

CHENNAI METRO RAIL LIMITED
ADDENDUM – 01
TENDER ID: 2023_CMRL_738947_1
NIT NO: CMRL/ PR/DM-01/RT01/2023

Sl.No	Section/Reference No	Tender Clause	As Amended	Remarks
1.	Page No : 10, 7.11. Tenure of License	7.11. Tenure of License d) If in case of successful completion of the full term of the contract period i.e. 6 months , Interest Free Security Deposit/Performance Security of the Bidder shall be refunded after adjusting the outstanding dues, if any.	Typographical Error May please read the clause as d) If in case of successful completion of the full term of the contract period <u>i.e. 1 year</u> , Interest Free Security Deposit/Performance Security of the Bidder shall be refunded after adjusting the outstanding dues, if any.	<u>Amended as Underlined</u>
2.	Page No 6 6. CRITERIA FOR SELECTION	The Authority reserves the right to modify the evaluation process at any time during the RFP process , without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change.	The clause is being amended to the following; From the time the bids are opened to the time the work is awarded, the bidder should not contact the client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the bidders who submitted the proposal or to any other party not officially concerned with the process, until the publication of the contract award information.	<u>Amended as Underlined</u>
3.	Page No : 2 – 1. Invitation for Open Tender - Eligibility Criteria d) & Annexure V Eligibility Criteria -Sl.No 1	The agency must have been Empanelled with Directorate of Information and Public Relations, Government of Tamil Nadu for Digital Media Marketing/Public Relations/Social Media/Branding	<u>The clause is deleted</u>	<u>Amended as Underlined</u>
4.	Annexure-VI	Evaluation Criteria (Technical)	The clause is being amended. May please refer to Addendum 01 – Annexure 1, 1A,1B	<u>Amended as Underlined</u>
5.	New Clause No 7.20 Instruction to Bidders	New Clause: LANGUAGE OF THE TENDER	New Clause Description: The Tender prepared by the bidder as well as all correspondences and documents relating to the Tender shall be in English language only. If the supporting documents are in a language other than English, the notarized translated English version of the documents should also be enclosed. Tender received without such translation copy will be rejected.	

Joint Director /Public Relations Officer



CHENNAI METRO RAIL PROJECT

e-Tender No: CMRL/ PR/DM-01/RT01/2023

NIT NO: CMRL/ PR/DM-01/RT01/2023

TENDER E-PROCUREMENT ID :2023_CMRL_738947_1

**Engagement of an Agency for
handling Digital Media Marketing, PR
Works, Photo and Videography
Services of Chennai Metro Rail
Limited.”**

Addendum 01

Annexure 1

EVALUATION & QUALIFICATION CRITERIA

**Chennai Metro Rail Limited,
MetroS
Anna Salai, Nandanam,
Chennai – 600 035.**

EVALUATION & QUALIFICATION CRITERIA

Sl.No	Description	Page No.
1	EQC Table	3
2	BID Scoring	7
3	Notes to Bidder	8

EVALUATION & QUALIFICATION CRITERIA						
Eligibility and Qualification Criteria-QCBS			Compliance Requirements			Documentation
No.	Factor/Sub- Factor	Requirement & Marks Allocation	SingleEntity	Joint Venture (existing or intended)		Submission Requirements
				All Parties combined	One member	
1.1 Company Profile and Works (45 Max marks)						
1.1.1	Company Profile and Experience Total years of experience in the business of designing/ production of creatives/ commercials, Public Relation, Branding, advertising for various media, including TV, Radio, social media, etc. for the past Seven years as on the date of bid Submission – 10 marks	a. More than 10 years – 10 Marks b. 5 to 10 years - 5 Marks c. 2 to 5 years - 2 Marks d. Less than 2 years - Nil	Must meet requirement for minimum 5 marks	Must meet requirement for minimum 5 marks	Must meet requirement for minimum 2 marks	Statement TABLE attached with Addendum 01 - Annexure 1A. Copies of Work Orders and Completion Certificates issued by the clients
1.1.2	Experience of having successfully completed Digital Media Management and Public Relations (Similar work) during the last 7 years for Government / PSUs / Private Sector 20 marks	a. One completed Similar works costing not less than value of INR 88.20 Lakhs or b. Two completed Similar works costing not less than value of INR 55.13 Lakhs each or c. Three completed Similar works costing not less than value of INR 44.10 Lakh each	Must meet requirement for 20 marks	Any one member or Joint Venture combined must meet requirement for 20 marks. (Note 1)		Work Order / Client Completion Certificates are mandatory
1.1.3	Digital Media Marketing undertaken for Government / PSUs / Private Sector in the last 3 years. 15 marks	a. 2 projects – 5 marks (or) b. 3 – 4 Projects – 10 marks (or) c. > 5 Projects – 15 Marks	Must meet requirement for minimum 5 marks	Must meet requirement for minimum 5 marks.	N/A	Work Order / Client Completion Certificates are mandatory

