Corrigendum-1 to GeM Bid ref: GEM/2024/B/4877317 dated 20/04/2024 for Selection of Digital Marketing and Social Media Agency for a period of three years in Bank.

It is decided to amend the following in respect of the above RFP:

a. GeM bid document (Bid End date/ Bid Opening Date, Page no. 1 of 7):

Description	Existing details	Amended details	
Bid End Date/Time	13/05/2024, 15:00:00	<u>16/05/2024</u> , 15:00:00	
Bid opening Date/Time	13/05/2024, 15:30:00	<u>16/05/2024</u> , 15:30:00	

<u>b.</u>

SI No	Section/Annexu re/Appendix of GeM Bid	Clause No.	Existing Clause	Amended Clause
1 7	A	Sl.no 11.	Pre-Qualification Criteria:	Pre-Qualification Criteria:
			The bidder should be an empaneled Digital Marketing and Social Media agency currently for at least 2 Banks/ Financial institutions.	The bidder should be an empaneled Digital Marketing and Social Media agency currently for at least 2 Banks/ Financial institutions.
			Documents to be submitted in compliance with Pre-Qualification Criteria:	Documents to be submitted in compliance with Pre-Qualification Criteria:
			Empanelment Letter & satisfactory letter from the Banks/Financial institutions.	Empanelment Letter / Agreement from the Banks/Financial institutions.
			(Not older than 1 month)	
2	Annexure-2 Pre- Qualification Criteria	Sl.no 15.	Pre-Qualification Criteria:	Pre-Qualification Criteria:
			Social Media Management Experience:	Social Media Management Experience:
			The bidder should have a minimum of Five years of experience as a Social media management agency for at least two BSE/NSE listed corporates. Detailed information about these experiences is required.	





Documents to be submitted in compliance with Pre-Qualification Criteria:	
Work Order receipts and certificate from clients not older than 3 months.	-

All the other instructions and terms & conditions of the above RFP shall remain unchanged.

Please take note of the above amendments while submitting your response to the subject RFP.

Date: 09/05/2024 Place: Bengaluru

Deputy General Manager