

PRE BID QUERY RESPONSES

Sr. No.	EOI Section	Query (as received)	Response
1	3.1 – Eligibility	"We are an MSME company. Does the ₹50 lakh minimum average turnover requirement apply to MSME companies?"	Confirmed, yes. MSME/Start-up Bidders require a minimum average turnover of ₹50 Lakh/year (last 3 FYs), as against ₹1 Crore/year for other Bidders.
2	7.33 – MSME Exemption	"As an MSME, can we get an exemption from the Application Fee and EMD by submitting our valid Udyam/MSME Certificate? Do we need to submit any other documents?"	Yes. Submit a valid, current MSME/Udyam or DPIIT Start-up registration certificate, along with the self-declaration required under Section 7.33(c) (undertaking that failure to sign the empanelment agreement or furnish the PBG in time results in a 3-year suspension from PSBA tenders).
3	7.10, 7.33(a), 7.33(d), Annexures 11.10–11.13	(i) "We understand that MSMEs are not exempt from the ₹2 lakh Performance Bank Guarantee (PBG). Please confirm when we need to submit the PBG." (ii) "PBG format required to be submitted with all details duly filled by the issuing bank, or whether only the signed and stamped blank format is required at the bid submission stage." (iii) "NDA Format is required to be submitted with all details duly filled or whether only the signed and stamped blank format is required at the bid submission stage." (iv) "Pre Contract Integrity Pact Format is required to be submitted with all details duly filled or whether only the signed and stamped blank format is required at the bid submission stage." (v) "Kindly clarify whether bidders claiming exemption from EMD are required to submit Annexure 11.13 along with the supporting documents for EMD exemption." (vi) "Documents such as the NDA and Performance Bank Guarantee are generally executed only after empanelment/award of work... Kindly clarify whether these annexures are required to be submitted along with the EOI response, or whether they are to be executed only after empanelment." (vii) "If the EMD is released before the PBG is actually submitted and accepted, there could be a gap where PSB Alliance has no security in place... Please clarify the exact sequence and timeline."	Confirmed, MSMEs are not exempt from the PBG. Annexures 11.10 (NDA) and 11.11 (PBG), being formal instruments executed on non-judicial stamp paper, are not required with the bid - they shall be executed and submitted only upon selection for empanelment, per Sections 7.6 and 7.10. The PBG must be submitted within 21 days of the Empanelment Letter; failure to do so results in cancellation of empanelment and forfeiture of EMD. Annexure 11.12 (Integrity Pact) and Annexure 11.13 (EMD) remain required at the bid submission stage, per Sections 7.23 and 7.33 — signing the Integrity Pact is a preliminary qualification for participation, and non-submission of either results in rejection/disqualification of the bid. Bidders claiming EMD exemption need only submit their MSME/DPIIT certificate and self-declaration in place of Annexure 11.13.
4	3.2 – Experience Proof	"If we cannot share the original PO or Work Order due to confidentiality, can we submit a Client Experience Certificate or Completion Certificate instead?"	Yes. A Client Experience Certificate or Completion Certificate is acceptable in lieu of the original PO/Work Order, provided it clearly states the relevant details necessary to confirm eligibility — including client name, nature/scope of the assignment, and duration/dates of engagement.
5	9.3 – Subcontracting	"Can we mention our specialised partners in the EOI for services that we do not provide in-house?"	Yes, this is consistent with the documented in-house/partner model already contemplated under Section 3.2.

