



RFP CLARIFICATIONS

Set out below are replies to questions which have been raised by potential Bidders together with additional information for their benefit.

A. DISCLAIMER

A.1. The information below is being made available for information purposes only in relation to the Request for Proposal for the Right to be Appointed as a Media Agency in relation to the Indian Premier League (RFP) published in February 2017 by BCCI.

A.2. This information:

A.2.1. May not be a complete description of all matters which would be material for consideration by an intended Interested Party in response to the RFP;

A.2.2. Is Confidential Information for the purposes of and as defined in the RFP; and

A.2.3. Does not purport to be comprehensive nor to contain all the information that a prospective Interested Party may need or desire in relation to submit a Proposal.

A.3. Except as otherwise provided in any binding Services Agreement which may be entered into by BCCI with an Interested Party, no representation, warranty, assurance, guarantee or forecast is given and no liability or responsibility is accepted by BCCI or any of its officers, employees or agents as to the accuracy or completeness of the Confidential Information. Any potential Interested Party should consult its own legal, commercial, tax and other advisers as to legal, commercial, tax and related matters concerning any Proposal to be submitted by it in response to the RFP.

A.4. Words and expressions which are defined in the RFP shall have the same meaning in this document.

B. CLARIFICATIONS

1. The indicative budget Rs. 30 Crs is gross or nett?
 - a. 30 crores gross, inclusive of all taxes.
2. Have you defined media budget split among TV/ radio / print / OOH / digital?
 - a. Interested parties are expected to propose a media plan as per the brief.

3. If the answer to 1 is yes, the what would be the ratio ?
 - a. It is for the interested parties to propose the ratio; however Interested Parties should bear in mind that minimum 60% of the Media Budget should be TV spend and the balance maybe divided amongst radio, print, OOH and digital. It is pertinent that the Media Plan covers all mediums as suggested in the RFP including the Fan Parks.
4. Do we have to submit TV deals?
 - a. Yes, as per above.
5. Do we have to submit TV plan with program name / time band / rates / fct / genre / market & prime time : non prime time split?
 - a. Yes, all of the above.
6. Have you planned digital sites or do we have to suggest?
 - a. Interested Parties to propose with rationale.
7. On digital there are no details mentioned on creatives or aspects like formats (display ads, videos, content, social media, sem/seo). Should we use our own learnings to arrive at?
 - a. Interested Parties to propose with rationale.
8. What are Fan parks?
 - a. Fan Parks are screening held at venues in the relevant cities where fans may watch IPL matches and is a mechanism whereby BCCI can engage with fans in cities which do not host IPL matches.
9. What is meant by print syndication?
 - a. Distribution of editorial content to be provided by BCCI across various publications in various genres and territories.
10. Is it possible to share the Average Commercial Duration (ACD) for planning purposes for TV and Radio?
 - a. As per Schedule 1 of the Services Agreement to the RFP.
11. Decision on finalising the agency will be based on what all criterias? Will it be based on media rates or commission percentage, etc?
 - a. The choice of agency will, as set out in the RFP, be determined by BCCI by reference to the overall presentation and the cost efficiency of the overall proposals and such terms as detailed in the RFP. There is no commission percentage and the successful agency will be paid a fixed fee as set out in the Services Agreement.
12. Do we need to give strategy or the plan only?
 - a. Interested Parties are expected to propose strategy based on the scope of services as indicated in the RFP.

13. Ref page 24 point 4.1 (a) as to 30% on signature of this Agreement; (b) 40% within 30 days of completion of the relevant Season; and (c) as to 30% within 30 days of the reconciliation of all Advertising Costs in the manner contemplated in Schedule 1. Does the Break up includes retainership or does it include the media cost pertaining to this point?
 - a. The payment terms relate only to the fixed Fee payable to the agency. Sums expended by the agency on advertising will be reimbursed in accordance with the Services Agreement.
14. Do we need to give only the media plan?
 - a. Interested Parties are required to make a presentation as per the RFP requirements.
15. Has the creative agency been appointed or the tender for the same is yet to be floated?
 - a. The successful Interested Party will be introduced to BCCI's creative agency.
16. Do we need to utilise Sony Network assets/media as part of the media plan as IPL is telecast on Sony Network only. In case FCT is planned on Sony Network will it need to be costed for or it can be just recommended without any cost attached to it? Please clarify.
 - a. The Media Plan to be recommended by Interested Parties should exclude Sony Network channels.
17. How many phases we have to plan within the 30 crores budget?
 - a. Interested Parties are required to propose the Media Plan as per the RFP.
18. Is 30 crores is all inclusive or exclusive of taxes?
 - a. Please refer to answer for question 1 above.
19. Is 30 crores inclusive of agency commission?
 - a. There is no agency commission. The agency will be paid a fixed fee which is to be suggested as part of the Proposal.
20. Retainer fees will be given every month or there is a set periodicity pre-decided for the same?
 - a. Clause 4.1 (a)–(c) sets out the payment schedule for the fee.
21. Retainer fees to be quoted in absolute numbers or in percentage?
 - a. A fixed fee is to be included as part of the Proposal. No commission will be payable.
22. Will the plan that will be submitted by the agency at the time of presentation be deemed final or there will be iterations and rounds of negotiations post the agency is finalised?
 - a. Please refer to Point 11.4 of the RFP.