

**NPCI:RFP:2011-12/0017 dated 13th January 2012 For Empanelment of Media/Advertising Agencies**

S.NO.	Document Reference	Page No.	Clause No.	Description in RFP	Clarification Sought	Additional Remark (If Any)	NPCI Comments
1	Payment Terms	24	8.5.1	NPCI will not make any advance payment. However, the selected agency shall be paid at reasonably competitive rates negotiated and agreed upon by both NPCI and the Agency. All applicable taxes including Income Tax etc. will be deducted at source (TDS) from the final bills as required under Income Tax Act.	Some contractors/ vendors may require mandatory payments of advances for production execution. Under such circumstances, would NPCI be willing to provide advance amounts?		No Change in terms of RFP
2	Performance Bank Guarantee	24	8.6.1	The Performance Bank Guarantee shall be equal to Rs. 10,00,000 (Ten lakhs) valid during the period of empanelment.	Please clarify if this is a mandatory requirement.		Yes its mandatory
3	Liquidated Damages	27	8.12.1	If the deliverables are not submitted as per the mutually agreed schedule and project phasing or extensions in writing as may be given by NPCI, the Agency shall be liable to pay 0.5% per week of the total price for the phase with a cap of 5% of the price agreed for the phase.	Please clarify if this part may be removed.	Given the subjective nature of creative, the assessment of the quality of work may be subject to interpretation. Given this, and the nature of creative development, variation in timelines may occur.	No Change in terms of RFP
4	NPCI:RFP:2011-12/0017 dated 16th January 2012 (Annexure B1)	46	6	Total No. of man-months of the Assignment /job	How is it calculated		Bidder must specify the total no of man & months of the assignment/ job executed earlier.
5	NPCI:RFP:2011-12/0017 dated 16th January 2012 (Annexure B1)	46	7	Approx. value of the Assignment/job provided by your company/firm under the contract (in Rupees)	Total value spend by Clients or Creative commission & production charges incurred		Bidder must specify the Total Purchase Order value of the assignment/job executed