

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY
(APEDA)
(Ministry of Commerce and Industry, Government of India)
3rd Floor, NCUI Building, 3, SIRI Institutional Area,
August Kranti Marg, New Delhi-110016**

Reference No. APEDA-PRL/1/2025-Sec

Date: the 14th July 2025

ADDENDUM

Subject: - Hiring a Digital/ Social Media Agency to enhance Branding Communications and Outreach of APEDA- Bid Notice dated 25/06/2025.

- (i) Tenders shall be accepted only in physical mode in a sealed envelope to be dropped in the Tender Box on the 3rd Floor of the APEDA Headquarters at NCUI Building, August Kranti Marg, New Delhi - 110016.
- (ii) Tenders submitted online shall not be accepted.
- (iii) Duly filled up tenders should be addressed to:
The Secretary
APEDA
3rd-4th Floor, NCUI Building, August Kranti Marg,
New Delhi-110016.
- (iv) Duly filled up tenders may be submitted at the following address latest by 12:00 Noon on the 18th of July 2025.
- (IV) The Technical Bid shall be opened on the last day of the submission deadline.
- (V) Shortlisted agencies for the Technical Bid will be intimated about the status of their bid.
- (VI) Technical Presentations by the Shortlisted Agency (ies) for technical presentation to be submitted within 3 business days of the intimation of the status of their bid on helpdesk@apeda.gov.in and asctebranding1@apeda.gov.in for the smooth functioning of the same on the day of the Technical Presentation.
- (VII) The Minutes of Pre-bid Meeting held on 03/07/2025 and clarifications are as follows:

S. No.	Clause of Notice Inviting Tender	Query/ Suggestion/ Request	Clarification
1	<p>Page 2 Clause 4 (iii) Key Areas of Work To amplify visibility and engagement by leveraging Influencer Marketing, Engagements and Collaborations especially during International and/ or Domestic Trade Show Participations of APEDA and/ or delegation visits to foreign countries.</p> <p>Page 7 Clause 7 (b) (vi) Deliverables: Engage 3–5 renowned Indian influencers—including chefs, food bloggers, food enthusiasts, lifestyle and wellness experts, nutritionists, sustainability advocates, celebrities and renowned personalities in the Food & Beverage industry preferably aged between 18–45 years representing the diversity of India. The aim is to engage youth, women entrepreneurs, and food researchers through dynamic digital storytelling in order to increase the outreach of APEDA.</p>	<p>(a) the cost for influencers as per the requirement which are also mentioned on Page no.7 would be separate since this cost is very subjective in nature.</p> <p>(b) Will the expenses on google ads and influencer collaborations be reimbursed by APEDA separately.</p> <p>(c) Given that building organic engagement and follower base typically takes time, would there be any grace period or leniency in the evaluation of KPIs during the first quarter?</p>	<p>For (a) and (b) The clause 4(iii) is amended as under:</p> <p>To amplify visibility and engagement by leveraging Influencer Marketing, Engagements and Collaborations especially during International and/ or Domestic Trade Show Participations of APEDA and/ or delegation visits to foreign countries, APEDA may ask the agency to share a list of Social Media influencers of different following with indicative costs, which will then be decided by APEDA based on budget and requirement. To clear doubts, this is a discretionary element based on requirement of APEDA and not to be included in the bid cost.</p> <p>For Clause 7(b)(vi) The bidder in his quote will include the cost of 3 influencers with international following for the period of the contract, who would be a renowned Chef, Food blogger/writer, nutritionist, who will come up with at least one post per week on APEDA's activities/Events/Any other area chosen by APEDA to popularize Indian Food products, including Organic products abroad.</p> <p>(iii) No grace period will be provided during the first quarter.</p>

2	<p>Page 6: Clause 7 (a) Key Activities (iv): Conduct live coverage (gifs, stories, reels and live tweeting) from inaugurals, panels, International Buyer Seller Meets (IBSMs), etc.</p>	<p>(i) Would the agency need to set-up with the equipment for the coverage of these live events.</p> <p>How many such events would need to be covered by the agency in a month?</p> <p>Whether APEDA requires arrangement of just arranging the broadcast of the live feed provided through the event management company on respective occasions.</p>	<p>(i) The agency is required to create/develop content from the event, in the form of gifs, stories, reels and live tweeting from the covered events.</p> <p>(ii) The number of such activities is need based but will normally not exceed 3 in a month.</p>
3	<p>Page 6 Clause 7 (a) Key Activities (viii) Conduct real-time video editing for daily highlight reels and testimonial videos from events. Share exporter/ exhibitor testimonials and industry success stories via social media.</p>	<p>We understand that the agency would be getting such content from your team in the said events.</p>	<p>The agency will be getting such contents from the Branding, Communications & Outreach Team, influencer hired through the agency (if applicable) and/ or the event management company hired by APEDA, subject to the approval of competent authority on the approved reels, testimonials, and industry success stories.</p>
4	<p>Page 15 Clause 16.1: EMD: Earnest Money Deposit (EMD) Amount: Rs. 1,00,000/- (Rupees One lakh Only).</p>		<p>Earnest Money Deposit (EMD) Amount: Rs. 1,00,000/- (Rupees One lakh Only) in the form of a Demand Draft drawn in favour of APEDA payable at New Delhi.</p>
5	<p>Page 18- Table 2. Experience of key personnel:</p> <p>Project Head with diploma/degree in Graphics Design / Computer Science or related field, with 5 years' experience in heading Social Media Management, conceptualization,</p>	<p>We request you to change the educational qualifications to only graduation since the experience of the resource is more important to lead the</p>	<p>(i) Project Head with graduation and/ or Post Graduation in Journalism & Mass Communications, Literature, Graphics Design, Visual Communications, Computer Science, or related field, with 5 years' experience in heading Social Media Management, Conceptualisation, creation.</p>

	creation, graphic designing, content writing, outreach boosting	project and this is as per industry standards.	Graphic designing, content writing, outreach boosting.
6	Creative designer with Bachelor's degree in graphic design or computer sciences or related fields, 3 years' experience in creativity and graphic design skills.		(ii) Creative Designers, Video Editors, Illustrators, Animators, etc. with diploma and/ or Bachelor's degree in journalism, Mass Communications, Film and Television Institutes in India, and/ or Certification in Skills Based Professions such as Animation, Visual Effects, Gaming, Comics (AVGC) with at least 3 years' experience in creativity, graphic design, video editing and illustration skills.
7	Page 7: Clause 7 (c) Deliverables also include: 1 short videos/reels of duration 90-120 seconds (9:16 aspect ratio for Instagram and 16:9 for YouTube (1920 x 1080 pixels resolution or better)) and 3–5 social media posts (Static/ Video/ Gifs/ Animated Creatives).	How many short videos / reels required per month.	The agency is required to undertake script writing, editing, royalty free music and stock footages and motion graphics to develop at least 3-5 videos/reels per event, with the manpower at their disposal. The number of videos is need based. Additional funds for any activity referred to in any part of the tender document, over and above the Financial Bid are not admissible.
8	Page 4-5 Clause 6: Deliverables	For follower growth, which target should be considered as the base- the increase of 5000-7000 followers mentioned on page 4, or the 5%-7% growth mentioned on Page 7?	Targets as mentioned against each platform shall be observed.
