

CORRIGENDUM-I

for

Tender Notification No.: 25SP191T; Dated 05/09/2025

Tender for Designing and Executing Digital Marketing and Social Media Promotional Campaign for the Admissions of PGPB (MBA for Working Executives) (2026-28 batch) of IIM Tiruchirappalli (Chennai Campus)

The queries raised by the Bidders during the pre-bid meeting held on 15th September 2025, and clarifications to the queries are given below:

S. No	Tender Reference	Tender Clause	Bidder's Queries/Suggestions	Clarification / Amendments to the Tender as applicable
1	Clause No. 5 & Page No. 8	Average Annual Turnover of the Bidder for the past three consecutive years (2022-23 to 2024-25) should be at least 100% of the estimated cost of the Tender. Copies of duly audited Balance Sheets with Profit & Loss accounts are to be submitted for the last three years as above, as per Annexure-I (Technical Bid). The year in which no turnover is shown would also be considered for working out the average. Turnover certificates for the financial year 2022-23, 2023-24, and 2024-25 are to be obtained from a Chartered Accountant and need to be attached to the tender document.	<p>Average Annual Turnover of the Bidder for the past three consecutive years (2021-22 to 2023-24) should be at least 100% of the estimated cost of the Tender. Copies of duly audited Balance Sheets with Profit & Loss accounts are to be submitted for the last three years as above, as per Annexure-I (Technical Bid). The year in which no turnover is shown would also be considered for working out the average. Turnover certificates for the financial year 2021-22, 2022-23, and 2023-24 are to be obtained from a Chartered Accountant and need to be attached to the tender document.</p> <p>One of the Bidders follows a financial year from 01st January to 31st December. The same has been approved by the Ministry of Corporate Affairs. Hence, the Bidder requested to consider financial year 2021-22, 2022-23, and 2023-24 as well.</p>	<p>The bidders who have not yet audited balance sheets and Profit and Loss account statements for the year 2024-25 are required to submit the Provisional Turnover certificate, duly signed by a Chartered Accountant, with the Technical Bid.</p> <p>If the bidder(s) follow a financial year of 01st January to 31st December, such bidders' financial years 2022, 2023, and 2024 will be considered.</p>
2	Clause No. 6 & page No. 8	Bidders should be regular in filing Income-Tax returns. A copy of the Income tax returns filed and audited accounts statement for the last three financial years (2022-23 to 2024-25) should be submitted along with the Technical Bid.	Bidders should be regular in filing Income-Tax returns. A copy of the Income tax returns filed and audited accounts statement for the last three financial years (2021-22 to 2023-24) should be submitted along with the Technical Bid.	If the bidders have not filed their Income Tax Returns for the Financial Year 2024-25, they may submit provisional Income Tax Calculations certified by a Chartered Accountant.

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3	Period of Contract & Page No. 4	The commencement date of the contract will be reflected in the Work Order, which will be issued to the selected Bidder. The campaign will run for a duration of 100 to 120 days per year, tentatively starting from October each year.	Could you please clarify the exact start date for the campaign in October 2025? The RFP mentions a tentative start from the second week of October, but a more precise timeline would assist in resource allocation and budgeting for the 100-120-day duration. Additionally, in case of contract extension, will the campaign duration remain the same each year, or could it vary based on admission cycles?	<p>1. The intended start date of the campaign is 10.10.2025. However, there could be slight changes based on the date of issue of the work order.</p> <p>2. <i>The campaign duration will be for 120 days.</i> This may change based on the admission cycle; in that case, pro-rata rates will be considered.</p>
4	Scope of the Work & Page No. 5	-	The Scope of Work lists various activities such as social media advertising, keyword-based search advertising, and SEO. Could you elaborate on whether the agency is expected to handle the actual media buying (e.g., ad spend on platforms like Google, Meta, LinkedIn) within the estimated tender value of Rs. 35,00,000/- (excluding GST), or is the ad spend budget separate?	There is no separate ad budget. The estimated expense includes both media buying (to be done by the vendor) and the services.
5	Scope of the Work & Page No. 5	-	Regarding the target of generating around 300 completed and eligible applications, what specific criteria define an "eligible" application (e.g., minimum work experience, educational qualifications)?	Eligible application -All applications that meet the minimum eligibility criteria of the programme as listed on our website (https://www.iimtrichy.ac.in/en/pgpbm-admission-criteria)
6	Clause 1 & Page No. 5	Essential Capability Expectations - Collaboration as a Strategic Partner	The RFP emphasises a partnership model where IIMT provides inputs on messaging and creatives. Could you specify the frequency and format of interactions (e.g., weekly calls, shared documents) for incorporating these inputs? Also, how will leads from IIMT's walk-ins, webinars, and open-house sessions be shared with the agency (e.g., via API integration, CSV files)?	<p>1. Weekly calls and reports to be shared by the vendor.</p> <p>2. Any leads from the IIMT side will be shared as an Excel/CSV file.</p>

