

ANNEXURE II

Clarification to Pre-Bid Queries: Eol – for Selection of Branding & Advertising Agency for IFSC

Annexure - B Point Wise Clarification to Pre Bid Queries		
Sr. No.	Request for Clarification / Confirmation	Response
1	Whereas we have to state that we are okay if the accompanying documents are not returned to Bidder, however the same cannot be treated as the property of MMRDA. The accompanying documents will be proprietary and intellectual property of the Bidder	The IPR for the submitted documents by the bidder for Eol purpose which have been created for other projects and internal bidder's purpose will remain property of bidder. Whereas the IPR for deliverables / strategy / documents prepared by obtaining information from MMRDA for the specific project i.e. "MMRDA/IT/000583 dated 26th July 2016 Tender For: Branding & Advertising Agency Firm To Promote IFSC" will be in the name of MMRDA.
2	"Bidder is required to declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this Eol" - We request for clarity on this point	A firm and any of its consortium members which has been engaged by MMRDA to provide its consulting services for the preparation or implementation of this project, will be disqualified from subsequently providing goods or works or services related to the initial assignment of the same project.
3	This is with reference to the said tender, we hereby would like to make an request to separate this tender into 2 separate tenders or activities as Branding , its Strategy is completely creative activity & is quite different from Promotional PR strategy for domestic & International platform	As per Eol, Kindly refer "Section - 3: Scope and Requirements"
