

CORRIGENDUM-1
Tender Reference No.: MFD/MKTG/2025-26/Agency/2007
Tender ID: 2025_Coop_151784_1
Dated: 31.10.2025

This is with reference to the Tender issued by The Punjab State Co-operative Supply and Marketing Federation Ltd. (MARKFED) for the “Hiring of agency for branding, social media, and PR services for SOHNA brand Under Markfed”, published on 10/10/2025.

The following amendments/clarifications are hereby issued to the Tender document:

1. Extension of Key Dates:

Activity	Existing Date	Revised Date
Last Date & Time for Submission of Bids	31/10/2025, 5.00 Hrs	17/11/2025, 11.00 AM
Opening of Technical Bids	03/11/2025, 11.00 Hrs	17/11/2025 , 3.00 PM

2. Other Amendments/Clarifications

- [Clause No. 8.3.3 Social media performance targets ,Page 15 and 16]

Metric (Existing criteria)	Formula	Platform	Time Frame	Base Number to be considered	Existing Target	Amended Target
Monthly average growth in reach per post	(Average Reach= Total number of likes, shares and comments/No. Of Posts) Current month average reach per post-Previous month average reach per post/Previous month average reach per post * 100	Instagram, Facebook, Twitter, and YouTube	Monthly	Avg Insta Reach per month-17,78,764 Avg Facebook Reach per month-6,26,764 per month	15%	Monthly average growth in reach per post. Reach on Facebook Page : 5,00,000 per month Reach on Instagram Account : 2,50,000 per month <ul style="list-style-type: none">The base value for average instagram reach per month is 1, 40,000

Monthly average growth in views on videos/reels	Current month average views per reel-Previous month average views per reel/Previous month average views per reel * 100	Instagram, Facebook, Twitter, and YouTube	Monthly	Instagram:19,000 per video Facebook:18,000 per video	10%	Average monthly Facebook per video views: 20,000 Average monthly Instagram per video views : 20,000 Average Monthly you- Tube per video Views: 20,000
Monthly Growth in Followers	(Current Month Followers – Previous Month Followers) ÷ Previous Month Followers) × 100	Instagram, Facebook	Monthly	Facebook-2,70,650 Instagram-3608	3%	Facebook page Followers: 3,000 Instagram Account Followers : 300 NOTE: The above figures represent the monthly targets to be achieved consistently.

- [Clause 11.3.1 , Eligibility Criteria , Page 20]:

Existing	Amended	Supporting Documents
Financial: The agency must have an average annual turnover of at least INR 2,00,00,000 (Indian Rupees Two Crores Only) in the following three financial years: (i) 2022-2023, (ii) 2023-2024, and (iii) 2024-2025,	The agency must have an average annual turnover of at least INR 50,00,000/- (Indian Rupees Fifty Lac Only) in the following three financial years: (i) 2022-2023, (ii) 2023-2024, and (iii) 2024-2025	A certificate from a practicing Chartered Accountant (CA). For each of the financial years 2022-23, 2023-2024 and 2024-2025, the Bidder shall submit a certificate from a practicing Chartered Accountant (CA) specifically certifying the turnover generated, mentioning the turnover of 50 Lacs is generated from Branding, Social media and PR services.

- [Clause 11.3.5, Relevant Experience , Page 20];

Existing Criteria	Amended Criteria	Supporting Documents as per amended criteria
The party must have prior experience in last 3 years (i.e. 2022-2023, 2023-2024 and 2024-2025) with at least 2 (two) FMCG clients of work value of Rs. 5lac for each assignment creation of creative assets for Print & Event	The party must have prior experience in last 3 years(i.e. 2022-2023, 2023-2024 and 2024-2025) with atleast one FMCG client and one in any other	Copy of Memorandum of Understanding/Work Order along with invoice / Purchase Order/Client Certificate for completion of work.

collateral/Advertising/Branding material and other graphic designs	field client of work value of Rs. 5lac for each assignments creation of creative assets for Print & Event collateral/Advertising/Branding material and other.	
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- [Clause No. 11.3.6, Relevant Experience, Page no. 21]

Existing Criteria	Amended Criteria	Supporting Documents as per amended criteria
The party must have prior experience in last 3 years (i.e. 2022-2023, 2023-2024 and 2024-2025) with at least 2 (two) FMCG clients of work value of Rs. 5lac for each assignment in social media platform management.	The party must have prior experience in last 3 years (i.e. 2022-2023, 2023-2024 and 2024-2025) with atleast one FMCG client and one in any other field client of work value of Rs. 5lac for each assignments in social media platform management	Copy of Memorandum of Understanding/Work Order along with invoice./ Purchase Order/Client Certificate for completion of work.