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7	Clause 2 & Page No. 5-6	Essential Capability Expectations - Market Insights and Targeting	The RFP requires the ability to access or procure data on browsing patterns, demographics, and behaviour. Could you confirm if the agency needs to comply with specific data privacy regulations (e.g., GDPR equivalents in India) when procuring such data? Additionally, are there any preferred data sources or tools that IIMT recommends or prohibits for ethical reasons?	Yes, the agency is expected to comply with all applicable data privacy regulations in India when collecting or procuring user data, including browsing patterns, demographics, and behavioural insights.
8	Clause 3 & page no. 6	Essential Capability Expectations - Technological and Human Resources	Please provide details on the expected team structure from the agency's side, such as the qualifications and experience level of the dedicated SPOC (Single Point of Contact). Will the SPOC need to be based in Chennai or Trichy for in-person meetings, or can remote coordination suffice?	The Institute will provide a dedicated single point of contact person (SPOC) to the selected vendor. The identified campaign manager / SPOC can manage the project remotely. Physical presence is not required.
9	Clause 4 & Page No. 6	Essential Capability Expectations - Single Point of Contact (SPOC)	In the context of deputing a dedicated campaign manager as SPOC, could you clarify if this role requires domain-specific expertise in higher education marketing? Furthermore, what escalation protocols will be in place if issues arise during the campaign?	Domain-specific expertise in higher education marketing is preferable.
10	Deliverables Expected & Page No. 6	Campaign Plan & Calendar	The RFP requires submission of a detailed campaign plan for approval prior to launch, with periodic revisions. Could you specify the review turnaround time from IIMT for approving the initial plan and subsequent revisions? Also, what key performance metrics (e.g., CPL, conversion rate thresholds) should be included in the plan to align with IIMT's expectations?	The review turnaround time for the initial plan could be up to four days. Subsequent revisions and weekly report review turnaround will be 1 to 2 days.
11	Deliverables Expected & page No. 6	Campaign Creatives (Promotion-Ready)	It is mentioned that IIMT will provide content like alumni testimonials and photos, while the agency handles design and promotion. Could you please outline the brand guidelines (e.g., colour palette, tone of voice, logo usage) that must be followed?	Before the start of the campaign, brand guidelines will be provided to the vendor.

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12	Deliverables Expected & page no. 6-7	Admissions Landing Page	For designing and managing the admissions landing page, please confirm if the agency will have direct access to IIMT's website CMS (Content Management System) or if updates need to be routed through IIMT's IT team. Additionally, what SEO tools or analytics integrations (e.g., Google Analytics, Tag Manager) are currently in use, and will the agency be granted access for optimization?	At present, the agency will not have direct access to IIM Trichy's website CMS. All content and design updates will need to be routed through the IIMT ICT (IT) team. However, we will explore the possibility of providing access with certain privileges to the vendor. Google is currently used for analytics. The successful bidder will be responsible for implementing necessary SEO strategies and enhancements to improve the website's search engine visibility, with a particular focus on the PGPM landing page.
13	Deliverables Expected & Page No. 7	Lead Dashboard (Real-Time Access)	The RFP requires providing shared administrative/viewing access to the landing page and campaign dashboards. Could you specify the preferred dashboard tools (e.g., Google Data Studio, Tableau) and any data security requirements (e.g., two-factor authentication, data encryption) to ensure compliance and protect sensitive lead information?	We are open to widely used platforms such as Google Data Studio / Looker Studio, Tableau, Power BI, or custom-built dashboards, provided they meet the required standards for usability and data security. Additionally, compliance with relevant data security protocols is mandatory. Please note that the features, usability, and security of the proposed dashboard solution will be one of the key criteria during the technical evaluation and will influence the awarding of marks

