

**Marketing Department**


CO/MKTG/2022-23/98

14<sup>th</sup> December, 2022

**Corrigendum to our RFP for Selection of Agency for Social Media Marketing**

In continuation to our RFP dated 21/11/2022 with regard to **Selection of Agency for Social Media Marketing** certain amendments thereto were requested / discussed during the Pre-Bid meeting held on 09/12/2022. Previously we have intimated the corrigendum for extension of the bid submission date in **ref no CO/MKTG/2022-23/86 dated 12<sup>th</sup> December 2022**. As approved by our competent authority, additional amendments have been done in the RFP terms as under:

Reference No.	Existing	Revised
Page No.8 Pre-qualification / Eligibility Criteria, Point No 9	The Agency should currently be a META/ Twitter partner in India. Agency should have at least 5 resources who are Digital Marketing certified from META/Twitter Any other recognized certification.	<i>The Agency should currently be a META/ Twitter partner in India. This eligibility criteria has been waived off. The eligibility criteria that the Agency should have at least 5 resources who are Digital Marketing certified from META/Twitter Any other recognized certification. This eligibility criteria has been waived off.</i>
Page No.15 2.11 Methodology & Criteria for Bid evaluation: (B) Details of Technical Scoring: 1 Experience of Agency	Years of Experience in Social Media Marketing services in India. For each completed year – 1 point	<i>Years of Experience in Social Media Marketing services in India. For each completed year - 2 points</i>

  
K S Waldia  
Asst. General Manager  
Marketing Department