Pre-Bid meeting for Mumbai Mela Shopping Festival (MMSF) 2017-18 was held on 13.10.2017 at MTDC Head office at 2.00 pm.
The meeting was chaired by Shri. Vijay B. Waghmare IAS Managing Director MTDC.

Following officials of MTDC were present:
1. Sri. Sanjay S. Dhekane Senior Manager (Legal).

Also representatives of following agency were present:
1. Times of India.
2. Wizcraft International Entertainment Pvt. Ltd.
3. Percept.
5. Kautilya Multicreations Pvt. Ltd.

There was discussion on the RFP document during the meeting and following points were discussed and cleared.

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of Agency who raised query.</th>
<th>Original Clause and Query raised</th>
<th>Final clarification given by MTDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Zapak digital entertainment Pvt. Ltd And Times of India</td>
<td>Page 22 D. Security Deposit. 6.19 Bid Security. The Bidder shall furnish as part of its bid, a Bid Security of Rs. 10,00,000/- (Rupees Ten Lakh only) in the form of a demand draft issued by one of the nationalised / Scheduled banks in India drawn in favour of Managing Director, Maharashtra Tourism Development Corporation payable at Mumbai (the “Bid Security”), must be submitted along</td>
<td>It is clarified that the Bid Security deposit of unsuccessful agencies will be returned within 4 weeks from the date of award of work to successful agency.</td>
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<td>2.</td>
<td></td>
<td>With the Proposal Query: When will be the Security Deposited refunded?</td>
<td>Documentation of meetings during the preparation stage and documentation of all seminars, meetings, conference, proceedings during the days of event. Query: What does documentation means and in which form?</td>
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<td></td>
<td></td>
<td>Once the amount equal to 5% (five percent) of the estimated project cost as derived by the agency shall be deemed to be the Performance Security in the form of Bank Guarantee. Query: What about the Security Deposited/ Bid security already given to MTDC?</td>
<td>It is made cleared that the word ‘documentation’ mean video recording, photography , along with activity report of various seminars, meetings, Conference, proceedings during the days of event . which will be</td>
</tr>
<tr>
<td></td>
<td>Company/Group</td>
<td>Page</td>
<td>Text</td>
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</tbody>
</table>
Query:  
What exactly is expected in the chart? | It is expected to give name and details of each person responsible and contact point for particular event/Activity. |
Query:  
When Royalty is to be paid to MTDC. | It is made clear that royalty will be paid to MTDC by the agency within 4 weeks of completion of the event. |
| 6. | Times of India. AND Milestone Brandcom. | Page 4. | To raise complete funds by way of sponsorship for arranging the festival.  
Query:  
Does it include media and marketing funds also? | Yes the agency has to raise complete funds by way of sponsorships for the festival including media, marketing and other marketing collateral. |
| 7. | Percept. | Page 3. | Strategies to Promote shopping destinations of Mumbai. | It is cleared that promotion of the event is not limited to Mumbai or State of Maharashtra it has to be across the country and also targeting international marketing creating a |
| 8. | **Wizcraft International Entertainment Pvt. Ltd.** | **Page 4:**  
The Technical proposals of all the firms will be opened in the presence of the Agency s’ representatives who choose to attend on 2/08/2017.  
**Query:**  
**Date should be corrected.** | The date 2/08/2017 should be read as 24/10/2017. Which is already mentioned at page no.7. |
|---|---|---|---|
| 9. | **Observation Made by MTDC.** | **Page 30**  
**Financial Evaluation:**  
The price bids of only technically qualified bidders would be opened for further consideration. The agency (L1) who has quoted the highest Royalty to MTDC will be given a score of 100. The agency s will be allotted score relative to the score of H1, which will be as below:  
\[ S_f = 100 \times \frac{F}{F} \]  
Where: \( S_f \) = the financial score of the Financial Proposal being evaluated  
\( F_L \) = the highest Royalty quoted.  
\( F \) = the price of Financial Proposal under consideration.  
**The point will be read as:**  
**Financial Evaluation:**  
The price bids of only technically qualified bidders would be opened for further consideration. The agency (H1) who has quoted the highest Royalty to MTDC will be given a score of 100. The agency s will be allotted score relative to the score of H1, which will be as below:  
\[ S_f = 100 \times \frac{F}{F_H} \]  
Where: \( S_f \) = the financial score of the Financial Proposal being evaluated |
10. Observation Made by MTDC.

Page 30.

Weightage of Technical and Financial Bid.

The score of technical proposals would be given 70% weightage and that of the financial proposals would be given 30% weightage.

It is cleared that the criteria for final selection will be total marks scored in technical and financial (i.e. technical 70% weightage and financial 30%). The agency scoring the highest mark will be awarded the contract.

This above clarification will form part of the RFP document.