Fee" required to be deposited by the bidders.
3.	Under Media plan - Annex.A-4 (Television Plan) D4 and Annexure A-4	<i>News 9 is mentioned as one of the channels to be quoted, however the channel is no longer being aired, it has shifted to online space. Therefore, we</i>	Necessary corrigendum is being issued separately.

	(Television Plan) C3	cannot quote for the same. Request your instructions on News9.	
4.	Under Print Media Plan [Page No.29 of the RFP]	<i>Under print plan page no. 29 of the RFP, the size of the Price Band and RHP ad is not as per current ICDR guidelines. The size of Price Band ad should be more than 2 full page and for RHP ad minimum size should be 1 full page and 1 half page. Similarly, for Basis ad the ad size should be full page i.e. 33X50 Sq. Cm.</i> <i>(ii) For Issue Ads, as per current ICDR guidelines the minimum size should be full page instead 24x45 Sq. Cm.</i>	Bidders are requested to quote the prices as per sizes indicated in Print Media Plan [Annexure-I A] RFP Document. However, advertisement shall be made as per minimum size prescribed by SEBI (ICDR) Regulations, 2018/related Guidelines issued by SEBI or larger size (than prescribed by SEBI), as decided by DIPAM/ IREDA at later stage. In such a case, cost of advertisement shall payable as per actual size of the advertisement finally published in the Newspapers.
5.	Outdoor Media Plan, Annexure A 5 & Annex. C 4	In outdoor plan, sites at 6 (six) locations (as mentioned below) are non-existent: i. Dharavi T Junction (Mumbai) ii. Airport (Hyderabad) iii. Hi-tech City (Hyderabad) iv. Airport (Chennai) v. Parys Corner (Chennai) vi. MG Road (Bangalore)	Noted. Required corrigendum with available alternate site and other related details being issued separately.
6.	Annexure-A 3 and estimates in D 3 and C 2	Economic times only English editions (Gujarati & Hindi has been discontinued)	Bidders are required to quote the prices for all editions of Economic Times except Gujarati and Hindi languages in which publication has been discontinued.
7.	Annexure D 4 & C 3	Channel Zee Business & Zee News- Monitoring by TAM. Not BARC/Adex hence will provide TAM report	Total Addressable Market (TAM) Report will be acceptable for Zee Business and Zee News instead of Broadcast Audience Research Council (BARC)/Adex Report.