- [Clause 12.9 , Technical Bid evaluation , Page No. 24 & 25]:

S.No.	Criteria for Marking (Existing Clause)	Amended Clause	Supporting Documents	Max. Marks
1.	Average annual turnover of the bidder in the following three financial years: (i) 2022-2023, (ii) 2023-2024, and (iii) 2024-2025, <ul style="list-style-type: none"> • INR 2-2.5 Crores - 5 marks • INR 2.51-3 Crores - 10 marks • More than 3 crores - 15 marks 	Average annual turnover of the bidder in the following three financial years: (i) 2022-2023, (ii) 2023-2024, and (iii) 2024-2025, <ul style="list-style-type: none"> • INR 50 -55Lacs = 10 marks Above 55 Lacs = 15 marks 	A certificate from a practicing Chartered Accountant (CA). For each of the financial years 2022-23, 2023-2024 and 2024-2025, the Bidder shall submit a certificate from a practicing Chartered Accountant (CA) specifically certifying the turnover generated, , mentioning the turnover of 50 Lacs is generated from Branding, Social media and PR services.	15 Marks

2.	<p>The party must have prior experience in last 3 years i.e. (2022-2023,2023-2024 and 2024-2025) in social media platform management in India or globally related to FMCG with government, public or private sector entities, foundations or multilateral agencies</p> <ul style="list-style-type: none"> • 2 clients – 5 marks • 3-5 clients – 10 marks • 5+ clients – 15 marks 	<p>The party must have prior experience in last 3 years i.e. (2022-2023, 2023-2024 and 2024-2025) in social media platform management in India or globally related to FMCG with government, public or private sector entities, foundations or multilateral agencies</p> <ul style="list-style-type: none"> • 1 client of FMCG – 10 marks • More than one FMCG client – 15 marks 	<p>Copy of Memorandum of Understanding / Work Order along with invoice /Purchase Order/Client Certificate for completion of work.</p>	15 marks
3.	<p>The agency should have experience of minimum of last 3 (three) years (2022-2023, 2023-2024 and 2024-2025) in creation of creative assets for Print & Event collateral/Advertising/Branding material.</p> <ul style="list-style-type: none"> • 2 clients – 5 marks • 3-5 clients – 10 marks • 5+ clients – 15 marks 	<p>The party must have prior experience in last 3 years(i.e. 2022-2023, 2023-2024 and 2024-2025) with at least one FMCG client and one in any other field client of work value of Rs. 5lac for each assignments creation of creative assets for Print & Event collateral/ Advertising/ Branding material and other.</p> <ul style="list-style-type: none"> • 1 client of FMCG – 10 marks • More than one FMCG client – 15 marks 	<p>Copy of Memorandum of Understanding /Work Order along with invoice / Purchase Order / Client Certificate for completion of work .</p>	15 marks
4.	<p>The bidder must have achieved an engagement rate of 3–5% on the social media accounts previously managed.</p> <ul style="list-style-type: none"> • 3-5% – 5 marks • 5.1%- 8% –10 marks • More than 8% – 15 marks 	<p>The bidder must have achieved an engagement rate of 3–5% on the social media accounts previously managed.</p> <ul style="list-style-type: none"> • 3-5% – 10 marks • 5.1%- 8% –15 marks 	<p>Verified Meta analytical reports or any other relevant third-party report shall be submitted as proof.</p>	15 marks

Annexure- D, Penalty Clause page no. 35 to 38, ANNEXURE-D for Penalty Clause is replaced with the following.

