

**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-CM/6/2025-SEC APEDA

Date: 09th May 2025

ADDENDUM

Subject: Engagement of Consulting and Advisory Entity under APEDA's Start-up and Export Support Program-Bid Notice dated the 21st April 2025

The Minutes of the Pre-Bid Meeting held on the 28/04/2025 are as follows:

Sr. No.	Existing Provision	Amended Provision
1	Clause 2.1 - Data Sheet Sl. No. 19 Period of Engagement: Till satisfactory completion of the assignment	Clause 2.1 - Data Sheet Sl. No. 19 Period of Engagement: 6 months for completion of the assignment
2	Clause 2.2 – Pre-Qualification Criteria Sl. No. 7 The entity should have worked with at least three start-ups, supporting them in growth, scaling, process improvement, or fundraising	Clause 2.2 – Pre-Qualification Criteria Sl. No. 7 The entity should have worked with at least three start-ups, including through government initiative/Start-up incubation programs, in areas such as supporting them in growth, scaling, process improvement, or fundraising. Experience of implementing respective Startup policies of Central/State govt.
3	Clause 2.2 – Pre-Qualification Criteria Sl. No. 8 The entity should demonstrate experience working with innovative startups or those with intellectual property (IP)	Clause 2.2 – Pre-Qualification Criteria Sl. No. 8 The entity should demonstrate experience working/engaging with innovative startups or those with intellectual property (IP) including through government initiative/ Start-up incubation programs.
4	Clause 2.2 – Pre-Qualification Criteria Sl. No. 9 The entity should have a proven track record of engagement with investors, including venture capital and private	Clause 2.2 – Pre-Qualification Criteria Sl. No. 9 The entity should have a proven track record of engagement with investors, including venture capital and private equity funds and preferably have

	equity funds and must have arranged capital of at least rupees ten crores per startup		arranged capital of at least rupees ten crores per startup. Preference will be given to experience of facilitating assistance to Startups including SHGs/FPCs under Central/State govt. schemes.	
5	Clause 2.3 – Technical Evaluation	Score	Clause 2.3 – Technical Evaluation	Score
	Sl. No. 3 a) Domain experience		Sl. No. 3 a) Domain experience	
	Less than 02 nos	Disqualified	Less than 02 nos	Disqualified
	02 nos	2	02 nos	2
	More than 02 nos. (1 point each for each experience, maximum 3 points)	3	More than 02 nos. (1 point each for each experience, maximum 3 points)	5
	Sl. No. 3 b) Experience of working with startups		Sl. No. 3 b) Experience of working with startups	
	Less than 03 assignments	Disqualified	Less than 03 assignments	Disqualified
	03 assignments	3	03 assignments	3
	More than 03 assignments (1 point each for each experience, maximum 2 points)	2	More than 03 assignments (1 point each for each experience, maximum 2 points)	5
6	Clause 2.2 –Pre-Qualification Criteria Sl. No. 5 The entity must have an average annual turnover of at least Rs.1 crore in the last two financial years.		Clause 2.2 – Pre-Qualification Criteria Sl. No. 5 The entity must have an average annual turnover of at least Rs.1 crore in the last two financial years. A CA certificate as at Annexure 1 may be provided.	

7. **In addition, some queries have been received. The reply to such queries is as under:-**

A. Pre-Qualification and Eligibility [Section 2.2 (Page 11–12)]

i. How critical is it to have prior experience in working specifically with agri start-ups or on government initiatives for start-up growth to meet the relevant experience requirements? [Section 2.2, Sr. no 6 of Criteria]

The entity should possess domain experience in two or more of the following areas:

- Business advisory
- Investment banking
- Sales and marketing
- Mergers & Acquisitions
- Export enablement
- Incubation and acceleration programs.