Addendum 01

Eligibility and Qualification Criteria-QCBS			Compliance Requirements		Documentation	
No.	Factor/Sub- Factor	Requirement & Marks Allocation	SingleEntity	Joint Venture (existing or intended)		Submission Requirements
				All Parties combined	One member	
1.2 Key Personnel – 2 nos (20 Max marks) - Refer Annexure 1B for Scope of Work						
1.2.1	Social Media Expert (1) 10 marks	As per Key Personnel Scope of Work attached in Addendum -01, Annexure 1B - 10 marks	Must meet requirement for 10 marks	Must meet requirement for 10 marks	Profile of Social Media Expert along with work Experience is mandatory	
1.2.2	Public Relation Expert (1) 10 marks	As per Key Personnel Scope of Work attached in Addendum -01, Annexure 1B -10 marks	Must meet requirement for 10 marks	Must meet requirement for 10 marks	Profile of Public Relation Executive along with work Experience is mandatory	

Addendum 01

Eligibility and Qualification Criteria-QCBS			Compliance Requirements		Documentation	
No.	Factor/Sub- Factor	Requirement & Marks Allocation	Single Entity	Joint Venture (existing or intended)		Submission Requirements
				All Parties combined	One member	
1.3 Financial Standing (max. 15 marks) (See Part 3: Notes to Bidder of this document to calculate the requirement for JV/ consortium)						
1.3.1	Average Annual financial turnover during the last three financial years (2019-20, 2020-21, 2021-22) agency should have an average of ₹ 1 Crore and above turnover per annum.	Pass- 5 marks Fail- 0 marks	Must meet requirement	Each member Must meet requirement	Turnover for social/Social media management shall be shown separately if different from the total turnover, certified by CA	
1.3.2	Net worth of Tenderer during last audited financial year should have been positive (+). In case of JV/consortium, the net worth of each member should have been positive(+).	Pass- 5 marks Fail- 0 marks	Must meet requirement	Each member Must meet requirement	Net worth of Tenderer during last audited financial year should have been positive to be attested by CA	
1.3.3	Profitability in the last 3 years in which last 2 years should be positive	Pass- 5 marks Fail- 0 marks	Must meet requirement	Each member Must meet requirement	To be attested by CA	

Eligibility and Qualification Criteria-QCBS				
SI.No.	Evaluation	Requirement & Marks Allocation	Score	
1.4. Power Point (.ppt) Presentation by bidder: The bidders whose bids meet pre-qualification criteria after Technical Evaluation would be invited to make their presentation encompassing their company profile and activities undertaken in the past before the Tender Evaluation Committee. – 40 Marks - (Duration of 20 minutes)				The following needs to be submitted along with tender submission (Technical): Folder to be named as Eligibility Criteria (Technical – PPT) <ul style="list-style-type: none"> • Bidder to submit proof of Kindly submit proofs of Creatives designed for your clients • Proof of videos/jingles made for your clients • Proof of Crisis Communication works for your clients • Proof of Blogs/Papers written for clients
1.4.1	Short Introduction about the Bidder Profile and capabilities of the agency	Agency experience and capabilities	10	
1.4.2	Ideas/Strategic initiatives that is envision for CMRL	<ul style="list-style-type: none"> • Strategic Ideas for CMRL Proof of works performed with client completion letters (if any)	5	
1.4.3	Creativity and Overall Quality	<ul style="list-style-type: none"> • Kindly submit proofs of Creatives designed for your clients Proof of videos/jingles made for your clients	10	
1.4.4	Crisis Communication - 5 marks Public Relations Work - 10 marks	<ul style="list-style-type: none"> • Proof of Crisis Communication works for your clients. Proof of Blogs/Papers written for clients	15	

2. BID SCORING

Technical bid Scoring:

MANDATORY COMPLIANCE: (The Tenderer must mandatorily comply with the following clause mentioned in this Eligibility & Qualification criteria table above for further evaluation.) Bidders kindly note that

1. Clause 1.3

Financial Standing

Technically to qualify the bidder should get minimum score of 70%.

Total Maximum score a bidder can get is 120 points.

Financial bid Scoring:

Financial bid shall be given scoring as below:

The bidder who has quoted the lowest price will be assigned a score of 100 in the financial bid. The other bidders will be allotted score relative to the score of bidders with the lowest quote as below:

$$F_s = 100 * F_1 / F$$

Where:

F_s = The financial score of the Financial Proposal being evaluated

F₁ = The price of lowest priced Financial Proposal

F = The quoted price of Financial Proposal under consideration

Combined evaluation:

The weighted combined score of the technical bid (T_s), and financial proposals (F_s) shall be used to rank the bidders on the basis of formula given as below:

$$\text{Combined Score} = 0.7 T_s + 0.3 F_s$$

The first ranked i.e., the highest scoring bidder will be considered for further processing.