Existing Clause	Amended Clause																		
<p>i. Submission of Security Amount & Contract Signing</p> <p>The successful bidder must submit the security amount and sign the contract within 15 days of LOA issuance; as per clause no. 15 of tender a delay beyond 15 days will incur a penalty of INR 5,000 per day, and if the delay exceeds 21 days, the contract may be cancelled, the EMD forfeited, and action will be taken under the Punjab Transparency in Public Procurement Act, 2019 and rule 2022.</p> <p>ii. Design Deliverables:</p> <p>The selected agency shall be responsible for providing a minimum of 55 creative Assets (31 creative Assets for Social Media (6 reels, 2 Infographic videos, 6 image carousels and 17 Static Posts) and 24 Creative Assets for print collateral) per month for various branding and marketing activities as per clause no. 8.3.2 & 8.3.3. In case the agency fails to deliver the required 55 creative Assets in any given month, the following penalties will be applicable:-</p> <table> <tr> <th>Condition</th><th>Penalty</th></tr> <tr> <td>Shortfall of up to 10%</td><td>5% deduction of monthly fee</td></tr> <tr> <td>Shortfall of 10–20%</td><td>10% deduction of monthly fee</td></tr> <tr> <td>Shortfall >20%</td><td>20% deduction + warning notice</td></tr> </table> <p>iii. Social Media Growth (Engagement Target)</p> <p>The Successful Bidder is required to maintain a minimum of 3% engagement rate on both Instagram and Facebook as per clause no. 8.3.3. In case the engagement rate does not meet the target the following penalties will be levied (the penalties will be applied separately for both the Platforms - Facebook and Instagram) :-</p>	Condition	Penalty	Shortfall of up to 10%	5% deduction of monthly fee	Shortfall of 10–20%	10% deduction of monthly fee	Shortfall >20%	20% deduction + warning notice	<p>i. Submission of Security Amount & Contract Signing</p> <p>The successful bidder must submit the security amount and sign the contract within 15 days of LOA issuance; as per clause no. 15 of tender a delay beyond 15 days will incur a penalty of INR 5,000 per day, and if the delay exceeds 21 days, the contract may be cancelled, the EMD forfeited, and action will be taken under the Punjab Transparency in Public Procurement Act, 2019 and rule 2022.</p> <p>ii. Design Deliverables:</p> <p>The selected agency shall be responsible for providing a minimum of 55 creative Assets (31 creative Assets for Social Media (6 reels, 2 Infographic videos, 6 image carousels and 17 Static Posts) and 24 Creative Assets for print collateral) per month for various branding and marketing activities as per clause no. 8.3.2 & 8.3.3. In case the agency fails to deliver the required 55 creative Assets in any given month, the following penalties will be applicable:-</p> <table> <tr> <th>Condition</th><th>Penalty</th></tr> <tr> <td>Shortfall of up to 10% in any given Month</td><td>5% penalty on the total bill for that period</td></tr> <tr> <td>Shortfall of up to 10% for two consecutive months</td><td>10% penalty on the total bill for that period</td></tr> <tr> <td>Shortfall of up to 10% for Three consecutive months</td><td>15% penalty on the total bill for that period</td></tr> <tr> <td>Shortfall of up to 10% for Four consecutive months</td><td>Termination of the agreement at the discretion of MARKFED (as per clause 20)</td></tr> </table> <p>iii. Social Media Growth (Engagement Target)</p> <p>iv. The Successful Bidder is required to maintain a minimum of 3% engagement rate on both Instagram and Facebook as per clause no. 8.3.3. In case the engagement rate does not meet the target the following penalties will be levied (the penalties will be applied</p>	Condition	Penalty	Shortfall of up to 10% in any given Month	5% penalty on the total bill for that period	Shortfall of up to 10% for two consecutive months	10% penalty on the total bill for that period	Shortfall of up to 10% for Three consecutive months	15% penalty on the total bill for that period	Shortfall of up to 10% for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)
Condition	Penalty																		
Shortfall of up to 10%	5% deduction of monthly fee																		
Shortfall of 10–20%	10% deduction of monthly fee																		
Shortfall >20%	20% deduction + warning notice																		
Condition	Penalty																		
Shortfall of up to 10% in any given Month	5% penalty on the total bill for that period																		
Shortfall of up to 10% for two consecutive months	10% penalty on the total bill for that period																		
Shortfall of up to 10% for Three consecutive months	15% penalty on the total bill for that period																		
Shortfall of up to 10% for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)																		

