

Directorate of Public Relations
Government of Chhattisgarh
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Tender Reference Number: 5294 Dated: 06-10-2025

PRE BID RESPONSE

Project Name		NOTICE FOR ENGAGEMENT OF AGENCY FOR ANAMORPHIC VANS FOR RAJAT MAHOTSAV COMMUNICATION CAMPAIGN				
S. No.	Entity raising Query	Tender Document Reference(s)	Page Number(s)	Content of Tender requiring Clarification(s)	Point of Clarification	Response from Samvad
1	Xpandd	Section - Pre Qualification Criteria, S. No. 2	Page 10	The bidder should have minimum average annual turnover of INR 20 crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24 OR 2022-23, 2023-24 and 2024-25).	<p>We request your kind consideration to revise the average turnover requirement from ₹20 crores to ₹7 crores, to enable wider participation of capable agencies.</p> <p>Our firm has extensive experience in handling multi-city activations and creative-led projects, including high-impact formats such as anamorphic content and experiential design. While our turnover is below the stated limit, our team's expertise, infrastructure, and proven track record make us well-equipped for successful execution.</p>	As per RFP
2	Xpandd	Section - Joint Venture/Consortium	Page 7	Joint Venture/Consortium is not allowed.	We also request permission to participate through a consortium , as the scope demands specialized collaboration across activation, creative, and digital domains.	As per RFP
3	Moving Pixels Private Limited	Section - Pre Qualification Criteria, S. No. 2	Page 10	The bidder should have minimum average annual turnover of INR 20 crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24 OR 2022-23, 2023-24 and 2024-25).	<p>We wish to request a revision of the average turnover requirement from ₹20 crores to ₹7 crores to encourage broader participation from capable agencies with proven creative and operational strength.</p> <p>Given the project's nature, involving multi-city activations and creative content such as anamorphic visuals, the requirement should ideally reflect capability rather than turnover alone.</p>	As per RFP
4	Moving Pixels Private Limited	Section - Joint Venture/Consortium	Page 7	Joint Venture/Consortium is not allowed.	Additionally, we seek permission to apply as a consortium , combining specialized partners across activation, creative, and digital to deliver the best outcomes.	As per RFP

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5	Future Wiz Advertising Pvt. Ltd.	Section - Pre Qualification Criteria, S. No. 2	Page 10	The bidder should have minimum average annual turnover of INR 20 crore or more in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24 OR 2022-23, 2023-24 and 2024-25).	We respectfully submit for your kind consideration a request to revise the average turnover eligibility criterion from ₹20 crores to ₹5 crores . This revision will enable the inclusion of competent agencies that possess proven expertise in multi-city activations, creative conceptualization, and the execution of innovative content formats such as anamorphic visuals.	As per RFP
6	Future Wiz Advertising Pvt. Ltd.	Section - Joint Venture/Consortium	Page 7	Joint Venture/Consortium is not allowed.	Further, we seek your approval to permit participation through a consortium . Allowing consortiums will encourage collaboration among agencies with complementary strengths in activation management, creative production, and technology-led solutions, thereby ensuring a comprehensive and effective project execution.	As per RFP
7	Axis Communications	Section - Pre Qualification Criteria, S. No. 5	Page 11	The bidder should have experience of organizing at least 1 vehicle-based communication campaigns , of value Rs 1 crore or more, for Central/State government department/ agencies/ PSU/ Industry bodies in the last 5 years.	Since the project involves multiple components including vehicle, design, anamorphic content, technology, etc., it is requested to ask for experience of communication campaign only .	As per RFP