

Annexure – 'I'

S. No.	Query raised by the agencies	Clarifications/Decisions of SAI
1.	The collaterals for the launch event – Please specify the quantity if physical collaterals need to be printed.	Approximately 4000-page digital printing (booklets/Brochure)
2.	Pre-recorded Ministers' messages – locations & no. of messages to be recorded.	Location will be shared at later stage, post the finalization of successful bidder. Some of the recording might involve travelling. Maximum 5 messages to be recorded.
3.	Celebrities / fitness enthusiast for testimonial video – Do we have to bring the celebs within the desired budget or suggest the names according to the concept and coordinate for the shoot?	The scope with entail conceptualizing the scripts, planning the shoot and execution of the same including shoot, edit and packaging on agreed design / colours etc  FIT INDIA Mission will facilitate the availability of the celebs.
4.	Please elaborate more on the venue setting. (Turf or Stadium Concourse or any other).	Indoor location – most likely a hall of approx. 100 feet x 30 feet
5.	Please elucidate more on the event seating layout. (VIP seating required on stage or not? Audience seating required or not?).	It will be very basic and details will be shared later
6.	Please clarify the venue for PM & MOS Live speech.	Shall be intimated after finalisation of successful bidder.
7.	(Dhyanchand stadium/ Respective personal offices – Security & Operations plan to be made accordingly). Please note that once the nature of the event is clarified i.e. if online virtual visuals to be created for the whole event or offline pre-recorded AV to be shot on a specific venue approved by MOS, bullet points 1-3 will be null & void.	To be clarified at a later stage
8.	Please provide clarification with respect to content for the app launch. (Fitness test demonstration using age-appropriate experts required/possible for App launch/AV content provided by MOS)	Age appropriate fitness protocols (developed for all age groups) will be launched now. However, FIT INDIA Mobile App launch will not be part of this event.
9.	Explication required with respect to digital, media, and radio partners. (Cost incurred by EMA/MOS)	Feed/ Signal for transmission to various channels required to be given EMA to all the aligned platforms  FIT INDIA mission will close all the platform partners to who the feed is to be given.

10.	Please elaborate more on the requirement of multiple language presentation. (The whole event to be hosted/translated in multiple languages or multiple languages respected in terms of snippets that are to be included in in the documentary, how many & which languages are we looking at).	Hindi & English will be required for Voice Over, supers and packaging may be required for now.
11.	Requesting clarification on the interaction bit between PM and Ministers. Please clarify if any live interaction is to be done with celebrities, sports personalities, etc. as well.	To be clarified at a later stage if required.