6	7.20 – Subcontracting	"We request PSBA to disallow subcontracting of assignments awarded under this empanelment. In exceptional circumstances where specialized services are unavoidable, subcontracting may be permitted only with the prior written approval of PSBA, while ensuring that the empanelled agency remains solely responsible and fully accountable..."	This is already the position under Section 7.20 — subcontracting of any part of an assignment requires the Company's prior written approval, and the empanelled Agency remains fully responsible for the performance, conduct, and statutory compliance of any sub-contractor engaged, regardless of such approval. No change is proposed to this clause.
7	5.1 – Assignment Process; Introduction – Empanelment	(i) "Will all empanelled agencies receive every Task Brief, or will PSB Alliance select agencies based on their experience and expertise?" (ii) "Since there is no cap on the number of agencies to be empanelled... Kindly clarify whether PSBA intends to introduce any mechanism such as category-wise empanelment, limiting the number of empanelled agencies based on merit, or shortlisting agencies for individual SOWs..."	Not necessarily. Per Section 5.1, the Company may share a Task Brief with all empanelled Agencies or with a relevant subset possessing matching category expertise, at the Company's discretion. This decision will be made case-by-case for each assignment ; no fixed formula, category-wise empanelment structure, or standing shortlisting mechanism is prescribed at this stage.
8	6.2 – Commercial Quote; 5.1 – Assignment Allocation Methodology	(i) "For a specific assignment, can an agency participate only in the services it specialises in, or does it need to provide all the services mentioned in the Task Brief?" (ii) "Please confirm whether a single assignment will always be awarded in full to one agency, or whether deliverables within one assignment can be split across multiple empanelled agencies."	Each assignment is awarded in full to a single Agency through one Work Order — deliverables within one assignment will not be split across multiple empanelled Agencies. Whether an Agency may participate for only part of a given Task Brief's scope will depend on that specific assignment and will be stated in the relevant Task Brief; this is not a fixed rule applicable uniformly to all assignments.
9	6.3 – Budget; 6.5 – Payment	(i) "Will the project cost include expenses such as media, influencers, printing, production and events, or will these expenses be paid separately?" (ii) "If PSB Alliance provides a budget for a project, will the budget include GST and third-party expenses, or will it cover only the agency's professional fees?"	Depends on the billing structure specified in that assignment's Task Brief. Under the All-Inclusive Quote structure (default, Section 6.2(a)), all such costs are bundled into a single quote. Under Split Billing (Section 6.2(b)), where specified, these costs are billed separately. GST is always excluded from quotes and paid separately by the Company in all cases (Section 6.4).
10	6.5 – Payment; 6.2, 7.19 – Vendor Costs	(i) "For large or long-term projects, can payments be made in stages based on project milestones?" (ii) "We request that an exception to the no-advance-payment rule be built into the terms for event-based assignments." (iii) "PSB Alliance needs to consider a milestone-based or partial payment arrangement."	Two mechanisms already address this. Milestone-based tranche payments are already permitted under Section 6.5 for any assignment specified as spanning multiple milestones in the Work Order. Separately, Split Billing (Section 6.2(b)) allows the Company to pay vendors/third parties directly , rather than requiring the Agency to fund these upfront — this can be specified in the relevant Task Brief for event-based or vendor-heavy assignments. The general no-advance-payment rule to the Agency itself remains unchanged.
11	6.2(b), 9.6 – Split Billing	"The methodology for computing the Commercial Score under Split Billing... is left to be decided afresh in each individual Task Brief... kindly indicate a default/standard methodology in the EOI itself."	This is intentional. The Company will determine what constitutes "C" on a per-assignment basis in the relevant Task Brief, depending on the nature of that specific assignment. No single fixed default applies uniformly across all assignments.

12	4 & 5.1 – Scope of Work / Assignment Allocation	"The scope of work lists several service categories... Please clarify whether work will be grouped by category so that a single agency handles a complete pillar of work... to avoid overlap between empanelled agencies."	The category structure at Section 4 is intentionally broad to allow flexible scoping across future assignments. There is no standing/permanent allocation of any category to a single Agency; each new business requirement is separately scoped and competed through its own Task Brief, per Section 5.1.
13	4.1 – Digital Marketing, Lead Generation	"The scope mentions 'lead generation campaigns' under Digital Marketing but does not specify how a lead will be measured or calculated... Please share the specific metrics."	Intentionally left open at the empanelment stage. Metrics such as form fills, qualified leads, cost per lead, or conversion rate will be defined in the relevant Task Brief for each specific assignment, rather than fixed uniformly in this EOI.
14	Sections 5 & 9 – Relationship Between Empanelment and Assignment Award	"Please confirm the complete step-by-step process from empanelment screening (Section 9.5) through to assignment-level evaluation (Section 9.6), and clarify the reasoning behind the current mark distribution in Section 9.5."	Process: Eligibility check (Section 9.4, pass/fail) → Technical Presentation (Section 9.5, scored, gates empanelment) → Empanelment → <i>for each future assignment</i> → Task Brief issued (5.1) → Agency submits concept and/or commercial proposal → Evaluated per the method specified in that Task Brief (5.2/9.6) → Work Order to the successful Agency. Section 9.5 is expressly a broad screening exercise, not a task-specific technical evaluation — assessment of work-related capability occurs later, per assignment, at Section 9.6. The weighting in Section 9.5 reflects this intended purpose and is not proposed to be changed.
15	9.5 – Minimum Qualifying Score	"Please confirm that 37.5 out of 50 is the final minimum qualifying score and remove the brackets in the final version."	Confirmed. 37.5 out of 50 is the final minimum qualifying score for empanelment.
16	3.2 (Item 3) & 9.4 – BFSI/PSU Experience	"Since item 3 is excluded from the pass/fail list and does not appear as a scored parameter in Section 9.5 either, it is unclear whether this criterion carries any weight... Please clarify why it appears as a criterion at all."	BFSI/PSU/Government sector experience remains informational only at the empanelment stage — it is not a pass/fail criterion and does not carry a scoring weight in Section 9.5. However, it may become relevant later: where a specific future assignment is BFSI/PSU-sensitive, such experience may be taken into account as part of the "relevant experience for that specific task" factor under Section 9.6(a) at the assignment-evaluation stage.
17	7.13 – Empanelment Period and Extension	"Please share the process and expected notice period for confirming whether empanelment will be extended beyond the first year."	A notice provision covering the extension decision will be incorporated into the empanelment agreement/contract, applicable on completion of the first year of empanelment.
18	Schedule of Events – Date of Technical Presentation	"Please share an indicative timeframe within which the Technical Presentation date will be communicated after eligibility clearance."	Bidders clearing eligibility will be notified of their Technical Presentation schedule during the first or second week of August 2026 . The exact date/time will be confirmed separately to each qualifying Bidder.
19	Schedule of Events – Pre-Bid Query and Meeting Timeline	"Please confirm when written responses to pre-bid queries will be shared with all bidders, and whether bidders will have adequate time to factor these responses into their submission."	Written responses to all pre-bid queries will be uploaded to the Company's website within 3 working days of the last date for submission of queries.
20	3.1, Sr. No. 3 & 4 – Turnover/Net Worth	"Kindly clarify whether provisional/unaudited FY 2025-26 financials supported by a CA certificate will be accepted."	Confirmed. PSBA will accept unaudited/provisional FY 2025-26 financials, supported by a CA certificate , in place of audited figures for turnover and net worth assessment.

