

National Pension System Trust

RFP- Proposal Number – NPST/29/11/4/2023-MEDIA AND MARKETING

Request for Proposal (RFP) for Empanelment of multimedia agencies for Media Marketing and
Subscriber Education activities of NPS Trust

Corrigendum to the RFP

S. No.	RFP Document Page and Clause number	Query	Clarification
1	Page no. 8, Clause no.6.2, point no. V	Can we submit work orders of clients?	As per Section 6.2 of the RFP, the required supporting documents are campaign reports, media plans, or letters of completion from clients. Work orders alone are not sufficient unless accompanied by a completion/acknowledgment from the client.
2	Page no. 8, Clause no.6.2, point no. IV	Can we submit work orders for campaigns which are ongoing?	Campaign reports, media plans, or letters of completion "of the completed campaigns" from the client is required.
3	Page no. 8, Clause no.6.2, point no. IV	Which type of work would be considered as promotion of financial products?	Promotion of financial products refers to advertisement/brand promotion activities undertaken for entities in the Banking, Financial Services, and Insurance (BFSI) sector—such as banks, insurance companies, mutual funds, pension funds, or similar financial institutions. Campaigns aimed at creating awareness, driving adoption, or educating consumers about financial products/services across urban, semi-urban, and rural areas will be considered.

4	Page No. 8. Clause no. 6.3 Financial, Point I, II, III.	Can we submit a consolidated CA certificate covering all three points, or do we need to provide individual certificates?	Self-certified individual copies of all are required. Collated form may also be submitted.
5	Page No. 8. Clause no.6.3 Financial, Point I, II, III.	What will be mode of submission of bid documents i.e. online or physical to NPS office?	Bid documents submitted physically to NPS Trust office will only be considered.
6	Page No. 5, Clause no. 4	We understand the pre-bid meeting is scheduled for 03.09.2025 and last date of submission of bids is 22.09.2025. Kindly confirm?	Both the Pre-Bid Meeting and the last date for submission of bids have been rescheduled to 8th Sep 2025 (15:00 hrs) and 23rd Sep 2025 (15:00 hrs) respectively
7	Page No. 11, Clause no. 7.2	Kindly elaborate presentation deliverables of the following : <ul style="list-style-type: none"> • NPS Promotion Strategy • NPS Vatsalya Promotion Strategy • Government Subscriber Education (NPS and UPS) • Subscriber Education Ideas Kindly clarify how are all 4 above subjects and their target audience different from each other. We find an overlap of the same subject and target audience in all four.	Strategies may be presented according to the relevant target audiences and creativity brought in by the agency.

8	Page No. 13, 9.3 Comm on Guideli nes for all activiti es	We understand that the CBC rates will be applicable and non-CBC rates will be discovered among all the empanelled Agencies. In this case, please clarify on the competitive bidding as L1. When will this be applicable?	Yes, CBC rates will apply wherever available. For activities where CBC rates are not prescribed, an inter-se bidding process will be conducted among empanelled agencies. In such cases, the agency quoting the lowest rate will be treated as L1 for that activity, and all other empanelled agencies will be required to match the same rate if allotted work. This mechanism will be applicable only for non-CBC rate activities.
9	Page No. 14, Clause no. 9.7	We request you to kindly consider the translation charges as decided in CBC for translation in regional languages.	As per Clause 9.7 of the RFP, no separate translation charges will be paid. Translation into Hindi, English, or regional languages, wherever required, is to be carried out by the agency at no additional cost.
10	Page No. 2	Kindly clarify the mode of bid submission whether it is online or physical?	Bid documents submitted physically to NPS Trust office will only be considered. Any other mode will not be considered.

Note: The submission of bid documents can only be done physically to NPS Trust office along with the copy of corrigendum.

In addition to the above, all timelines will accordingly stand modified as under:

Details	Revised Important Calendar Days
Last Date and Time for submission of bids	23rd Sep 2025 (15:00 hrs)
Opening of bids	24th Sep 2025 (16:00 hrs)
Shortlisting of the agencies based on document submission for presentation	6th Oct 2025 (16:00 hrs)
Presentation by shortlisted agencies	10th Oct 2025 (10:00 hrs onwards)
Announcement of Results	14th Oct 2025 (16:00 hrs)

General Manager