

Agricultural & Processed Food Products Export Development Authority (APEDA)

Ministry of Commerce and Industry, Government of India

3rd-4th Floor, NCUI Building,
SIRI Institutional Area, August Kranti Marg,
New Delhi-110016

Ref. No. APEDA/CM/1/2025-BFD

Date: 21/03/2025

ADDENDUMSubject: **Pre-Bid Meeting in r/o Tender dated 11/03/2025 for Market Intelligence Cell**

The decisions in respect of queries raised during pre-bid meeting are as follows:

S. No.	Present provision and Query	APEDA's Decision
1	Assessment of Eligibility: Para 4.2.2 The agency should have earned an average annual Consultancy Fee amounting to Rs. 3, 00, 00,000/- (Rs. Three Crores) during any three years out of last five financial years from the similar type of consultancy operations. Query: M/s. KPMG requested for increasing the amount of consultancy fee in selection criteria for agencies.	No change proposed
2	Para 4.2.3 Query: Are consortiums and Joint Venture allowed?	No, Consortium and Joint Venture are Not allowed.
3	Para 4.2.7 Query: Is there any specific requirement of Associates for the project? No. of years of experience.	Already specified in the bid.
4	Para 5.1 (A) (iv) "Pricing Analysis: Monitoring and forecasting domestic and global prices on monthly basis." Query: Whether it should be forecasting domestic and global prices since forecasting about prices may not be possible.	Para 5.1 (A) (iv) should be read as: Pricing Analysis: Monitoring and forecasting trends of domestic and global prices on monthly basis.
5	Para 8.3: Query: Marking criteria for evaluation be 80:20 instead of 70:30.	No change is proposed.
6	Para 8.3.4: Please clarify the allotment of marks:	Amended table is annexed.
Para 8.3.4 be substituted to read as: The marks at the presentation will be awarded as per the following criteria:		
S. No.	Areas	Max. Marks
(i)	Concept and Methodology for carrying out the assignment highlighting the strengths possessed by the agency including back-end support for the same	50
(ii)	Experience in conducting similar type of assignment during last five years at national/ international level for Government of India/ International Development Organisations: (a) Up to three Projects.....5 Marks (b) Four Projects8 Marks (c) Five Projects and more.....10 Marks	10
(iii)	Experience of Team Leader: (a) Up to 10 years.....4 Marks (b) More than 10 years.....5 Marks	5

	(iv) Experience of Team Associate(s) (a) Up to 3 years.....4 marks (b) More than 3 years.....5 Marks	5
7	Appendix Query: TransGraph and PwC: Please clarify the varieties for (i) Mango and (ii) Cashew (iii) Organic Products	The commercial varieties of Mango, Cashews and Organic Products having export potential are covered under focus products. For all the focus products, the data of export may be referred to. The amended APPENDIX is annexed for reference.

APPENDIX

Table-1: Identified Focus Products of APEDA basket.

Category	Products
Fresh Fruits (6)	Banana, Mangoes, Pomegranates, Grapes, Pineapple, and Orange
Fresh Vegetables (3)	Potato, Green Chilly & Capsicum and Okra
Other Processed Foods (7)	Groundnuts, Foxnuts (Makhana). Preparation of sauces, juices and pulp, Cereal Preparations (Biscuits, Papad, Pasta etc.)
Processed Fruit (1)	Cucumber and Gherkins
Cashew (1)	Cashew
Animal Products (4)	Honey, Milk Products (Ghee, Paneer), Table Eggs, Bovine Meat
Cereals (1)	Basmati Rice, Non- Basmati rice, Maize
Organic Products	Organic Products (10 potential products to be conveyed)

Table-2: List of Key Export Destinations

Region	Countries
Africa (5)	Egypt, South Africa, Kenya, Senegal
European Union (6)	Netherlands, Germany, France, Italy, Spain, Belgium
ASEAN (5)	Vietnam, Malaysia, Indonesia, Philippines, Singapore
Middle East (7)	Saudi Arabia, UAE, Iraq, Iran, Oman, Qatar, Kuwait
NAFTA (2)	Canada, USA
Latin America (1)	Brazil
CIS (3)	Russia, Uzbekistan, Georgia
South Asia (3)	Bangladesh, Nepal, Sri Lanka
Northeast Asia (3)	China, Japan, South Korea
Other European Countries	UK, Turkey
Oceania (1)	Australia

Important Date:

The date and time of submission of duly completed bids has been extended up to **2:00 PM on 08/04/2025 (Tuesday)**.
