

S No.	Section & Page No.	Para Requiring Clarification	Clarification Requested/Sought	Clarification
1.	Qualifying Criteria , Page 7	Para iii. The applicant agencies should have a minimum work experience of five years with an annual turnover of at least Rs 100 crores from advertisement/ publicity work in the last financial year i.e. FY 2023-24 (CA Certified- Audited / Provisional / Unaudited financials to be submitted).	The turnover criteria mentioned in the RFE appear to be on the higher side, especially since media releasing is not part of the agency's key responsibilities (KRAs) under this scope. Could you kindly reconsider and revise this criterion to make it more inclusive?	The Empaneled media agencies will also release the advertainments refer point 9 of RFP which includes that the PFRDA can provide the implementation of media plan or distributing the selected agency through empaneled agencies or DAVP as decided by the Authority.
2.	Qualifying Criteria , Page 7	V. The applicant agency should be in the panel of advertising/ multi-media agencies of at least 05 financial sector clients (eg. BFSI) as on the date of application.	The RFE specifies the requirement for agencies to have experience working with clients in the financial sector. Graphisads Limited has been exclusively serving the government sector for over 20 years with proven success. Considering this, we request the removal of the financial sector experience requirement to ensure a level playing field.	The criteria cannot be relaxed
3.	Other clarification	Budget Allocation	Could you kindly provide insights into the anticipated budget spend for the proposed scope of work? This will assist us in aligning our proposal and strategy accordingly.	The media budget is decided by the Board for every FY. Therefore, the said information cannot be provided.
4.	Other clarification	Number of Empaneled Agencies	Please clarify the number of agencies that PFRDA intends to empanel under this initiative.	Refer point 7(d) for the said query