

KINFRA Defence Park

RFP For the selection of Marketing Consultant

Pre-Bid Query and Response

SI No	Query	Response
1	Request extend the bid submission date by 2 weeks. This is in view of the fact that the given scope of work and the variable fees means that estimation for the project needs to be made more granular and detailed.	No change in Bid submission date
2	Clause 4 - The time horizon for each of the activities mentioned in Clause 4 can be elaborated further. This is to help the consultants identify the resources to staff for each of the sub-segments in the project.	Refer Clause:5 Deliverables

3	<p>Clause 4.6 – while it is mentioned that the success of the Consultant is measured in the amount of space allocated in the land area, Common Facilities Centre (CFC) and Common Utilities Building (CUB), may we request that the success of the consultant be measured by the value in Rupees of the investments brought in rather than the space utilized by the investors? Low value added manufacturing may have a larger footprint in terms of land while higher value added manufacturing may have a lower footprint. Hence, kindly measure the success of the Consultant by the value of investments brought in.</p>	As per RFP
----------	---	------------

4	<p>Clause 6.3 – Payment Schedule – it is requested that instead of making the payment schedule completely based on the amount of land allocated, a mix of fixed fee and success fee be given. Investments are subject to the general economic climate and the sectoral cycles. While the Consultant would work hard to ensure 4.1 to 4.5 are done and the KINFRA brand and the investment opportunity in the defence park is marketed to potential investors, the actual investment would be subjected to a number of forces beyond the control of the Consultant including the sectoral economic cycle. Hence, it is requested that the payment be split into two components – 50% of the payment be fixed component which would be paid based on the work done by the Consultant towards Clause 4.1 to 4.5. The rest 50% can be success fee which is dependent on the value (in Rupees) of investments brought in by the Consultant.</p>	As per RFP
----------	--	------------

<p>5</p>	<p>Clause 6.3 (c) (iii) It is not reasonable to consider any allotments after 30 months to be not considered for payment. The brand building and investment cycles for the defence industry are long term and it would take a few years after the initial contact to finalize any investments. Hence, it is requested to extend this horizon to 60 months.</p>	<p>As per RFP</p>
<p>6</p>	<p>Clause 8.1 – it is requested to consider ongoing projects as well. There are several investment promotion projects whose timelines are long (2 years or more) and hence it would be relevant to include them also which would add considerable experience to the Consultant.</p>	<p>As per RFP</p>
<p>7</p>	<p>Clause 9 – the final selection criteria is not clear. Is it after the Consultant clears the minimum technical score, the lowest financial bid would be the winning criteria? If yes, it is requested to make the bidding QCBS type with 80% consideration for technical score and 20% for</p>	<p>As per RFP (The financial bid of those bidders who are shortlisted by the evaluation committee only will be opened. Out of this lowest bidder will be considered for further processing.)</p>

	financial score. This is because for attracting high quality defence suppliers, the Consultant must be well connected with the defence ecosystem in India and abroad and such consultants would have high technical scores but might lose out on the bid if it is purely L1.	
8	After going through your RFP, we are perplexed regarding stiff conditions of high EMD amount of Rs. 5 Lac, eligibility criterion of annual turnover of 50 Crore, with global offices for marketing for investment in a meagre land area of 35 acres + common facilities. Further the RFP is highly one sided with all risks towards the consultant having to finance promotion cost and expecting payment later. Further the road shows to be held are also dictated which normally is left to the consultant-defined strategy.	As per RFP
9	We have entered into agreements with industrial parks/ SEZ's wherein the terms include effective	As per RFP

	success fee and a small token retainer fee. This has been a very effective model.	
10	The conditions in RFP in our opinion seems to be designed for large foreign consultants for a small park area which will stop competent, experienced and eligible Indian bidders (like us) to go for it.	As per RFP
11	<p>Clause: 4.7 Scope of work</p> <p>“The Consultant should deploy sufficient number of key personnel with adequate qualification and experience in relevant field to undertake the work as per the scope. Details of key personnel should be made available to KINFRA. They should not be changed during the period of consultancy without prior permission of KINFRA.”</p> <p>Request you to kindly clarify the number and education qualification required in the experts to be proposed.</p>	As per RFP
12	Clause: 6.1 Method of payment	As per RFP

	Request you to clearly mention the expenses which need to be borne by the consultant	
13	<p>Clause: 6.3. Payment Schedule</p> <p>We would like to bring to your notice that the consultants would be making substantial payments from their own pocket for submission of deliverable 5.1 which are due within one month of release of work order and organize the events in deliverable 5.2 within 6 months of release of work order.</p> <p>Considering the nature of work, we request you to consider deliverable based payments for the lump sum component, while the incentive based payments can be linked to success-fee basis. This would make the payment format a mix of success-fee and fixed-fee.</p> <p>In particular, we request you to kindly make the lump sum payments to be linked to submission</p>	As per RFP

	/organizing of deliverables and the incentives to be provided on actual allotment of land.	
14	From our experience and as per international best practices, we have seen that EMD is not charged for similar consultancy services. We request you to kindly delete the same.	As per RFP
15	We appreciate the fact that penalty should be paid by consultants in case of delay. However, we would like to point out here that, the deliverables in this project include organizing workshops, road shows etc. which are dependent on acquiring necessary government approvals and permits etc. This can lead to delays which are beyond consultants' control. Hence, we request you to kindly limit the scope of this clause to deliverable 5.1, which includes submission of the 3 reports. Request you to kindly relax the penalty amount for the remaining deliverables.	As per RFP