Condition	Penalty
Engagement rate falls below 3% in any given month	3% penalty on the total bill for that period
Engagement rate falls below 3% for two consecutive months	5% penalty on the total bill for that period
Engagement rate falls below 3% for three consecutive months	10% penalty on the total bill for that period
Engagement rate remains below 3% for four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

iv. **Report and Analytics**

The Successful Bidder is required to submit a Monthly Progress report by 7th of every subsequent month which includes progress on target as specified by MARKFED given in the Scope of work in Paragraph 7 of the document. In case, the bidder fails to submit progress report on time, the following penalties shall be imposed: -

Condition	Penalty
Delay up to 7 days	5% deduction on Monthly Bill
Delay beyond 7 days/non-submission	Hold entire payment until submission

v. **Creation of Monthly Content Calendar**

The Successful Bidder is required to submit a Monthly Content Calendar by 7th of every month as per clause no. 7.3.1 & 8.3.2. In case the bidder fails to submit progress report on time, the following penalties shall be imposed:-

separately for both the Platforms - Facebook and Instagram) :-

Condition	Penalty
Engagement rate falls below 3% in any given month	3% penalty on the total bill for that period
Engagement rate falls below 3% for two consecutive months	5% penalty on the total bill for that period
Engagement rate falls below 3% for three consecutive months	10% penalty on the total bill for that period
Engagement rate remains below 3% for four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

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The Successful Bidder is required to submit a Monthly Content Calendar by 7th of every month as per clause no. 7.3.1 & 8.3.2. In case the bidder fails to submit progress report on time, the following penalties shall be imposed:-

Condition	Penalty
Delay up to 7 days	5% deduction on Monthly Bill
Delay beyond 7 days/non-submission	Hold entire payment until submission

vi. **Monthly average growth in reach**

The successful bidder is required to ensure a minimum 15% month-on-month increase in the average reach per post on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain month-on-month increase in the average reach per post, the following penalties shall apply:-

Condition	Penalty
10-15%	5% deduction on Monthly Bill
5-10%	10% deduction on Monthly Bill
Less than 5%	20% deduction + warning notice

Condition	Penalty
Delay up to 7 days	5% deduction on Monthly Bill
Delay beyond 7 days/non-submission	Hold entire payment until submission

vi. **Monthly average growth in reach**

The successful bidder is required to ensure a Monthly increase in the average reach per post on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain month-on-month increase in the average reach per post, the following penalties shall apply:-

Condition For Facebook	Penalty
Below 5 lacs in any given Month	5% penalty on the total bill for that period
Below 5 lacs for two consecutive months	10% penalty on the total bill for that period
Below 5 lacs for Three consecutive months	15% penalty on the total bill for that period
Below 5 lacs for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

Condition For Instagram	Penalty
Below 2.5 lacs in any given Month	5% penalty on the total bill for that period
Below 2.5 lacs for two consecutive months	10% penalty on the total bill for that period
Below 2.5 lacs for Three consecutive months	15% penalty on the total bill for that period
Below 2.5 lacs for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

vii. **Monthly average growth in views on reels/video**

The successful bidder is required to ensure a minimum 10% month-on-month increase in the average views per video/reel on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain month-on-month increase in the average views per reel/video, the following penalties shall apply:-

Condition	Penalty
5-10%	10% deduction on Monthly Bill
Less than 5%	20% deduction + warning notice

viii. **Follower Growth**

The successful bidder is required to ensure a minimum 3% month-on-month increase in the followers on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain follower growth, the following penalties shall apply:-

Condition	Penalty
2-3%	5% deduction on Monthly Bill
1-2%	10% deduction on Monthly Bill
Less than 1%	20% deduction + warning notice

vii. **Monthly average growth in views on reels/video**

The successful bidder is required to ensure a minimum 20,000 (for Facebook, Instagram and You – tube) month-on-month increase in the average views per video/reel on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain month-on-month increase in the average views per reel/video, the following penalties shall apply:-

