

**Embassy of India**  
**Abu Dhabi**  
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**Dated : 15.04.2026**

**Sub: Response to queries to Tender document No.Abu/Cul/327/1/2026 dtd 02.04.2026**

This is with reference above Tender document regarding engaging a social media agency for management of Mission's Social Media Accounts.

2. The replies to the queries / clarifications sought by the prospective bidders through email and during the pre-bid meeting held on 13.04.2026 at the Chancery are as follows:-

**Query 1:**

The RFP specifies an Earnest Money Deposit (EMD) of AED 12,000, representing 2% of the estimated tender value of AED 600,000. Kindly clarify whether this amount indicates a fixed upper limit for the annual retainer. Additionally, please confirm whether the quoted value is intended to cover only agency fees or if it is expected to include paid media expenses and other external costs, such as high-end media production.

**Ans:**

The estimated AED 600,000 represents the indicative annual contract value, and bidders must quote a comprehensive monthly rate under Least Cost System. The quoted price should be all-inclusive for the defined scope, covering manpower, content creation, tools, and operations. The EMD shall be refunded to unsuccessful bidders within the prescribed timeline, and to the successful bidder upon submission of the Performance Bank Guarantee, as per tender provisions.

**Query-2:**

The tender stipulates a minimum team composition of 11 specialists, including strategists, writers, analysts, and voice-over (VO) artists:

(a) Kindly clarify whether these resources are required to be fully dedicated to the Embassy or whether a shared or fractional resource model may be utilized.

(b) With regard to VO artists, agencies typically engage specialized professionals on a project basis rather than as full-time employees. Please confirm whether such an arrangement would be acceptable. If not, kindly provide further clarity on the expected volume and frequency of VO-based content to enable accurate costing.

**Ans:**

(a) The bidder is required to deploy a team meeting the minimum composition and qualifications specified in the tender document to effectively deliver the scope of work. Given the requirement of 24x7 social media management and monitoring, the bidder shall ensure adequate and continuous availability of resources for the Embassy's account. The mode of deployment (full-time, part-time, or otherwise) may be decided by the bidder; however, uninterrupted service delivery, responsiveness, and accountability must be ensured at all times.

(b) All resources, including specialized roles such as voice-over artists, shall be arranged by the bidder in a manner compliant with the tender conditions and scope of work. Further, as per tender conditions,

subcontracting of any part of the work is not permitted, and the bidder shall ensure compliance accordingly.

**Query 3:**

While the Scope of Work (SOW) requires the development of a monthly content calendar along with real-time coverage, could you please specify whether there is an expected baseline content volume (e.g., minimum number of posts per platform per week) and any indicative platform-wise content distribution? This will assist in accurately estimating design and copywriting efforts.

**Ans:**

The tender requires the agency to manage a monthly content calendar and ensure real-time content delivery, including event-based and on-demand outputs. However, no baseline volume (e.g., posts per platform/week) or platform-wise content breakup is specified in the tender.

Bidders may refer to the Mission's existing social media platforms.

**Query 4:-**

Annexure III specifies certain hardware requirements, including Intel i7 processors and NVIDIA graphics cards. If the design team operates on high-end Apple (Mac) systems, would equivalent or superior Apple hardware configurations be considered acceptable in lieu of the specified PC requirements?

**Ans:**

The hardware specifications mentioned in Annexure III are indicative in nature. The contractor is responsible for deploying adequate hardware and software resources to meet the performance and quality requirements of the assignment.

Equivalent or superior configurations, including Apple/Mac systems, may be used, provided they meet or exceed the functional and performance requirements specified in the tender.

**Query 5:**

Considering the requirement for immediate content editing/upload and 24×7 response management, could you please clarify the expected Service Level Agreement (SLA) for internal approvals from the client, particularly outside standard business hours?

**Ans:**

The tender requires the agency to ensure 24×7 social media management and immediate turnaround of content in coordination with the Embassy. However, no specific Service Level Agreement (SLA) for approval timelines has been prescribed.

Approval timelines shall be communicated by the Embassy on a case-to-case basis depending on the nature and urgency of the requirement.

**Query 6:**

The scope includes photography/videography coverage of one Embassy event per month within the UAE. In cases where the event is held outside Abu Dhabi, kindly clarify whether travel and accommodation expenses will be reimbursed by the client or are expected to be included within the quoted retainer fee.

**Ans:**

The scope of work includes photography/videography coverage of one event per month within the UAE. The financial bid requires that the quoted rates be inclusive of all costs associated with execution of the assignment.

No separate provision for reimbursement of travel or accommodation expenses is specified in the tender. Accordingly, bidders are required to factor all such costs into their financial bid.

**Query 7:**

Could you please elaborate on the expected level of creative output? Specifically, whether the requirement is primarily for template-based, business-as-usual (BAU) content or if it also includes campaign-led, high-concept creative development.

**Ans:**

As per the tender document, the scope of work includes development of communication strategy, execution of campaigns, and creation of high-quality digital content.

Accordingly, the requirement encompasses both routine content creation as well as campaign-led, high-quality creative outputs, depending on the nature of assignments.

Bidders may refer to the Mission's existing social media platforms for indicative quality, style, and diversity of content expected.

**Query 8:**

While audiovisual (AV) content is included in the scope, kindly clarify the expected level of production—whether it will primarily involve basic edits using existing footage or require high-production shoots.

**Ans:**

As per the Tender document. Bidders may also refer to the Mission's existing social media platforms for indicative quality, style, and scale of content expected.

**Query 9:**

As the scope requires content creation in both English and Arabic, kindly confirm whether translations will be provided by the client or if the agency is expected to manage bilingual content creation, including translation and adaptation, within the defined scope.

**Ans:**

The scope of work includes creation of content in both English and Arabic. The team composition specified in the tender includes content writers for both languages.

Accordingly, the agency shall be responsible for creation, translation, and adaptation of bilingual content as part of the scope of work.

**Query 10:**

Kindly clarify whether the bidder is required to submit a signed business cheque or a manager's cheque as part of the tender submission.

Ans: Please refer Para-N of the Tender document. The The cheque/bank draft should be in favour of "Accounts Officer, Embassy of India, Abu Dhabi payable at Abu Dhabi".

**(Aayushi P. Sutaria)**  
**Head of Chancery**

Email: [cul.abudhabi@mea.gov.in](mailto:cul.abudhabi@mea.gov.in)