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14	Deliverables Expected & Page No. 7	Weekly Reports	Regarding weekly progress reports, please clarify if there is a standardized template or format that IIMT prefers (e.g., PDF, Excel with visuals). Also, what level of detail is expected for "actionable points for the IIMT team to follow up on leads" – such as providing lead contact details or just aggregated insights?	We can arrive at a mutually agreeable template before the start of the campaign. "Actional points" means clear insights that could help IIM Trichy tweak its campaign and clear "asks" from the IIM Tiruchirappalli team with justification that will help the vendor improve campaign effectiveness.
15	Deliverables Expected & Page No. 7	Compliance & Quality Control	All campaign materials must be approved by IIMT prior to execution. Could you provide an estimated approval timeline (e.g., 48-72 hours) to avoid delays in campaign rollout? Additionally, how will brand guideline adherence be evaluated during the approval process?	Campaign materials will be approved within 48 to 72 hours. All efforts will be made to approve the materials even sooner than 48 hours.
16	Deliverables Expected & Page No. 7	End-of-Campaign Report	For the comprehensive final report, please elaborate on the expected depth of analysis for metrics like Cost per Lead (CPL) and conversion analysis. Will raw data exports be required alongside the report, and in what format (e.g., CSV, JSON)?	<ol style="list-style-type: none"> 1. Channel-wise Cost per Lead (CPL) and conversion analysis; 2. Channel-wise metrics across the entire customer journey (such as clicks, downloads, completed applications etc.); 3. Key learnings from the campaign – To dos and To improve for the next campaign.

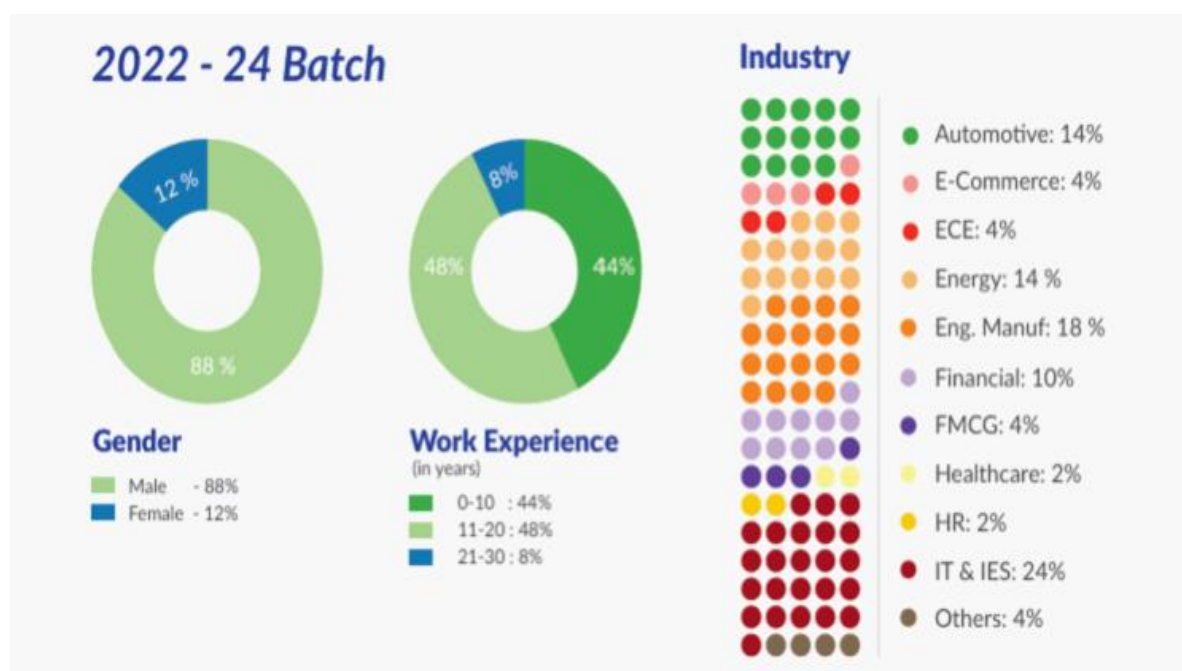
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17	Clause Overview / Target Audience and Page No. 3-4	Key Highlights of the Programme & Target Audience	The target audience includes working executives from specific geographies like Chennai, Tamil Nadu cities, Bengaluru, and Hyderabad. Could you provide more granular demographic data (e.g., preferred industries, job titles, income brackets) to refine targeting? Also, is there a benchmark for lead quality based on past campaigns?	The profiles of the last two batches are available in last year's programme brochure. These details will give you an idea about the target demographics. Further data will be provided based on availability to the vendor before the start of the campaign - https:// www.iimtrichy.ac.in/en/pgpbm-brochure-download-register (The expected candidates are primarily from Chennai. Typically, about 5% of the class students are based in neighbouring cities like Bengaluru, Hyderabad, Tiruchirappalli, etc.) The details on industry-wise gender-wise and experience-wise split of the previous three PGPBm batches are given at the end of this table.
18	Page No. 4	Estimated Value of the Tender	Whether estimated budget for the tender is inclusive of GST?	As mentioned in the tender document, the estimated budget excludes GST.
19	Tender Evaluation Process & Page No. 14	Stage 1: Document verification	Whether the technical presentation soft copy is required with the bid submission, or can it be directly submitted on Presentation day as & when decided?	Please include a hard copy of the technical presentation as part of the technical bid document.
20	Integrity Pact & Page No. 33-37	Annexure VI: Integrity Pact	Whether the Integrity Pact needs to be made on stamp paper or on our letterhead? Whether the physical copy of the integrity pact required to send to the Institute? What should be mentioned at the Place and date in the Integrity Pact?	Bidders need to submit the Integrity Pact on their letterhead, duly signed, along with the Tender document on the CPP Portal. It is not required to be executed on stamp paper.