21	3.2, Sr. No. 2 – Assignment Threshold	"Kindly indicate a minimum assignment value or scope threshold, or confirm that any completed engagement, regardless of size, qualifies."	No fixed minimum value is prescribed — any genuine, completed engagement of relevant scope may be counted, regardless of size. However, the Company reserves the right to reject any engagement that appears to be artificially structured, inflated, or split solely for the purpose of meeting this eligibility criterion.
22	3.2, Sr. No. 4 vs Section 5.1	"Kindly clarify whether a Bidder strong in a subset of the listed categories... is eligible for empanelment, or whether capability across all five categories is a mandatory pass/fail requirement."	Relaxed. A Bidder must demonstrate capability across at least 3 of the 5 listed categories (Digital Marketing, Creative Design, Content Creation, Video Production, Event Management), full-service or via a documented in-house/partner model, rather than all 5, to be eligible for empanelment.
23	9.5 – Technical Presentation	"How much time will be given for the Technical Presentation, including the Q&A session?"	20 minutes for the presentation, plus 10 minutes for Q&A (30 minutes total).
24	9.5 – Technical Presentation	"Is there a maximum number of slides or a specific format that we need to follow for the Technical Presentation?"	No fixed maximum number of slides is prescribed. However, the presentation, including Q&A, must be completed within the total time allotted (30 minutes).
25	9.5 – Technical Presentation	"Can more than one team member present during the Technical Presentation, or should only one person present?"	Up to a maximum of 3 representatives from the Bidder's team may present.
26	9.5 – Technical Presentation	"Do we need to submit the presentation deck along with the EOI submission, or do we only need to present it during the Technical Presentation?"	Not required with the bid submission. The presentation deck is to be emailed to PSBA on the same day, after the presentation is concluded , for record purposes.
27	9.5 – Technical Presentation	"Will the Technical Presentation be evaluated only on the four mentioned criteria, or will our case studies and past experience also be considered?"	Only the four parameters listed in Section 9.5 are formally scored. Case studies and past experience may support the "Overview of the Bidder's Organization" and "Relevance of Capabilities" parameters, but are not separately scored.
28	9.5 – Technical Presentation	"Will PSB Alliance provide any presentation template or guidelines that bidders need to follow?"	No fixed template will be issued. Bidders may structure their presentation as they see fit, within the time limit stated at Sr. No. 23.
29	9.5 – Technical Presentation	"Should we present a detailed digital marketing and communication strategy for PSB Alliance, or is a high-level approach sufficient at this stage?"	A high-level approach is acceptable. However, a clearly articulated vision for the working relationship with PSB Alliance will be preferred, consistent with the "proposed vision/approach" parameter scored under Section 9.5.
30	9.5 – Technical Presentation	"Should we include pricing or commercial information in the Technical Presentation, or will pricing be requested separately for individual assignments?"	No. Pricing/commercial information is not to be included at the empanelment stage. Commercial quotes are invited only against specific future Task Briefs.
31	9.5 – Technical Presentation	"Does the minimum qualifying score of 37.5 out of 50 apply only to the Technical Presentation, or is it based on the overall technical evaluation?"	37.5 out of 50 is the complete empanelment-stage technical evaluation. Eligibility (Section 9.4) is assessed on a pass/fail basis; the Technical Presentation (Section 9.5) is the only scored gate for empanelment.
32	Annexures 11.1, 11.2, 11.4–11.9	"Whether Other Annexures to be filled & submitted on Company's letterhead (Except Annexure 11.3)."	Yes. All annexures are to be submitted on the Bidder's letterhead, signed by the designated authorized signatory.
33	General	"What is the media investment that you are planning for the next 12 months?"	PSBA does not commit to a fixed figure. Actual work and its scale will depend on business requirements as they arise, consistent with Section 5.1 (no minimum work guarantee).

34	General	"Once an agency is empanelled, do they need to pitch for every individual project?"	Yes, in principle. Empanelment provides eligibility to compete; participation in the specific concept/commercial process for each assignment (per Section 5.1) is still required to be considered for that assignment.
35	General	"What is the agenda for the Pre-Bid meeting?"	To provide a brief overview of the EOI, and to address the technical/pre-bid queries received from Bidders.