

Public Sector Government Organization

Ref.: NITCON/DEL/20/28/01

Date: 10th June' 2026

SELECTION OF AGENCY FOR DEVELOPMENT OF BRANDING & PUBLIC AWARENESS CAMPAIGN, DESIGN & PRODUCTION OF BRANDING / PUBLICITY MATERIAL STRENGTHENING THE INSTITUTIONAL PRESENCE OF NITCON LIMITED AND DISSEMINATION OF THE INFORMATION THROUGH VARIOUS PLATFORMS AS PER THE APPROVED CAMPAIGN STRATEGY.

RESPONSES TO PRE-BID QUERIES

Subject: Pre-Bid Response to NIT No. NITCON/DEL/20/028/01 Dated 05.06.2026

For the information of all interested bidders, the pre-bid queries submitted by the interested agencies and the corresponding responses are provided below

Sr. No.	Pre-Bid Query	Response
	Paramin Advertising and Marketing Associates	
1	<p>As per Page 46, Point 1.6 of the RFP, bidders are required to submit a valid MoU / Agreement / Letter of Association with a nationally reputed PR Agency for strategic communication, media handling, public outreach, and reputation management. We wish to clarify that Paramin Advertising and Marketing Associates is itself a communications, media, and public relations agency with in-house capabilities and experience in strategic communication, media relations, public outreach, reputation management, content development, and campaign execution. In such circumstances, where the bidder itself is a PR agency possessing the required credentials, expertise, and portfolio, whether the requirement of a separate tie-up / association with another PR agency is mandatory?</p> <p>Can the bidder submit its own agency profile, credentials, client portfolio, campaign case studies, sample creative works, and client endorsements in lieu of an MoU / Agreement / Letter of Association with a third-party PR agency?</p>	<p>In case the bidder is itself a PR Agency, then the bidder shall provide an undertaking on the letter head for the same along with its own profile, PR related credentials (Work Orders/ Completion Certificates/ Geographical Coverage), Portfolio Booklet / Sample Creatives Works / Links / Campaign Creatives / Client Endorsements of the PR Agency</p>
	WhyNot Advertising	
2	Please provide the estimated media spend budget and expected campaign investment planned by NITCON for the 3-month campaign.	As per RFP
3	Kindly confirm whether exemption from submission of Earnest Money Deposit (EMD) shall be available to all eligible MSME/ Udyam and NSIC registered entities upon submission of valid supporting certificates.	Refer Section 3, Clause 20.1.

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4	The clause refers to "Experience of providing services involving Branding / Outdoor Advertising / Event Management / Content Creation / Publicity and Reputation Management / Graphic Designing in Siliguri/Jalpaiguri, West Bengal in the last five financial years. Kindly clarify whether experience executed for private sector clients, listed companies, developers, corporates, institutions, PSUs, and government organizations shall all be considered for evaluation under this criterion	As per RFP
5	Page 46, Clause 1.6 – Tie-up / Association with Nationally Reputed PR Agency: Kindly define the term "Nationally Reputed PR Agency" and specify the documentary evidence required to establish compliance. Further, if the bidder itself is a full-service integrated marketing, communications, branding, media, digital, and public relations agency with in-house PR capabilities, whether a separate tie-up or association with another PR agency shall still be mandatory.	Refer Response at Point 1 above.
6	Kindly clarify whether the technical presentation deck is required to be submitted physically along with the bid documents on 15 June 2026, or whether it may be presented/submitted directly on the scheduled presentation date (16 June 2026).	To be presented on the scheduled presentation date.
7	Page 46, Clause 1.4 – Experience Criteria: The clause refers to "Experience of providing services involving Branding / Outdoor Advertising / Event Management / Content Creation / Publicity and Reputation Management / Graphic Designing in Siliguri/Jalpaiguri, West Bengal in the last five financial years. experience can significantly contribute to We respectfully request the Authority to consider providing greater weightage to agencies with relevant experience executed on a PAN India basis, rather than restricting the evaluation primarily to projects undertaken in the specified geographical locations. Agencies with extensive national-level experience often bring diverse industry exposure, established processes, wider creative capabilities, and proven expertise in managing large-scale communication and outreach campaigns across varied markets. Such experience can significantly contribute to the successful execution of the proposed assignment.	As per RFP
	Percept Profile (A Division of Percept Limited)	
8	Is earned media/PR outreach with national, regional, and trade media expected as part of the scope, or is the mandate limited to paid advertising and publicity?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
9	Does the scope include press releases, media interactions, press conferences, and journalist engagement activities?	The scope of works as detailed in the RFP and approved campaign

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		strategy shall be considered. The bidder shall quote accordingly.
10	Are thought leadership initiatives such as interviews, authored articles, and spokesperson profiling envisaged under the assignment?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
11	Will media monitoring, coverage analysis, and PR reporting be considered as part of campaign performance evaluation?	Campaign Performance evaluation shall depend on the approved campaign strategy.
12	Are influencer and content creator collaborations permitted under the campaign strategy?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
13	Is crisis communication and reputation management support expected from the selected agency?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
14	Will NITCON provide designated spokespersons for media interactions, if required?	Yes, as per approved campaign strategy.
15	Can agencies propose PR-led initiatives and editorial outreach activities in addition to the prescribed branding and advertising interventions?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
16	Are media familiarization visits, stakeholder engagement sessions, or press events envisaged during the campaign period?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
17	What communication KPIs will be used to measure success—media coverage, stakeholder engagement, visibility, lead generation, or a combination of these?	Campaign Performance evaluation shall depend on the approved campaign strategy.
18	As the scope includes media planning, airport branding, railway branding, outdoor media procurement, fabrication, installation, and maintenance, can specialized vendors be engaged for execution while the selected agency remains the single point of responsibility?	As per RFP
19	Since Joint Ventures/Consortiums are not permitted, would strategic partnerships/associations with PR agencies, media agencies, or outdoor media vendors be acceptable for execution support?	As per RFP
20	Will experience in Public Relations, Reputation Management, Strategic Communications, and Public Awareness Campaigns be considered under the relevant experience criteria?	As per RFP

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21	Can multiple work orders from the same client be considered cumulatively for meeting the minimum project value requirements under the eligibility criteria?	No; Read as per RFP.
22	Will ongoing projects be considered for eligibility, provided the executed value is certified by the client/CA?	If the certified executed value by Client/ CA is more than the eligibility criteria (technical capacity), then the same shall be considered.
23	Kindly clarify whether media buying, fabrication, printing, production, airport branding, railway branding, and event execution costs are to be quoted separately or included within the financial proposal.	As per BoQ
24	Is there any indicative budget allocation for media spends and campaign execution activities?	As per RFP
25	The scope mentions public outreach, stakeholder engagement, and reputation management. Does this also include PR activities such as press releases, media interactions, spokesperson profiling, and thought leadership opportunities?	The scope of works as detailed in the RFP and approved campaign strategy shall be considered. The bidder shall quote accordingly.
26	Will NITCON facilitate statutory approvals/NOCs from airport authorities, railway authorities, and local bodies, or will these be entirely managed by the selected agency?	As per RFP
27	Is prior experience in township, infrastructure, real estate, or government-led development projects preferred for technical evaluation?	As per RFP

-Sd-
Managing Director
NITCON Limited, Delhi

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