The performance of the entity will be assessed during the presentation.

ii. Would advisor be eligible for the project if limited/no experience in advising start-ups for support in raising capital of ₹10 crore? [Section 2.2, Sr. no 9 of Criteria]

The terms and conditions are self-explanatory.

iii. Kindly confirm if audited financials and Income Tax returns are acceptable and sufficient documents for demonstrating financial eligibility of the bidder. Owing to non-availability of such documents for FY 2024-25 as of the bid submission date, will a CA-certified turnover certificate be required? [Section 2.2, Sr. no 5 of Criteria]

Please refer to the reply at Point 6.

iv. Should government tendered contracts only qualify as earlier contracts awarded to the bidder or private contracts also be considered? [Section 2.2 (Page 11–12)]

The experience of execution of government tender/ contracts will be preferable.

v. In case any 1 or 2 conditions of the pre-qualification criteria are not met, will the bidder still be considered for technical evaluation? [Section 2.2 (Page 11–12)]

All the conditions of the pre-qualification criteria need to be met.

vi. Is there a requirement for Processing fee and EMD at the time of submission of bid or post award? [Section 2.1.7 (Page 9)]

Bidder must submit Processing fee and EMD at the time of submission of bid.

B. Technical Evaluation & Presentation [Section 2.3 (Page 13–14)]

vii. Is there a specific template or structure expected for the technical presentation? If not, are there any mandatory elements to include? [Section 2.3 (b)]

The bidder shall be free to provide and make presentation as per his format.

viii. Is there any expectation / limit on the length of the technical proposal to be submitted? [Section 2.3 (b)]

It is to be prepared by the bidder itself.

ix. Will the presentation be allowed virtually for consultants not based in Delhi NCR? [Section 2.3 (b)]

Though it is desired that the bidders should make the technical presentation themselves. The specific request for virtual presentation by consultants not based in Delhi NCR can be allowed. However, the possibility of Virtual presentation being affected by technical glitches cannot be ruled out. In no case, second opportunity for making presentation be allowed.

x. Is there a naming convention or encryption format required for the password protected PPT submission? [Section 2.1.13 (Page 10)]

There is no naming convention or encryption format required for the password protected PPT submission.

C. Financial Proposal & Terms [Section 2.4 to 2.7 (Page 15–17)]

xi. During the engagement, we would have multiple meetings with shortlisted start-ups. Will out-of-pocket expenses for travel, regional meetings, etc. with the start-ups covered within the quoted fee or reimbursed separately? [Section 2.4 to 2.7 (Page 15–17)]

All expenses should be included in the quoted fee while bid submission.

xii. What is the standard timeline for the release of milestone-based payments after submission and approval? [Section 3.3 (Page 25)]

The milestone-based payments will be released on specific request from the selected entity.

D. Legal & Administrative [Section 2.11 to 2.31 (Page 18–24)]

xiii. While subcontracting is restricted, can the consultant engage short-term specialists/mentors on a contractual basis for specific deliverables? [Section 2.12 (Page 19)]

Joint Venture or Consortium is not allowed.

xiv. Will there be any restrictions on the consultant to engage in future projects directly with any of the evaluated start-ups? [Section 2.11 to 2.31 (Page 18–24)]

No consultant will be allowed to engage himself/ herself in future projects directly with any of the evaluated start-ups.

xv. If the contract is terminated by APEDA at any time during the engagement, will there be any impact on the fees paid or payable for the work delivered till the date of such termination? [Section 2.25 (Page 22)]

The termination of contract by APEDA shall be subject to the evaluation of the performance of the selected agency in terms of deliverables as per timelines.

xvi. Since bidders do not have visibility of the start-ups involved in this project, how and at what stage of the bidder evaluation process will potential conflicts of interest be assessed? [Section 2.21 to 2.23 (Page 21)]

Provisions at Columns 2.21 to 2.24 are self-explanatory.

E. Scope of Work & Deliverables [Section 3 (Page 25–27)]

xvii. What were the criteria and scoring framework used to shortlist the 500 startups from the pool of 930 respondents? Will the exhaustive criteria for preliminary evaluation and in-depth assessment of the startups be provided by APEDA? [Section 3 (Page 25–27)]

The criteria and scoring framework used by APEDA will be discussed with the selected agency.

xviii. What is the upper limit of additional startup profiles APEDA is willing to share in case sufficient suitable candidates are not identified? [Section 3 (Page 25–27)]

Clause 3.2 is self-explanatory.

xix. Are consultants expected to assess both financial and non-financial criteria? If yes, what are the recommended non-financial parameters (e.g., IP, ESG, team, product maturity etc.)? [Section 3 (Page 25–27)]