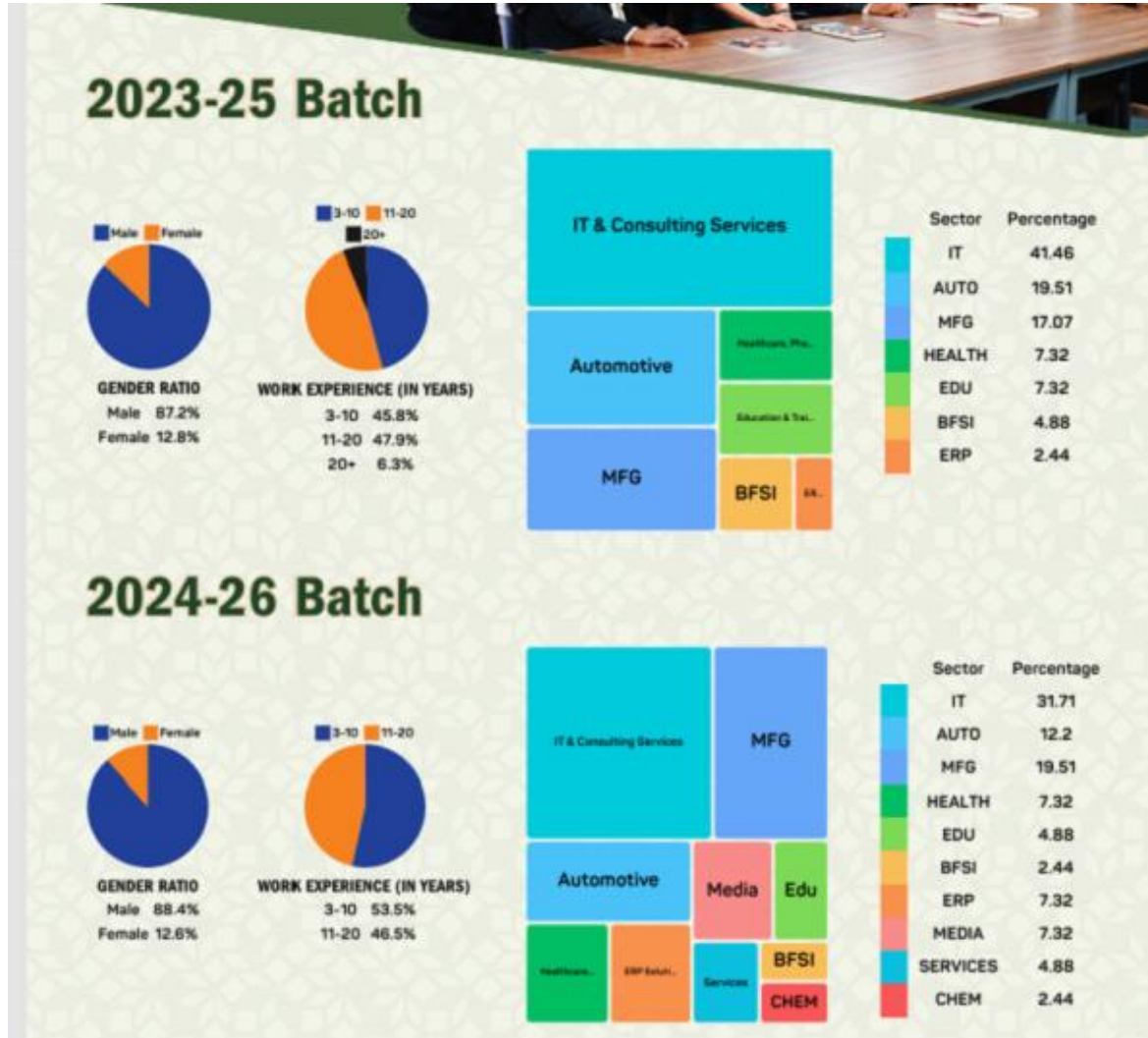
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21	Earnest Money Deposit & Page No. 1 & 11	Micro and Small Enterprises (MSEs) firms, as defined in the MSE Procurement Policy issued by the Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organization or the concerned Ministry or Department or Startups as recognized by Department of Industrial Policy & Promotion (DIPP) for all these items only, are exempted from EMD. However, they have to enclose valid self-attested registration certificate(s) along with the Tender to this effect, without which the bid won't be considered for further process.	We are in the medium Category in the MSME category. Do we need to submit the EMD amount or not?	<i>Micro and Small Enterprises (MSEs) firms</i> , as defined in the MSE Procurement Policy issued by the Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organization or the concerned Ministry or Department or Startups as recognized by Department of Industrial Policy & Promotion (DIPP) for all these items only, are exempted from EMD. However, the bidders are required to attach the valid proof of documents for the exemption from the EMD.
22	-	-	Can you share the last two years of historical data of all the platforms where digital marketing is done?	We have used LinkedIn, Instagram, and Facebook during the last two years.
