

Reply to Pre-Bid Queries**Sub: REQUEST FOR PROPOSAL for Engagement of Communication and Media Tracking & Analytics Agencies for MoRTH**

Tender ID: 2025_NHIDC_860913_1

S. No.	Reference	Relevant RFP Section	Query	Reply
1	Page No. 23	Clause 2.9.4 Section - A1	Under evaluation criteria, in technical evaluation framework section # A1 from page 23, we feel the weightage for firm evaluation is 20 marks, which is very high. This gives advantage to companies whose turnover may be high but which may not have come from related activity. On the other hand, the weightage for news analytics capabilities and dashboard / application is the key feature of the work, for which the weightage is only 30 marks. The product and services should carry far more weightage than a company's revenue which may have come from non-relevant activities. We hope that our request to reduce the weightage for Company turnover (#A1) in favour of section B (Evaluation of Presentation on News Analytics capabilities and Idea for Dashboard/Application) will be favourably considered.	As per RFP

**(Prakash Nevatia)****General Manager (Corporate Communication and Business Development)**