Please refer to clause 3 of Preface (Page 7).

xx. Is APEDA expecting a specific methodology to assess export-readiness, or is the consultant free to propose its own scoring framework? [Section 3 (Page 25–27)]

The methodology will be prepared by the selected Agency and implement it with the approval of APEDA to assess the export-readiness of Startups.

xxi. Will a standard template be provided for cohort assessment reports, startup evaluations, monitoring and support plans or advisor should form their own templates? [Section 3 (Page 25–27)]

The methodology will be prepared by the selected Agency and implement it with the approval of APEDA to assess the export-readiness of Startups.

xxii. Will APEDA share comprehensive background data (survey responses, communication notes, RO interaction summaries) for these startups? Will APEDA provide prior startup feedback, interaction history, or regional officer inputs for shortlisted entities? [Section 3 (Page 25–27)]

APEDA will share comprehensive background data (survey responses, communication notes, RO interaction summaries) with the selected agency for the identified startups.

xxiii. Will APEDA assign a single-point nodal officer for coordination, reviews, query resolutions and milestone approvals? [Section 3 (Page 25–27)]

APEDA shall designate a Nodal officer for coordination, reviews, query resolutions and milestone approvals.

xxiv. Will APEDA facilitate introductions with the shortlisted startups or is direct outreach expected from the consultant? Is any presentation / recording / transcript of the pre-bid conference available for viewing the first-hand information provided on the assignment and local conditions? [Section 3 (Page 25–27)]

APEDA will issue an Authorisation Letter to the selected agency to facilitate introduction with the shortlisted startups for further coordination with the consultant.

xxv. Can APEDA specify the required format (Word, PPT, Excel) for each milestone deliverable? Will interim progress reports be required between milestones? If yes, at what frequency? [Section 3 (Page 25–27)]

The provisions in clause 3.3 are self-explanatory and may be referred to.

xxvi. What are the timelines/deadlines against each milestone? [Section 3 (Page 25–27)]

The reply against Point No. 12 should be referred to.

xxvii. Can you please elaborate on the extent of implementation support / activities expected to be undertaken by the consultant under milestone 4 of this engagement? [Section 3 (Page 25–27)]

The provisions in clause 3.3 are self-explanatory and may be referred to.

xxviii. What is the timeline for which the consultant is expected to monitor the progress of the startups? Does this refer to the period between initial assessment upto creation and communication of the support strategies, or will monitoring and progress of the entire implementation by the start-ups be required? [Section 3 (Page 25–27)]

The provisions in clause 3.3 are self-explanatory and may be referred to.

xxix. We understand that provision of services such as valuation and due diligence of the start-ups or preparation / review of any documents shall not form part of the scope of work. Please confirm. [Section 3 (Page 25–27)]

The selected consulting entity will support APEDA in enabling the start-ups to strengthen their business models, offerings, and readiness for scale, export and funding.

IMPORTANT NOTE: -

In supersession of the Important Dates as mentioned at Page 8 of the RFP, the last date for receiving bids in APEDA has been extended to 26th May 2025 (Monday) up to 12:00 Noon.

Proforma for CA Certificate

I /We, Proprietor / Partner / Director of _____ (Name of CA Firm) do hereby confirm that M/s. _____ (Bidder), a Proprietorship / Partnership/Company having its registered office at _____, having PAN No. _____ and GST No. _____ which is valid from _____ (copy attached) and hereby declare and affirm as under:

(1) That the Consulting Firm is in existence from.....(date).

(2) That the details of the turnover from Consultancy Services (on the basis of the financial statements of the entity) are as follows:

S. No.	Financial Year	No. of assignments executed	Name (s) of the Organisation (s)	Turnover (in Rs.)
1	2021-22			
2	2022-23			
3	2023-24			

(3) That the above work was obtained in the consultancy firm's own name and the billing /payment was collected in the entity's own bank account.

Declaration

I have independently verified the above-mentioned details with books of accounts, 26AS statements, GST Returns and found them to be true and correct.

Counter-signed:

Signature:

Signature of Authorized

Name and designation

Signatory

UDIN

Name of Authorised Signatory

Seal of CA firm

Proprietor / Partner/ Director

Company Seal