

CLARIFICATIONS OF PRE BID QUERIES

Bid Reference No. 23002/1/2022-HO- Khelo India Division

Date 12.03.2022

| S. No | Page No. | Excerpt of RFP Clause | Query | Clarification |
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| 1 | 19 | The maximum tenure of Sponsorship rights shall only be for the upcoming edition scheduled to be held in Bengaluru, Karnataka. | Can the winning bidder of this year's edition of the games get a chance to match the winning bidder of the next year's games in the same sponsor category | Please refer to clause G of Annexure II of RFP. |
| 2 | 19 | After opening of commercial bids, highest offers in each category in terms of value shall be selected and awarded the bid. | If the product categories of any two categories are the same/similar (for e.g., energy drinks) with the same amount who shall the bid be awarded to? | Please refer to clause H of Annexure II of RFP. |
| 3 | 8 | Format and signing of proposal "The Applicants shall prepare electronic copies of the technical and financial e-bid/Proposals separately" | We request SAI to clarify what is meaning of "financial bid"? | The financial bid should contain information as per the format prescribed in Annexure I of RFP |
| 4 | 12 | Performance Security "3% of the calculated sponsorship value to be paid within 15 days of finalisation of Sponsor in each category. However, in case the amount is substantially higher then SAI may allow for the deposition of the Performance security in staggered manner | We request SAI to kindly clarify meaning of "substantially higher" | SAI reserves the right to decide the same once valid justification is presented. |

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| | | with valid justification, but this shall not exceed 7 days of the signing of agreement or 21 days before the event whichever is later.”. | | |
| 5 | 12 | <p>Performance Security</p> <p>“3% of the calculated sponsorship value to be paid within 15 days of finalisation of Sponsor in each category. However, in case the amount is substantially higher then SAI may allow for the deposition of the Performance security in staggered manner with valid justification, but this shall not exceed 7 days of the signing of agreement or 21 days before the event whichever is later.”.</p> | We request SAI to kindly clarify the meaning of “staggered manner” | Staggered manner means in instalments. SAI reserves the right to decide the installments based on justification presented. |
| 6 | 12 | <p>Performance Security</p> <p>“3% of the calculated sponsorship value to be paid within 15 days of finalisation of Sponsor in each category. However, in case the amount is</p> | We request SAI to kindly clarify by when will the “Event” start. | 23 April 2022 |

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| | | substantially higher than SAI may allow for the deposition of the Performance security in staggered manner with valid justification, but this shall not exceed 7 days of the signing of agreement or 21 days before the event whichever is later.”. | | |
| 7 | 15 | Commercial Bid Format. | We request SAI to clarify the documents which are to be submitted along with Annexure I | Please refer to the Annexure I |
| 8 | 15 | Commercial Bid Format. “Taxes due to SAI will be considered part of the sponsorship but taxes due to the sponsor will not be considered part of the bid and need to be borne by the sponsor separately and shall not be made part of the bid” | We request SAI to clarify this clause | No Change |
| 9 | 21 | Payment of Sponsorship Fee and Timeline. | We request SAI to kindly clarify that after selection of the successful bidder within how many days will the successful bidder receive the Agreement from SAI? After receiving such Agreement within how many days shall the bidder sign the send the Agreement back to SAI? | Please refer to Clause J of Annexure II of RFP |
| 10 | 4 | Introduction | We would please like to know what would be the earliest date by when the agencies will be receiving a powerpoint presentation from SAI which would be of assistance at the time of pitching sponsorships to potential advertisers/sponsors? | Information will be provided within 3 days. |

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| 11 | 4 | Introduction | <p>What would be the earliest date by when the agencies will be receiving valuable information in the form of a fact sheet and/or presentation including details of but not limited to</p> <p>(i) broadcast platforms, (ii) Number of sports disciplines (iii) Number of athletes, officials, support staff participating (iv) previous reach numbers of the games, statistics, PR coverage (v) Information highlighting the scale & scope of the games etc. as this would be very helpful in identifying and/or pitching to potential advertisers/sponsors?</p> | <p>(i) To be confirmed. Plan is to televise the event live on Doordarshan and other channels and OTT.</p> <p>(ii) 20 (iii) 7500 (4488 athletes) (iv) 65 million</p> |
| 12 | 8 | <p>Format and signing of Proposals</p> <p>The Applicants shall prepare electronic copies of the technical and financial e-bid/Proposals separately.</p> | <p>The RFP talks about submission of technical as well as financial bids. Can you please let us know what are the documents that constitute the technical & financial bids?</p> | <p>The financial bid should contain information as per the format prescribed in Annexure I of RFP. The technical bid shall contain signed copy of RFP.</p> |


12/03/22
Sibananda Mishra
DD(KI)