



NATIONAL INSTITUTE OF FASHION TECHNOLOGY HEAD OFFICE

NEAR GULMOHAR PARK, HAUZ KHAS NEW DELHI –  
110 016

## CORRIGENDUM

**Tender Title:** Empanelment of National Level Agency for Branding strategy preparation & implementation and Brand Management Services

**Tender Reference Number:** NIFT/HO/CCC/228/EOI/Tender for Branding Agency/2018

**Tender ID:** 2025\_NIFT\_878221\_1

Tender for Empanelment of National Level Agency for Branding strategy preparation & implementation and Brand Management Services has been uploaded in the CPP Portal on 19.09.2025. Now, the following Corrigendum is issued to be treated as part & parcel of tender document:

S. No.	Page No. (Tender Document)	Clause No.	Description in original document	READ AS
1.	13	Clause 6 (IV) under section 2	Consulting Firm/ Bidder should have an average annual turnover of <b>₹ 25 Cr</b> (Rupees Twenty-Five Crores) under brand management consultancy services in any three years of last five years' period (i.e. FY 2019-2020, 2020-2021, 2021-22, 2022-23, 2023-24)	Consulting Firm/ Bidder should have an average annual turnover of <b>₹ 8 Cr</b> (Rupees Twenty-Five Crores) under brand management consultancy services in any three years of last five years' period (i.e. FY 2019-2020, 2020-2021, 2021-22, 2022-23, 2023-24)
2	13	Clause 6 (VII) under section 2	The Agency shall have minimum staff strength of <b>50</b> with suitable experience in advertising and brand building. (Details of staff to be submitted).	The Agency shall have minimum staff strength of <b>25 on its payroll</b> with suitable experience in advertising and brand building. (Details of staff to be submitted).
3.	14	Clause 6 (S. No. C) under section 2	Consulting Firm/ Bidder should have an average annual turnover of <b>Rs. 25 Cr</b> in the three years of last five years from consultancy services	Consulting Firm/ Bidder should have an average annual turnover of <b>Rs. 8 Cr</b> in the three years of last five years from consultancy services

4.	14	Clause 6 (S. No. E) under section 2	Consulting Firm/ Bidder should provide the details of employee strength (who are involved in core activities)- <b>Minimum Strength required is 50</b>	Consulting Firm/ Bidder should provide the details of employee strength on its payroll (who are involved in core activities)- <b>Minimum Strength required is 25</b>
5.	25	Clause 7.11(iv) S.No. B	<b>Financial Strength</b> Average annual turnover of any best three years out of last five years commencing FY 2019-2020 in Branding Business From Rs.10 Crore to Rs 15 Crore= <b>3 marks</b> Above Rs 15 Crore and up to Rs. 20 Crores= <b>5 marks</b> Above Rs 20 Crores and up to Rs. 25 Crores= <b>8 marks</b> Above Rs. 25 Crores = <b>10 marks</b>	<b>Financial Strength</b> Average annual turnover of any best three years out of last five years commencing FY 2019-2020 in Branding Business From Rs.08 Crore to Rs 10 Crore= <b>3 marks</b> Above Rs 10 Crore and up to Rs. 12 Crores= <b>5 marks</b> Above Rs 12 Crores and up to Rs. 15 Crores= <b>8 marks</b> Above Rs. 15 Crores = <b>10 marks</b>
6.	26	Clause 7.11(iv) S.No. E	<b>Staff Infrastructure</b> (Number of Core Staff attached/involved in Branding work/business) 50 and up to 75 persons = <b>5 marks</b> More than 75 and up to 100 persons = <b>8 marks</b> More than 100 persons = <b>10 marks</b>	<b>Staff Infrastructure</b> (Number of Core Staff attached/involved in Branding work/business) 25 and up to 30 persons = <b>5 marks</b> More than 30 and up to 40 persons = <b>8 marks</b> More than 40 persons = <b>10 marks</b>
7.	<b>Note:</b> For technical evaluation purpose, Experience in Branding Consultancy as well as for Strategy Implementation services wherever it occurs in tender document, whether separately or combinedly, both will be counted.			
8.	<b>Last Date and Time for submission of e-tender has been extended to 15/10/2025 at 1500 Hrs and opening of technical bid has been extended to 16/10/2025 at 1500 Hrs</b>			

All other conditions of tender document remain unchanged.

Sd/-  
**Assistant Director(Purchase),  
NIFT Head Office**