



कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
(बाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products
Export Development Authority**
(Ministry of Commerce & Industry, Govt. of India)

ADDENDUM

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

Date: 18/07/2025

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

Some doubts regarding responsibilities of the Social Media Agencies in respect of the Tender Notice dated 25/06/2025 are further clarified as follows:

2. Social Media Agency to recommend 3-5 influencers/ food documentary makers like renowned chefs, food bloggers/ writers and nutritionists, with their subscriber base/ audience demographic, work profile and deliverables on need basis with their tentative costs. APEDA will select the same subject to the approval of Competent Authority.

(A) Important Domestic events:

Social Media Agency to undertake photography & videography of select domestic events of APEDA and deliver at least 25 curated images and 10 videos/ reels to be shared with APEDA in real-time on the same day along with visual content creation like reels, videos, static posts, gifs of event highlights, event wrap up, agri products, etc. within 3 days of the event conclusion.

(B) International Events:

Social Media Agency to undertake timely creation of videos, creatives, GIFs, infographics, and other digital assets based on raw photos & videos shared by APEDA and/or the Event Management Company. The Social Media Agency to ensure timely posting of the visual assets on social media with the approval of competent authority for consistent audience engagement and interest during and after the event.

3. The last date of receiving bids has been extended. The bids received up to Thursday, the 24th July 2025 (12:00 Noon) shall be accepted.

4. Those bidders who have already submitted their bids, may also submit revised bids if they so desire. However, their bids should be submitted by the stipulated last date.
