

**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 18th August 2025

ADDENDUM

Subject: - Minutes of Pre-Bid Meeting regarding Hiring a Digital/ Social Media Agency to enhance Branding Communications and Outreach of APEDA- Bid Notice dated 08/08/2025.

- (i) Such agencies which have submitted their bids against the previous tender dated 25/06/2025, need not pay again the Application & Processing Fee. However, they must mention the DD No. date and Name of Issuing Bank in respect of last fee paid at S. No. 8 in Annexure-1.
- (ii) Every agency shall be given a **maximum time of 10 minutes** for making a technical presentation before the Selection Committee. PPTs for Technical Presentation by the Shortlisted Agencies 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.
- (iii) The amended Schedule for selection of Social Media Agency is as follows:

S. No.	Event	Date
(1)	Last Date for Submission of Bids	25/08/2025 (12:00 Noon)
(2)	Technical Presentation and Opening of Financial Bids	27/08/2025 (10:30 AM onwards)

- (iv) The duly completed bids may be submitted, in **physical mode only**, latest by the **25/08/2025 (up to 12:00 Noon)** at the following address:

The Secretary
Agricultural and Processed Food Products Export Development Authority
(APEDA)
3rd – 4th Floor, NCUI Building, August Kranti Marg,
New Delhi - 110 016

- (V) **Typographical Correction:**

S. No.	Present Reading	To be read as
i	Annexure-1 S. No. 14: Turnover Details Minimum Turnover Rs. 3,00,00,000/- (Rs. Three crores) per year	Annexure-1 S. No. 14: Turnover Details Minimum Turnover Rs. 1,00,00,000/- (Rs. One crore) per year
