

CORRIGENDUM NO. 2

Request for Proposal — Selection of Agencies for

Brand Strategy & Communication | Public Relations | Artwork & Packaging Design

RFP Reference No.	KERAFED/MKT/RFP/2026/01
Corrigendum Reference	KERAFED/MKT/RFP/2026/01/COR-01
Date of Issue	05 June 2026
Issued To	All Shortlisted Agencies (Post-EOI) — All Three Categories
Categories Affected	Category 1 — Brand Strategy & Communication (primarily); EMD/Declaration requirements apply to all categories
Total Clarifications	8 (Eight)

1. Preamble

This Corrigendum is issued by KERAFED pursuant to pre-bid clarification queries received from shortlisted agencies in response to RFP No. KERAFED/MKT/RFP/2026/01 dated 18 May 2026.

The clarifications herein form an integral part of the RFP and supersede any conflicting provisions in the original RFP to the extent of the inconsistency. All other terms, conditions, eligibility criteria, and submission requirements remain unchanged.

This Corrigendum is issued simultaneously to all shortlisted agencies. Agencies should note all items regardless of their applied category, as Items 2 and 3 apply across all three categories.

2. Effect on Submission Timeline

In continuation of the Corrigendum already published and circulated on 02 June 2026, the last date for RFP submission has been rescheduled to **10 June 2026 at 3:00 PM**. Please note that all agencies that have already submitted their bids must withdraw them and submit a fresh, revised bid fully incorporating the terms of this Corrigendum. New applicants must also ensure their submissions comply with these updated requirements.

3. Clarifications and Amendments

Corrigendum Item 1: FMCG Client Portfolio & Sector Experience — Correction of Mark Allocation

RFP Reference	Section 6.1, Criterion 3 (Technical Evaluation — Cat 1)
Original Provision RFP	Breakup as printed: 3 FMCG brands = 12 marks; 4th brand = 2; 5th brand = 2; Coconut/edible oil = 4; Govt/PSU client = 2. Cumulative sub-criteria total: 22 marks. Maximum stated: 20 marks. This is a discrepancy.
Clarification Amendment /	The RFP contained a typographical error. The 5th FMCG brand (+2 marks) is hereby deleted. The corrected and binding scoring matrix is shown below. The maximum marks for Criterion 3 remain 20. All agencies shall be evaluated on this corrected matrix only.

Corrected Scoring Matrix — Section 6.1 Criterion 3:

Sub-criterion	Marks
3 FMCG brands (min. 6 months each, last 5 years)	12
4th FMCG brand (additional, last 5 years)	2
Coconut / Edible oil sector experience	4
Govt / PSU / Cooperative client (active FY24-25 or ongoing)	2
MAXIMUM (capped)	20

Corrigendum Item 2: Earnest Money Deposit (EMD) — Fresh Submission Required for RFP Stage

RFP Reference	Section 7 / Section 9.4 / Annexure A, Item 17 (Mandatory Criteria — All Categories)
Original Provision RFP	The RFP requires EMD via Demand Draft. Agencies that submitted an EMD at the EOI stage have queried whether a separate EMD is required for the RFP submission.
Clarification Amendment /	EMD should not be paid separately since it has already been paid during the EOI stage.

Corrigendum Item 3: No Blacklisting Self-Declaration — Fresh Submission Required with RFP

RFP Reference	Section 7 / Annexure A, Item 15 (Mandatory Criteria — All Categories)
Original Provision RFP	The RFP requires a self-declaration of no blacklisting in the last 5 years. Agencies that submitted this at the EOI stage have queried whether a fresh declaration is needed.

Clarification Amendment	/	A fresh self-declaration must be submitted with the RFP Technical Bid. The EOI-stage declaration was for shortlisting only. The declaration must: (a) be on official agency letterhead; (b) be signed by the authorised signatory; (c) confirm no blacklisting by any Government, PSU, bank, or institution in the last 5 years; and (d) confirm no ongoing litigation for fraud, misrepresentation, or breach of contract. A combined declaration covering (c) and (d) is acceptable.
--------------------------------	---	--

Corrigendum Item 4: BOQ Item A2 — Integrated Campaign Concept & Planning: Scope of Rate

RFP Reference		Section 8 / Annexure C — BOQ Cat 1, Item A2
Original Provision	RFP	Agencies sought clarification on whether the rate covers strategy/concept only, or also includes execution, production, and media buying. Definition of 'multi-channel' was also queried.
Clarification Amendment	/	The rate for Item A2 covers concept development and integrated campaign planning only: brief interpretation, creative concept, channel-wise messaging strategy, and campaign timeline planning. 'Multi-channel' means a minimum of 3 channels. Actual production, media buying, placement, printing, and fabrication are NOT included. These are pass-through costs reimbursed at actuals with original bills and prior written KERAFED approval, with no mark-up. Execution deliverables are covered under separate BOQ items (B, C, D, E, F series).