23	Scope of Work & page No. 5	The campaign is expected to generate around 300 completed and eligible applications for the 2026-2028 batch. To achieve this objective, the campaign may include, but not be limited to, the following digital and social media promotional activities	Kindly confirm if 300 completed and eligible applications for 2026-28 batch, is the target that has to be achieved by the vendor.	The campaign is expected to generate around 300 completed and eligible applications for the 2026-2028 batch. The vendor's campaign should aim to achieve this intended target.

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24	Collaboration as a Strategic Partner & Page No. 5	The Institute will provide inputs on messaging and creatives, while the vendor must incorporate these insights into execution.	Kindly confirm if the creatives shall be issued/supplied by IIM Tiruchirappalli.	All Creatives have to be designed/made by the vendor. IIM Trichy will offer inputs such as ideas, data, and institute photos, if any are required for the creatives.
25	Single Point of Contact & Page No. 6	Single Point of Contact (SPOC): Depute a dedicated campaign manager as the single point of contact for IIMT, responsible for coordinating all campaign activities and liaising with IIMT's designated representatives throughout the campaign duration.	Kindly confirm if it is mandatory to depute a dedicated manpower at IIMT, or it can be managed remotely.	The identified campaign manager / SPOC can manage the project remotely. Physical presence is not required.

The details given below are related to the Query at Item No. 17 above:

The details on the industry-wise, gender-wise, and experience-wise split of the previous three PGPM batches.





Administrative Officer (S&P)