Condition For Face Book , Instagram and You- Tube	Penalty
Below 20000 in any given period	5% penalty on the total bill for that period
Below 20000 for two consecutive months	10% penalty on the total bill for that period
Below 20000 for Three consecutive months	15% penalty on the total bill for that period
Below 20000 for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

viii. **Follower Growth**

The successful bidder is required to ensure a monthly increase in the followers on Instagram and Facebook as per clause no. 8.3.3. In case the bidder fails to maintain follower growth, the following penalties shall apply:-

Condition For Face Book	Penalty
Below 3000 in any given Month	5% penalty on the total bill for that period
Below 3000 for two consecutive months	10% penalty on the total bill for that period
Below 3000 for Three consecutive months	15% penalty on the total bill for that period
Below 3000 for Four consecutive months	Termination of the agreement at the discretion of MARKFED (as per clause 20)

ix.

Public Relations Strategy:

The selected agency shall be responsible for providing Public Relations strategy annually as per clause no. 8.3.2. In case the agency fails to deliver the required Public Relations Strategy, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee
Delay upto 2 month	10% deduction of monthly fee
Delay upto 3 month	20% deduction + warning notice

x.

Competitor Analysis Report:

The selected agency shall be responsible for providing Competitor analysis reports monthly as per clause no. 8.3.2. In case the agency fails to deliver the required competitor analysis report, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee
Delay upto 2 month	10% deduction of monthly fee
Delay upto 3 month	20% deduction + warning notice

Condition For Instagram	Penalty
Below 300 in any given Month	5% penalty on the total bill for that period
Below 300 for two consecutive months	10% penalty on the total bill for that period
Below 300 for Three consecutive months	15% penalty on the total bill for that period
Below 300 for Four consecutive months	Termination of the agreement at the discretion MARKFED (as per clause 20)

ix.

Public Relations Strategy:

The selected agency shall be responsible for providing Public Relations strategy annually as per clause no. 8.3.2. In case the agency fails to deliver the required Public Relations Strategy, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee for that period
Delay upto 2 month	10% deduction of monthly fee for that period
Delay upto 3 month	15% deduction of monthly fee for that period
Delay upto 4 month	Termination of the agreement at the discretion MARKFED (as per clause 20)

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Competitor Analysis Report:

The selected agency shall be responsible for providing Competitor analysis reports monthly as per clause no. 8.3.2. In case the agency fails to deliver the required competitor analysis report, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee
Delay upto 2 month	10% deduction of monthly fee for that period
Delay upto 3 month	15% deduction of monthly fee for that period

xi. Brand Kit:

The selected agency shall be responsible for providing Brand kit within the first 4 months of the award of contract. In case the agency fails to deliver the brand kit, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee
Delay upto 2 month	10% deduction of monthly fee
Delay upto 3 month	20% deduction + warning notice

In case the Bidder is not able to meet any of the targets for any 4 months in a year, then the payment will be withheld, and the contract shall be terminated, and security amount shall be forfeited.

Delay upto 4 month	Termination of the agreement at the discretion of MARKFED (as per clause 20)
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xi. Brand Kit:

The selected agency shall be responsible for providing Brand kit within the first 4 months of the award of contract. In case the agency fails to deliver the brand kit, the following penalties will be applicable:-

Condition	Penalty
Delay upto 1 month	5% deduction of monthly fee for that period
Delay upto 2 month	10% deduction of monthly fee for that period
Delay upto 3 month	15% deduction of monthly fee for that period
Delay upto 4 month	Termination of the agreement at the discretion of MARKFED (as per clause 20)

In case the Bidder is not able to meet any of the targets for any 4 months in a year, then the payment will be withheld, and the contract shall be terminated, and security amount shall be forfeited.

All other terms and conditions of the Tender shall remain unchanged.
Prospective bidders are advised to consider the above amendments while submitting their bids.
This corrigendum shall form an integral part of the Tender document.

Managing Director
The Punjab State Co-operative Supply and
Marketing Federation Ltd. (MARKFED)
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