

Sr. No.	Pg No	Point No	Tender Original Clause	Clarification	Request for Change / Modification / Addition / Deletion
1	9		3	The SoW is not clear in terms of quantity -	We will ask creatives basis our ongoing or new campaign
2	9		3	Number of BTL activities are to be done in a calendar year	Approximately 2 in each quarter
3	9		3	Scope of Each BTL activity - Regional or National	Both
4	9		3	Will the branch branding and Branch BTL be part of this SoW	This RFP is only for creative and not for the onground execution
5	9		3	BTL ideas will be shared by BoB or only briefs will be shared.	Brief we will send