2. Notes to Bidder:

1. In case of joint venture / consortia, full value of the work, if it was done by the same joint venture or the entire work was done fully by any of the member, shall be considered. For previous works done other than same JV the work experience will be calculated based on percentage participation in previous project and added in proportion to current percentage participation.

Example: Let Member-1 has percentage participation = M and Member - 2 has =N. Let the Work experience of Member-1 is 'A' and that of Member-2 is 'B', then the work experience of JV will be

$$\frac{=AM+BN}{100}$$

2. In case of JV/consortium, the requirement of working capital is to be distributed between members as per their percentage participation.
For example, Let Member-1 has percentage participation = M and Member-2 has percentage participation =N. If minimum working capital required is 'W' then working capital required of Member -1 $\geq (W.M)/100$ and working capital required of Member -2 $\geq (W.N)/100$.
3. Financial data for latest 3 years has to be submitted by bidders along with the audited Balance Sheets of **2019-20, 2020-21 & 2021-2022**. The financial data in the prescribed format shall be certified by chartered Accountant with his stamp and signature. In case audited balance sheet of the last financial year is not made available by the bidder, he has to submit an affidavit certifying that the "balance sheet has actually not been audited so far".

If Audited Balance Sheet is not submitted, the application will be considered as non-responsive.



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Addendum 01

Annexures 1A & 1B

**Chennai Metro Rail Limited, MetroS
Anna Salai, Nandanam,
Chennai – 600 035.**

Annexure 1A - TABLE

DETAILS OF WORKS COMPLETED

S.No.	Name & address of the client	Location of the Work (Town / State)	Name of the contact person and contact details of the client	Project Cost in ₹Lakhs	Project start date	Project end date	Work Order enclosed (Yes/No)	Work completion certificate Enclosed (Yes/No)
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								

Signature of the bidder with seal

1.2. Key Personnel

1.2.1 The selected agency shall deploy the personnel with following qualifications.

1. Social Media Expert (1) :

I	Educational Qualification	
	Essential	Postgraduate in Visual Communication, Marketing, Corporate Communications, Public Relations or Graduate in Visual Communication, Marketing, Corporate Communications, Public Relations
II	Essential Experience	
	a) Total professional experience	Min. 3 years for Post-Graduate and 7 years for Graduate.
	b) Experience in relevant works	Min. 3 years' experience in handling social media accounts of clients, Digital Marketing
	c) Experience in similar position	Min. 5 years
III	Age Limit	Not exceeding 30 years on the date of submission of Proposal

2. Public Relations Executive (1) :

I	Educational Qualification	
	Essential	Postgraduate in Visual Communication, Marketing, Corporate Communications, Public Relations or Graduate in Visual Communication, Marketing, Corporate Communications, Public Relations
II	Essential Experience	
	a) Total professional experience	Min. 3 years for Post-Graduate and 7 years for Graduate.
	b) Experience in relevant works	Min. 3 years' experience in handling social media accounts of clients, Digital Marketing
	c) Experience in similar position	Min. 5 years
III	Age Limit	Not exceeding 30 years on the date of submission of Proposal

1.2.2 The deployed Key Personnels shall have the following profile :

Role	Profile
Social Media Expert (1)	<ul style="list-style-type: none"> • Degree in Marketing or general discipline. • Educational background in Marketing is an advantage. • Relevant system qualifications/certifications are a plus. • 3-5 years' full time social media experience with brands in lifestyle, fashion, sports, transport (on the brand payroll or on the agency side). • Marketing communications campaign planning and execution experience. • Work experience at digital, social agency is an advantage. • Social Media KPI's and landscape. • Strong understanding of social media and the capabilities of different channels including Instagram, Twitter, Facebook, YouTube, LinkedIn, Snapchat, and any other upcoming platforms. • Active use and in-depth knowledge of social media listening and publishing tools. • Highly proficient in Microsoft Office, especially excel and PowerPoint. • Proficient in Illustrator and Photoshop is an advantage. • Team player, able to build effective relationships with CMRL PR Team and other Departments. • Detail-oriented, matriculate, inter-personal, creative and open-minded. • Social Media Savvy.
Public Relation Expert (1)	<ul style="list-style-type: none"> • Experience in public relations, communications, is required. • Professional level verbal and written communications skills in Both and Tamil and English • Be proficient in Ms Word, PowerPoint, and Ms Excel. • Excellent interpersonal and Presentation skills. • Good industry knowledge and experience in building influential networks. • A proactive approach to problem-solving with strong decision-making skills. • Ability to prioritise and plan effectively. • Service focused and sensitive to confidential information.