

**Insurance Regulatory and Development Authority of India**

Ref. No. IRDAI/ PP&GR/ Empanelment of AA/2022-23/2 dated 29th July, 2022

**CORRIGENDUM**

**To the Invitation for expression of Interest for Empanelment of  
Advertising Agencies - 2022**

Reference is drawn to the Invitation to EOI for Empanelment of Advertising Agencies 2022 which was published vide Ref. No.- IRDAI/ PP&GR/ Empanelment of AA/2022-23/2 dated 29th July, 2022. The last date and time for submission of proposals has been mentioned as 22/08/2022, 04.00 PM in the Invitation document, the same shall be read as 29-08-2022, 04:00 PM Further time and date of opening sealed covers is also to be read as 30-08-2022, 11:00 AM. The other Corrections in the Invitation may please be seen in the Corrigendum attached herewith. Attention is drawn to the Clarifications to the responses to pre-bid queries published on the website on 12-08-2022.

GM

PPGR Department, IRDAI,  
Hyderabad

## Insurance Regulatory and Development Authority of India

Ref. No. IRDAI/ PP&GR/ Empanelment of AA/2022-23/2 dated 29th July, 2022

### **Corrigendum to the Invitation to Expression of Interest for Empanelment of Advertising Agencies – 2022**

Please refer to the Invitation to Expression of Interest for Empanelment of Advertising Agencies – 2022 issued on 29-07-2022. The following changes to Invitation for Expression of Interest issued are tabulated below

S.No.	Para and Page	Existing condition/para	Change/amendment
1	Page 2 & Page 8	Last Date and Time for receipts of Proposals mentioned as 22/08/2022, 4.00 PM	Date and Time for receipts of Proposals is to be read as 29/08/2022, 04:00 PM
2	Page 2 & Page 8	Time & Date of Opening Sealed covers mentioned as 23/08/2022, 11 am	Time and date of opening sealed covers is to be read as 30/08/2022, 11:00 AM.
3	Para 3 Page 4	Specification of Audio-Visuals (new addition) to be used for Audio and Video advertisements forming part of our publicity campaigns	In Para 3 after clause (k) new clause (l) (replacing existing clause) may be inserted as under m. Audio-visuals should be developed on digital media in full HD format (output specifications: Full HD 1920X1080 and 720X576 wide (suitable for various TV channels). Audio-visuals of 45 seconds duration each shall be developed. The short duration should in no way distort the message. (It should be facilitated for compressed version in to 30 secs or lesser duration. Background music has to be composed, voice over, if any, shall be given by good professional voice artists. In case of using actors in the creative, reputed actors may be chosen.) The existing clause 3 (l) is modified as clause 3 (m) as under. The agency should submit a declaration in the

			letterhead for the above (b) to (l) criteria
4	Page 14 Annexure 3	On Page No. 15 Annexure 3: Eligibility Criteria Response (Please tick mark the appropriate column) S. No. 1 : - Provisionally Empaneled Multi-Media Agencies for creative work with BOC (earlier DAVP) - category A,B or C.	On Page No. 15 Annexure 3: Eligibility Criteria Response (Please tick mark the appropriate column) S. No. 1: - Provisionally Empaneled Multi-Media Agencies for creative work with BOC (earlier DAVP) - category A

The other terms and conditions of Invitation to Expression of Interest for Empanelment of Advertising Agencies – 2022 issued on 29-07-2022 will remain unchanged.

**Executive Director**