



Date: 30.06.2020

**CORRIGENDUM**  
**EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF MULTIMEDIA CREATIVE AGENCIES**

Point 6.1 of EOI document in regard to eligibility criteria reads as “The Agency should have full INS and Prasar Bharti (Doordarshan and AIR) Accreditation/Registration for the last 3 consecutive years, and it should be valid as on last date of submission of the Proposal.”

Now, this criteria stands relaxed as follows:

“The Agency should have full INS and Prasar Bharti (Doordarshan and AIR) Accreditation/Registration as on last date of submission of the Proposal.”

Revised timeline is given below:

<b>SL.</b>	<b>ACTIVITY</b>	<b>DATE</b>	<b>TIME</b>
1	Last date of submission of proposals under revised criteria	06.07.2020	03:00 PM
2	Date for announcing Shortlisted Agencies for Presentation on AIC website	10.07.2020	03:00 PM
3	Presentations	13.07.2020 & 14.07.2020	11:00 AM onwards
4	Date of Selection of Agencies	16.07.2020	03:00 PM