Corrigendum Item 5: BOQ Item C1 — TVC / Brand Film Production (30-second): Scope and Pass-Through Costs

RFP Reference		Section 8 / Annexure C — BOQ Cat 1, Item C1
Original Provision	RFP	Agencies sought clarification on whether the rate covers end-to-end production, and whether cast, location, and equipment costs are in-scope or pass-through.
Clarification Amendment	/	The rate for Item C1 covers the agency's professional fee for end-to-end production management: script/storyboard, pre-production, direction supervision, post-production (edit, colour, sound), and delivery in all required formats. The following are pass-through at actuals (NOT included in quoted rate): cast/talent fees; location scouting and hire; camera, lighting, and equipment hire; shooting crew charges; studio hire; music licensing fees. All pass-through costs require prior KERAFED approval and original bills. No mark-up permitted.

Corrigendum Item 6: BOQ Item C4 — Cinema Ad Production & Placement: Production vs. Placement Scope

RFP Reference		Section 8 / Annexure C — BOQ Cat 1, Item C4
Original Provision	RFP	Agencies sought clarification on whether Item C4 covers production only, placement only, or both; and whether cinema booking charges are reimbursed separately.
Clarification Amendment	/	Item C4 is a production fee: the agency's charge for creative production of the cinema advertisement (concept, script, production, DCP/cinema-format

	deliverable). Actual cinema booking and screen placement charges are pass-through costs, reimbursed at actuals on submission of original cinema booking invoices and prior KERAFED approval. No mark-up on placement costs. Placement scope (screens, theatres, duration) will be determined per campaign by KERAFED.
--	---

Corrigendum Item 7: BOQ Item D1 — Social Media Account Management: Monthly vs. Annual Pricing Basis

RFP Reference	Section 8 / Annexure C — BOQ Cat 1, Item D1
Original Provision RFP	Item D1 states 'Per Month' as unit and '12 months/year' as frequency. Agencies queried whether to quote a monthly rate or an annual lump sum.
Clarification Amendment /	Quote on a per-month basis only. The '12 months/year' frequency is indicative of annual engagement duration and is used for computing the overall BOQ financial total (Monthly Rate x 12). Do not quote an annual figure in Item D1.

Corrigendum Item 8: BOQ Items D4 & E2 — Paid Campaign Management Agency Fee: No Base Spend Figure Provided

RFP Reference	Section 8 / Annexure C — BOQ Cat 1, Items D4 & E2
Original Provision RFP	Items D4 (Paid social media) and E2 (Google/Meta) require an agency fee quoted as % of spend (max 10%). No indicative base spend figure was provided, making it difficult to compute or benchmark the quote.
Clarification Amendment /	Quote the percentage (%) agency fee only. No fixed base spend is committed by KERAFED at RFP stage; actual digital advertising budgets are determined per campaign. Format for quoting: enter '____%' (e.g., '8%') for both D4 and E2. For QCBS financial evaluation purposes only, the % will be applied to a notional base of Rs. 10,00,000/- (Ten Lakhs) per item to produce a comparable financial score. This notional base does not constitute any commitment to spend. Actual fees will be calculated on actual spend at the agreed percentage, per campaign.

4. Summary of All Amendments

#	RFP Reference	Nature	Original	As Clarified
1	Sec 6.1, Criterion 3	Correction — Marks	Sub-criteria total 22; max 20 (discrepancy)	5th FMCG brand (+2) deleted. Correct total = 20 marks.
2	Sec 7, Sec 9.4, Annexure A	Clarification — EMD	EOI-stage EMD validity for RFP stage unclear	EMD should not be paid separately since it has already been paid during the EOI stage.
3	Sec 7, Annexure A Item 15	Clarification — Declaration	Blacklisting declaration submitted at EOI stage	Fresh self-declaration required with RFP Technical Bid.

4	BOQ Cat 1, Item A2	Clarification — Scope	Scope of multi-channel campaign rate not defined	Rate = concept & planning only. Execution = pass-through. Min 3 channels = multi-channel.
5	BOQ Cat 1, Item C1	Clarification — Scope	TVC production: agency fee vs. pass-through split unclear	Rate = agency production mgmt fee. Cast, location, equipment = pass-through at actuals.
6	BOQ Cat 1, Item C4	Clarification — Scope	Cinema: production vs. placement inclusion unclear	Rate = production fee. Actual cinema placement = pass-through at actuals.
7	BOQ Cat 1, Item D1	Clarification — Pricing Unit	Ambiguity: monthly vs. annual quoting	Quote per-month rate. Evaluation = Monthly Rate x 12.
8	BOQ Cat 1, Items D4 & E2	Clarification — Pricing Basis	No indicative spend base for % of spend items	Quote % rate only. Notional base Rs. 10L per item used for QCBS evaluation only.

Note: Section-11 / Annexure-A must be submitted afresh in the prescribed format and in the given order. Failure to do so will result in the rejection of the bid.

For and on behalf of KERAFED:

Sd/-

Managing Director

KERAFED, KERATOWER, Vellayambalam, Thiruvananthapuram - 695 010

Date: 05 June 2026 | Place: Thiruvananthapuram

This Corrigendum is published on www.kerafed.com and communicated to all shortlisted agencies via email. In case of any discrepancy between this document and the original RFP, this Corrigendum shall prevail. For queries: marketing@kerafed.com