



# Institute of Actuaries of India

Statutory body established under an Act of Parliament

Unit No. F-206, 2nd Floor, F Wing, Tower II, Seawoods Grand Central,  
Plot no R-1, Sector 40, Nerul Road, Navi Mumbai - 400706  
+91 22 6243 3333 +91 22 6243 3322

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## ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES” RFP REF NO: IAI/RFP/DIGITAL MARKETING/2023-24

### ADDENDUM

**DATE OF ADDENDUM: 23<sup>rd</sup> September 2023.**

#### NOTICE TO ALL POTENTIAL APPLICANTS

The Request for Proposal (RFP) for Digital Agency is modified as set forth in this Addendum. The original RFP and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Applicants shall take this Addendum into consideration when preparing and submitting its Proposal.

#### PROPOSAL SUBMITTAL DEADLINE

The Proposal submittal deadline has been changed as noted herein, and modified to the deadline stated in the RFP. The new Proposal submittal deadline is 4:00 pm on 29<sup>th</sup> September, 2023.

#### SUBMISSION OF BIDS

All bids to be submitted OFFLINE, ONLINE bids will not be accepted.

#### REGISTRATION

The digital agency has the target to generate & convert the leads. The quantity of registration is clearly mentioned in the RFP. Kindly refer to page 6.

#### PAYMENT

No advance payment will be made except for media spends to be made to another vendor (e.g.: media agency)

#### CAMPAIGN

The campaign to be pan India with initial focus on cities like Mumbai, Delhi, Chennai, Bengaluru, Pune & Kolkata.

#### TARGET AUDIENCE

ACET - 10+2 appeared or cleared students

OASIS- class 9-12 students

IAI admission- 12th pass till any age can take admission

**END OF ADDENDUM**